



May 2-3, 2009 - Las Vegas, Nevada
June 13-14, 2009 – San Diego, CA

Sponsorships and Advertising Opportunities

Show Management is offering the following marketing and promotional opportunities to enhance your participation in the **2009 BabyTime Expo**. Contracting for any of these sponsorships will significantly increase the exposure of your company and products to the thousands of proud moms, dads and grandparents expected to attend these events.

If you are interested in any sponsorship opportunity at a level other than shown in the menu below, your inquiry is cordially welcomed.

Title Sponsor
\$20,000 per city (Exclusive)

Instantly make it YOUR Expo! Total exposure for your brand by having the event described in all event promotion as the “**YOUR COMPANY**” **BabyTime Expo**. This sponsorship is restricted to one marketing partner per city. Your sponsorship includes:

- Exclusive recognition (per city) as the Title Sponsor in all applicable **BabyTime Expo** pre-event promotion and on-site materials and signs.
- Up to 800 square feet of exhibit space.
- Standard Electrical, Standard Carpet and Material Handling for exhibit space.
- Company banner on event website through duration of 2009 BabyTime Expo series and the first four months thereafter.
- Recognition on event website with hot link.
- Opportunity to place an item in the attendee registration bag.
- Opportunity for product sampling or demonstrations from the stage.
- Announcement recognition during the event.
- Inclusion in Sponsor Acknowledgement Advertisement in the **BabyTime Expo** event program.
- Full page ad in the event program.
- 50 complimentary tickets (\$6.00 value per ticket) for each sponsored event.
Sponsor must provide artwork for event program ad. Sponsor must provide item to be placed in the registration bag.

**Presenting Sponsor
\$10,000 per city (Exclusive)**

Make your mark by having the event described in all event promotion as **BabyTime Expo presented by "YOUR COMPANY"**. This sponsorship is restricted to one marketing partner per city. Your sponsorship includes:

- Recognition as a Presenting Sponsor in all applicable **BabyTime Expo** pre-event promotion and on-site materials and signs.
- Exclusive sponsorship recognition of one (1) **BabyTime Expo** activity – recognition includes company name in all promotion of the activity and activity signage.
- Up to 400 square feet of exhibit space.
- Standard Electrical and Material Handling for exhibit space.
- Company banner on event website through duration of 2009 BabyTime Expo series and the first four months thereafter.
- Recognition on event website with hot link.
- Opportunity to place an item in the attendee registration bag.
- Opportunity for product sampling or demonstrations from the stage.
- Announcement recognition during the event.
- Inclusion in Sponsor Acknowledgement Advertisement in the **BabyTime Expo** event program.
- Full page ad in the event program.
- 30 complimentary tickets (\$6.00 value per ticket) for each sponsored event.
Sponsor must provide artwork for event program ad. Sponsor must provide item to be placed in the registration bag.

**Anchor Sponsor
\$4,000 per city**

Showcase your brand as an anchor sponsor of BabyTime Expo:

- Recognition as an Anchor Sponsor in all applicable **BabyTime Expo** pre-event promotion and on-site materials and signs.
- Up to 400 square feet of exhibit space.
- Standard 500W Electrical
- Standard Booth Carpet
- Material Handling
- Recognition on event website with hot link.
- Opportunity to place an item in the attendee registration bag.
- Inclusion in Sponsor Acknowledgement Advertisement in the **BabyTime Expo** event program.
- Half page ad in the event program.
- 15 complimentary tickets (\$6.00 value per ticket) for each sponsored event.
Sponsor must provide artwork for event program ad. Sponsor must provide item to be placed in the registration bag.

Supporting Sponsor \$2,500 per city

Boost your presence as a supporting sponsor of BabyTime Expo:

- Recognition as a Supporting Sponsor in all applicable **BabyTime Expo** pre-event promotion and on-site materials and signs.
- Up to 200 square feet of exhibit space.
- Recognition on event website with hot link.
- Opportunity to place an item in the attendee registration bag.
- Inclusion in Sponsor Acknowledgement Advertisement in the **BabyTime Expo** event program.
- Half page ad in the event program.
- 10 complimentary tickets (\$6.00 value per ticket).
Sponsor must provide artwork for event program ad. Sponsor must provide item to be placed in the registration bag.

Activity Sponsor \$2,500 per activity, per city

Gain additional exposure for your brand as a sponsor of one (1) **BabyTime Expo** activity:

- Recognition as an Activity Sponsor in all applicable **BabyTime Expo** pre-event promotion and on-site materials and signs.
- Sponsorship recognition (not exclusive) of one (1) **BabyTime Expo** activity – recognition includes company name in all promotion of the activity and activity signage.
- Recognition on event website with hot link.
- Opportunity to place an item in the attendee registration bag.
- Announcement recognition during the event.
- Inclusion in Sponsor Acknowledgement Advertisement in the **BabyTime Expo** event program.
Sponsor must provide item to be placed in the registration bag.

Activity Areas

- **Changing Station**
This is an enclosed area on the show floor where parents can change their baby in privacy. It is the ideal place to distribute or feature sponsor items such as diapers, wipes, diaper pails, etc.
- **Crafty Corner**
Fun for all ages – children have the opportunity to release their creative energy in this supervised craft area. Children will take their special creations home.
- **Dad's Den**
A comfortable place for Dad to relax or play while Mom makes the rounds on the show floor.

Activity Areas (continued)

- **Daddy Derby**
A baby skills competition for Dad! Who is the fastest diaper changer in the West?
- **Diaper Derby**
Watch those babies go! Sponsor what promises to be one of the most popular activities.
- **Exhibitor Lounge**
Exhibitors need a place to relax after hours of standing on a concrete floor. Sponsor the lounge where seating and snacks will be available to exhibitors only.
- **Family Fun Zones**
Supervised play areas where parents and children can enjoy their time on the show floor.
- **Fashion Show**
Show off your latest maternity or baby fashions on the stage.
- **Mom's Makeover/Rock N Rest**
A spot for Mom to put her feet up and relax - provide rocking chairs for Mom to test drive! Sponsor may opt to offer pedicures, manicures, mini-massages or mini-facials.
- **Nursing Lounge**
A private place with comfortable seating for Mom to nurse or rest with a sleeping baby, this is the perfect place to distribute or feature sponsor items.
- **Stage**
Host special events such as puppet shows, story telling, fashion shows and other interactive activities designed to entertain all members of the family. The stage will also be the location of educational seminars presented by featured speakers.

* Activity Areas may differ from city to city based on available hall space, to be determined by Show Producer.

Attendee Bag Insert \$500 per city

This sponsorship allows your company to place one item in the bag given away to all attendees:

- Distribution of the custom bag from the event entrance and/or ticket booths.
- Insertion of one company brochure, coupon, logo item, or product sample in each bag.
- Inclusion in Sponsor Acknowledgement Advertisement in the **BabyTime Expo** event program.
Sponsor must provide item to be placed in the registration bag.

Program Advertising

Advertise in the official event program distributed to all **BabyTime Expo** attendees:

Back Cover	\$2,000
Inside Front Cover	\$1,500
Inside Back Cover	\$1,500
Full Page	\$950
Half Page	\$475
Business Card	\$150

All ads are four-color. Prices are per city.

* Program ads are restricted to current sponsors and exhibitors of BabyTime Expo.