

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 Web site, 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 CONTEST..... \$1,500

Contest Details: Certain to be a huge hit, this contest will give parents a chance to show off their little bundles of joy. We'll have a special stage, announcers and an impartial panel of judges.

Exposure:

- Inclusion on all Oh Baby Expo promotions mentioning The Cutest Baby 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 Contest signage
- Listing in the show program
- Inclusion in Web site coverage of the contest
- Logo on Oh Baby Expo T-shirts

DADDY DEN..... \$1,000

Den Details: This area will give dads a place to kick back and unwind during the show.

Exposure:

- Inclusion on all Oh Baby Expo promotions mentioning the Daddy Den
- Logo on Oh Baby Expo "Thank You to Sponsors" banner
- Logo on Daddy Den entrance signage
- Listing in the show program
- Web site 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'll 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
- Web site 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

OH BABY EXPO FASHION SHOW..... \$1,000

The St. Louis-area's most fashionable little ones will strut their stuff—or roll down the runway in a stroller or parent's arms—as they show off today's hottest children's wear.

Exposure:

- Inclusion on all Oh Baby Expo promotions mentioning the Fashion Show
- Thank-you announcement before and after the fashion show mentioning your company's product or service
- Logo on Oh Baby Expo "Thank You to Sponsors" banner
- Logo on Oh Baby Expo Fashion Show signage
- Listing in the show program
- Inclusion in Web site fashion show coverage (pictures and video)
- Logo on Oh Baby Expo T-shirts

OH BABY EXPO WEB SITE 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 Web site, so be sure to secure a position quickly!

*Web site ads will be uploaded upon the entrance of a contract. The ads will expire three months after the conclusion of the 2009 Oh Baby Expo.

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 an item or information on your company's service in the bags (50 pieces).

Exposure:

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

LANYARDS/NECK CORDS..... \$500

What It Entails: Feature your company's name on the necklace-style string that holds the attendee name badges. Everyone at the show will notice your company's name when they receive their badge, and they'll be walking advertisements.

Exposure:

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

AT-SHOW PROGRAM ADVERTISEMENTS..... \$50

Exposure:

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