

SPONSORSHIP Opportunities

GET NOTICED!

If you can't exhibit at Oh Baby Expo, or if you're exhibiting but want to beef up your exposure beyond your booth, there are many ways to have a BIG presence. Oh Baby Expo offers a wide variety of sponsorship opportunities to fit any need and budget.

MAIN EVENT SPONSOR \$2,000

Exposure:

- Inclusion on all Oh Baby Expo promotions, including media coverage, and materials, such as tickets, T-shirts and signage*
- Prominently placed advertisement on the Oh Baby Expo Website, www.ohbabyexposhow.com
- Show program cover mention and prominent inside advertisement
- Logo on Thank-You banner at show entrance
- Special thank-you announcements throughout the day at all activities

*Coverage will start immediately after the sponsorship agreement is signed.

CUTEST BABY PHOTO CONTEST \$1,500

Contest Details: A huge hit at the 2009 Oh Baby Expo, this contest gives parents a chance to show off their little bundles of joy.

Exposure:

- Inclusion on all Oh Baby Expo promotions mentioning The Cutest Baby Photo Contest
- Thank-you announcement before and after the contest mentioning your company's product or service
- Logo on photo-op prize checks
- Logo on Oh Baby Expo "Thank You to Sponsors" banner
- Logo on Cutest Baby Photo Contest signage
- Listing in the show program
- Inclusion in Website coverage of the contest
- Logo on Oh Baby Expo T-shirts

PLAY PEN \$1,500

Pen Details: This activity-packed play area is fun for children of all ages.

Exposure:

- Inclusion on all Oh Baby Expo promotions mentioning the Play Pen
- Logo on Oh Baby Expo "Thank You to Sponsors" banner
- Logo on Play Pen entrance signage
- Listing in the show program
- Website coverage (pictures of the area)
- Logo on fold-up chairs (to be used as door prizes)
- Logo on Oh Baby Expo T-shirts

CARE CORNER \$1,000

About the Care Corner: This special area will give parents everything they need to care for their baby at the show. There will be a changing station, a private breast-feeding section and bottle warmers.

Exposure:

- Inclusion on all Oh Baby Expo promotions mentioning the Care Corner
- Logo on Oh Baby Expo "Thank You to Sponsors" banner
- Logo on Care Corner entrance signage
- Listing in the show program
- Website coverage (pictures of the area)
- Logo on Oh Baby Expo T-shirts

Sign Me Up!

Consult your sales representative to purchase your package today!

Jennifer Kealey May Tiffany McCall Kaltenbach
314-609-5489 314-323-1131
Organizer Organizer

GAGA GEAR GIVEAWAY.....

What It Entails: A winner will be selected once an hour during the show. At that time, one lucky attendee will be given a product or service worth a retail value of \$500. This is a great way to get your product right in the hands of consumers, and introduce it to more people.

Exposure:

- Inclusion on all Oh Baby Expo promotions mentioning the Gaga Gear Giveaway
- Prominently placed announcements on the website announcing your product/service at one of the big giveaways at the main event
- Announcements of giveaway on strategically placed advertisements for the show
- Prominent show program advertisement
- Logo on Oh Baby Expo "Thank You to Sponsors" banner

SWAG BAGS

What It Entails: The first 50 attendees will receive a swag bag filled with freebies. This is a great way to get your product or information directly into the hands of consumers and introduce it to more people.

Sponsor Opportunities:

1. Supply the bags, and imprint your company's name on them.
2. Place a full-size product or information on your company's service in the bags (60 pieces).

Exposure:

- Logo on Oh Baby Expo "Thank You to Sponsors" banner
- Listing in the show program
- Website coverage
- Company name on Swag Bag inserts

OH BABY EXPO WEBSITE ADVERTISEMENTS

Positions available at www.ohbabyexposhow.com:

Top Banner Ad \$150*
Right-Side Medium Rectangles \$75*

Additional Exposure:

- Listing in the show program
- Logo on Oh Baby Expo "Thank You to Sponsors" banner

Limited space is available on the website, so be sure to secure a position quickly!

*Website ads will be uploaded upon the entrance of a contract. The ads will expire three months after the conclusion of the 2010 Oh Baby Expo.

LANYARDS/NECK CORDS \$1,000

What It Entails: Feature your company's name on the necklace-style cord that holds the exhibitor name badges. All attendees at the show will notice your company's name when interacting with exhibitors and show representatives.

Exposure:

- Logo on Oh Baby Expo "Thank You to Sponsors" banner
- Listing in the show program
- Website coverage

AT-SHOW PROGRAM ADVERTISEMENTS \$50

Exposure:

- An advertisement in the show program
- A listing on the Oh Baby Expo Website