

SF BIRTH AND BABY FAIR

• SPONSORSHIP & EXHIBITOR INFORMATION

Fall 2008

Saturday, September 6

HOSTED BY MATERNITY XCHANGE

THE Event for new and expecting parents

The San Francisco Birth & Baby Fair is **THE** event for new and expecting parents in San Francisco and the surrounding Bay Area. Parents enjoy a day of education and shopping. Our Fall Event will be held Saturday, September 6th, from 10am to 3pm, at Fort Mason Center, in San Francisco's prosperous Marina District. There are goody bags for the first 250 attendees and available refreshments. Free workshops and demonstrations educate parents in various aspects of early parenting such as Baby Sign Language, Birthing Options & Alternatives, Cooking for you and Baby, Breastfeeding, Mom & Baby Nutrition, Pre & Post-Natal Fitness, Baby Carriers, Cloth Diapering and more.



At our event parents:

- **MEET** representatives from many pregnancy, birth, parenting and baby related resources including doulas, midwives, massage therapists, fitness instructors, childbirth educators, lactation consultants, photographers and more.
- **LEARN** by talking to experts in the birth and early parenting community, participating in workshops and watching demonstrations.
- **SHOP** for maternity clothes, children's items and more. We offer cute, hip, funky clothing from local designers as well as our own selection of new and consignment designer maternity wear

Promote your Business or Organization to A Target Audience through Sponsorship

- Reach out to new & expecting parents of the affluent SF Bay Area. All in attendance are expecting and/or have children 0-2 yrs.
- Receive premiere brand exposure on media advertising and event promotion.
- Experience hands-on, one-to-one marketing by selling your product, offering demonstrations or registering potential clients.
- Fill a sponsored area with your products, along with branded signage, banners and promotional materials.
- Receive guest list contact information for post-event follow up



Main Event Sponsor (limit 1) - \$1500

- End cap exhibit space & gift bag inclusion
- Logo on all banners, signage and gift bags
- ½ page color program ad
- Logo on front of fair program & on website with links to your site
- Increased visibility, contact information from event guest list
- Free admission passes advertised as attainable at your designated locations
- Event named as (or presented by) in all marketing

example:

“ *Your Company* ” presents the Maternity Xchange SFBBF

The Maternity Xchange SFBBF presented by “ *Your Company* ”

Advertising Sponsor (limit 4) - \$575-750

- Logo on all banners, signage and gift bags
- 8’ Exhibit space & gift bag inclusion
- Free admission passes advertised as attainable at your designated locations
- ¼ page program ad
- Logo on front of fair program & on website with links to your site
- Increased visibility, contact information from event guest list.
- Event announced as sponsored by in all marketing.

example:

The Maternity Xchange SF Birth & Baby Fair presented by Natural Resources
Sponsored by Funkie Baby, Medela & “ *Your Company* ”

Featured Area Sponsor - \$300-400

- Named area to also be used as display space
- Banner or signage
- Listed as participant in program and online
- Listed on applicable signage throughout fair and on program map
- Distribution of samples or promotional info, in gift bags and/ or in featured area
- Free Admission passes advertised as attainable at your designated location.
- Use of your product during fair, if applicable
- Available Areas include: Nursing \$400 (Raised, Stage Center), Play Area \$300, , Food/catering: \$300—400



Exhibit Space - \$100 - 200 (early bird pricing available before July 1st)

1. \$100 - 4' table space - This is a shared 8' table
2. \$125 - 4' Space & Gift Bag inclusion
3. \$175 - 8' table
4. \$200 - 8' table & Gift Bag inclusion

All Exhibitors receive:

- 1 chair for a 4' space or 2 chairs for an 8' space with access to electricity if needed
- A link on fair website to your site
- Company name on marketing materials and/or invitations
- Listing with company and contact information in event program
- Discount admission passes advertised as attainable at your location



Advertising Options

(options are free or discounted for Exhibitors)**

- **Gift bag insert **Non-exhibitors \$50 Exhibitors \$25**
- Gift bag sponsorship (limited spaces) - name on gift bags \$75
- Program paid Advertisement - (in color)
 - Full page \$500
 - Half page (inside cover front or back cover) \$300
 - Half page \$250
 - ¼ page \$150
 - **Company & contact info in program N - \$50, E - \$0
 - Product or service highlight on our "Favorites Page" in the resource guide. \$100
- **Raffle for non-exhibitors \$50
- Advertising space on our direct mail flyers \$150-250



Benefit from an Extensive Marketing Campaign

- Direct mail invitations to over 2500 expecting and parents of 0-1 year.
- Local newsletter & print ads.
- Signage onsite at sponsoring retailers and local ObGyn & childbirth educator offices.
- Email blasts to over 4500 subscribers.
- Guerilla street event & online marketing.
- Press releases & media invitations.

MATERNITY XCHANGE

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Check us out at
www.MaternityXchange.com
- or -
www.BirthandBabyFair.com

"..we thought for our first one we'd just do what they told us at the hospital. The birth fair helped us realize we could take charge of our birth the first time around."

- Chandra Egan

Application Process & Deadlines

- Sponsorship Applications will be processed on a first come first served basis.
- Due to the popularity of our event we cannot accept all applicants. Those chosen will be sent an invoice with their acceptance confirmation.
- Exhibitor Deadlines: Early Bird Pricing applies to APPLICATIONS AND PAYMENTS submitted before July 13th. Contact & company information must be received by July 14th to guarantee placement in marketing materials and program.
- Goody bag materials and applications received after August 1st are not guaranteed to be included in the gift bags.
- Advertising applications & fees for non-exhibitors must be received by July 14th.

" Having tiny tots advertised as a live demo really brought us a lot of people with a specific interest in cloth diapering. Great idea!...there was a wonderful turnout of expectant moms and that's what it's all about...Thanks for a great event! " — Shannon Nugent, Tiny Tots Educational Coordinator