



Advertising and Cross Promotion Program

Would your business or organization like to reach savvy expecting and new parents in the San Francisco Bay Area? Maternity Xchange offers a variety of advertising and cross promotion opportunities to get your message out via event sponsorships, advertising, email campaigns and website placement. By aligning with us, your company/organization will realize several benefits:

- Increased visibility among new and expecting parents in the San Francisco Bay Area
- Outstanding value for your marketing dollars
- Affiliation with an established and respected brand

Below is a menu of options and we're always open to any suggestions or ideas you may have. If you're interested in learning more, please email community@maternityxchange.com and we'll get back to you ASAP. *We look forward to partnering with you!*

San Francisco Birth & Baby Fair – The Bay Area's favorite fair for new and expecting parents will take place on June 6, 2010 at Fort Mason.

Main Event Sponsor

- Premier Logo placement & title privileges* (see below)
 - First choice of end cap or other exhibit space
 - Option to do a highlighted demonstration or workshop*
 - Gift bag inclusion
 - Logo on all banners, signage and gift bags
 - ½ page color program ad
 - Logo on front of fair program
 - Multiple logo committee on event website
 - Increased visibility
 - Free admission passes advertised as attainable at your designated locations
- *with approval from event committee

Advertising Sponsor - (Application must be received and approved by Deadline to include all elements, otherwise exclusions may apply)

- Logo on all banners, signage and gift bags
- 8' premier exhibit space
- Gift bag inclusion
- A number of free admission passes as well as discount passes advertised as attainable at your designated locations
- 1/4 page program ad
- Logo on front of fair program
- Logo hyper link on event website
- Increased visibility during event and in all media marketing
- Event announced as 'sponsored by' in all marketing, advertisements & press releases

Featured Area Sponsor - (Application must be received and approved by deadline to include all elements, otherwise exclusions may apply.)

- Named area to also be used as exhibit space
- Highlighted program listing
- Online listing with hyperlink
- Listed on applicable signage throughout fair and on program map
- Distribution of samples in goody bag and/ or in featured area
- Free admission passes and discounted admission passes attainable at your place of business.
- Use of product, if applicable.

Newsletter – Emailed monthly to over 5,000 contacts and features businesses and organizations in the following categories: Health and Wellness, Classes/Activities/Parent Clubs, Shopping and Retail, and Support Services. Newsletters are emailed once then archived on the website for one year. *[Note: our advertisers are given special consideration for article submissions in the newsletter.]*

Featured Resource

Up to 35 words, logo, website, address, phone, and email. [Including a promotional offer is recommended.] Exclusive - \$200, non-exclusive - \$150 or free w/cross promotion – please inquire*

Additional Resource

Website link only - \$50 or free w/cross promotion – please inquire*

Website

Homepage - Placement on our homepage offers the highest visibility and outstanding value.

Featured Resource - Logo, website link + up to 20 words of text - \$100/month, \$250/3 months, or free w/cross promotion – please inquire*

Community Resources section

This page features businesses and organizations in the following categories: Health and Wellness, Classes/Activities/Parent Clubs, Shopping and Retail, and Support Services

Enhanced Listing: \$100/year for 50 words, logo and link or free w/cross promotion – please inquire*

Basic Listing: \$50/year for link or free w/cross promotion – please inquire*

Choose two options and **save 15%!**

**We assess cross promotional opportunities on a case-by-case basis.*

For more information, email community@maternityxchange.com and we'll get back to you ASAP.