

[www.ModernBabyExpo.com](http://www.ModernBabyExpo.com)



MODERN *Baby*  
EXPO



NC State Fairgrounds  
Exposition Center  
Raleigh, NC

[info@modernbabyexpo.com](mailto:info@modernbabyexpo.com)  
(919) 886-7469

# MODERN *Baby* EXPO

## WHAT IS THE MODERN BABY KID & FAMILY EXPO

The Modern Baby Expo is the perfect opportunity to meet new and expecting parents and young families with babies & toddlers from 0-5 years of age. This is a show where you can get cost effective exposure, showcase your products or services, increase your business opportunities, and give hands-on demonstrations to thousands of potential consumers all in one place.

Our Show is Action-Packed With Something For Everyone!

- The Cutest Baby Contest
- Diaper Derby
- Maternity Fashion Show
- Life Size Special Characters
- Family & Baby Seminars



## MODERN BABY MAGAZINE

OUR MAGAZINE WILL BE DEDICATED TO PROVIDING READERS WITH INFORMATION TO SUPPORT THEM THROUGH PRE-CONCEPTION, PREGNANCY AND THEIR CHILD'S EARLY YEARS. REGULAR MODERN BABY FEATURES INCLUDE: NUTRITION AND HEALTH TIPS, RECIPES, FUN CONTESTS, NEW AND COOL PRODUCTS, AN EXTENSIVE RESOURCE DIRECTORY, AND MORE. MODERN BABY MAGAZINE REALLY DELIVERS!

Take advantage of our great promotional 2 for 1 offer.

For the price of a standard booth you also get an ad in the magazine.

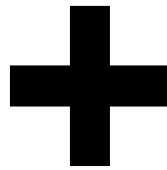
# 2 For 1

**A 6mo Ad In:**



**2011 Modern Baby Magazine  
Published Biannually**

**A Booth At:**



**2011 Modern Baby Expo at the  
Raleigh Fairgrounds Nov. 20 & 21**



# \$799

Offer Ends 09/31/10

**Call 919-886-7469 or visit [ModernBabyExpo.com](http://ModernBabyExpo.com)  
For more information.**

### **Modern Baby Expo:**

This is the perfect two day event to reach your target audience of expecting parents, young families, caregivers, and grandparents. Whether you are looking to sell products, market / advertise your business, or interact with your customer base, then this event is for you.

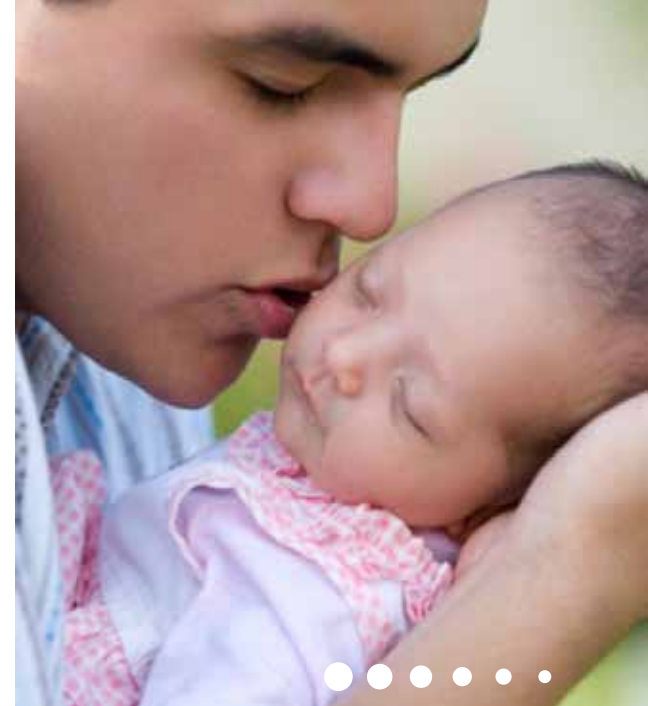
### **Modern Baby Magazine:**

The full-size MB Magazine will launch in January 2011 and will be published twice a year. Our magazine will be dedicated to providing readers with information to support them through pre-conception, pregnancy and their child's early years. Regular features will include: nutrition and health tips, recipes, fun contests, new and cool products, an extensive resource directory and more.

Modern Baby Magazine & Expo, 4115 The Oaks Dr., Raleigh NC 27606

Telephone: 919-886-7469 Fax: 919-457-1431

[www.modernbabyexpo.com](http://www.modernbabyexpo.com)



## WHAT IS IN IT FOR YOU?

We expect MBE to attract over 7,000 families and will implement an aggressive and diverse marketing plan to make this a must-see event. For parents, this means one-stop-shopping for products and services. For your business, simply put, it can provide a single point of access to thousands of Triangle families, and the unique opportunity to increase your presence and brand awareness with a key, growing consumer base.

### Our Goal:

MBE will provide your business with a strong marketing approach to driving high reach and long-term relevance with your core consumer before, during and after the expo.



## STRONG MARKETING

We offer exhibitor packages that will enhance your brand to consumers in a relevant way. Below is just a sample of the things we can do to bring your brand to life.

- TV Press on Major Local News Stations and Broadcast Networks
- Press Releases in Local News Mediums and Parenting Magazines
- Online Banner Ads
- On-site PR events
- Print Advertising
- Sponsored Information Sessions

## EVENT DETAILS

### PRICING

Adults \$10  
Kids Under 12 Free

### LOCATION

Date: March, 2011  
Location: NC State Fairgrounds  
Exposition Center, Raleigh NC  
Sat. 10-5pm  
Sun. 11-4pm

### SOCIAL NETWORKING

Facebook  
Twitter

### THEME

The theme of this years event is Modern Living.

### ACTIVITIES

MBE will host a variety of activities to keep our guests entertained. Here is a brief list of what we are planning.

- Face Painting
- Clowns & Magic Show
- Video Games
- Martial Arts Demos
- Mommy & Me Classes
- Fashion Show
- Bounce House & Inflatables
- Balloon Artist

- Arts & Crafts
- Infant Crawl Race
- And much more...

### LAYOUT

Convenience is top priority for our sponsors, exhibitors and guests. Here is a highlight of the layout.

- Entertainment/Fashion Show Area
- Activities Area
- Parent Information Sessions Area
- Exhibitor Booths
- Diaper Changing/Nursing Station
- Stroller Area
- Registration Area



# Demographics

**Population Raleigh, NC** - 1/2010 392,083

Growth in past 6 months 3,157 (.81%)

Annual percent age growth 1.71%

**Population Wake County** - 902,689 (est. July 2009)

**MSA Median Family income** (2008) - \$74,000

(MSA=Metropolitan Statistical Area for the Raleigh-Cary Region) Source: Raleighnc.gov

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## Wake County

2008 Total Live Births 13,542

Source: NC Dept. of Health and Human Services

## 21st Century Mom Report, July 2009

67% Percent of moms will buy a new car to accommodate their new family.

44% Percent of moms use social media for brand and product recommendations.

39% Percent of moms say going online is the most peaceful part of their day.

91% Percent of moms never leave the house without their cell phone.




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## Demographics of the typical attendee at similar Baby Expo events include\*\*:

### Gender:

Male 28%

Female 72%

### Adult Age:

17-25 15%

26-36 53%

37-50 24%

51+ 8%

### Children Age:

0-6 mos. 22%

6mos.-1yr. 24%

1yr-2yrs. 22%

3yrs-5yrs 15%

5+yrs 11%

Expecting 6%

### How far attendees drove to attend the show:

1-25 miles 75%

26-50 miles 17%

50-100+ miles 8%

### Topics of interest that brought them to the show:

New products 53%

Wellness 34%

Education 48%

Workshops 34%

Furniture 25%

Safety 39%

Seminars 28%

Crafts 27%

Clothing 36%

• Parents ages 18-34: 79%

• Married: 83%

• Pregnant: 49%

• Expecting first child: 71%

• 1-2 Children in Household: 57%

• Attended/graduated college: 73%

• HH Income \$50,000+: 51%

### Consumers attending such events report\*\*

• 77% say events influenced their purchase decisions

• 93% purchased or plan to purchase brands or products on display at the show

• 86% enjoyed learning about new products and services

• 49% changed their mind about which brands or services to purchase as a result of attending the show

\*\*Estimate based on Baby Faire Research Study



## Exhibitor Information

DID YOU KNOW...that the average new parents spend as much as \$16,000 on a child between the ages of 1 and 2? (Source: Babycenter.com)  
This show will give you extraordinary access to thousands of your potential customers. The purchasing power of new and expecting parents is an ever-growing market. Exhibiting at Modern Baby Expo is a great way to reach them efficiently and cost effectively

### Basic Exhibitor Booth \$299

This booth package is perfect for those exhibitors who have their own display cases, signs, tables, chairs, etc.

This 10' x 10' booth space does not include any of the items that are provided in the standard package. The basic package only consists of the space itself, which may be designed as you wish, however, it must be approved by show organizers prior to the show.

### Standard Exhibitor Booth \$599

One 10' x 10' showcase booth for display and product usage.

- 8' high back wall drape and 3' high side wall drape
- One (1) skirted table
- Two (2) chairs
- Booth ID Sign
- Three (3) Modern Baby Expo Exhibitor Badges
- Corporate Name/Business Listing in the Show Guide
- Listing on the MBE website

\* Add an additional \$100 for a corner booth

### Gold Sponsor \$1500

One 10' x 20' showcase booth for display and product usage.

- 8' high back wall drape and 3' high side wall drape
- One (1) skirted table
- Two (2) chairs
- ID Sign on back wall
- Four (4) Modern Baby Expo Exhibitor Badges
- Corporate Name/Business Listing in the Show Guide
- **PLUS**
- Show Bag inserts (2,000 pieces, inserts provided by the exhibitor)
- Web link on ModernBabyExpo.com for 3 months
- Full Page advertisement in the Show Guide
- Premium Placement in Exhibit Hall
- Company Name/Logo in all event advertising
- Official title as Gold Sponsor



**Custom booth sizes are  
available upon request.**

### Double Booth Only \$999

One 10' x 20' showcase booth for display and product usage.

- 8' high back wall drape and 3' high side wall drape
- One (1) skirted table
- Two (2) chairs
- Booth ID Sign
- Four (4) Modern Baby Expo Exhibitor Badges
- Corporate Name/Business Listing in the Show Guide
- Listing on the MBE website

\* Add an additional \$100 for a corner booth

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### Artisans

Local artisans are also encouraged to be a part of this event. Retail sales are welcome. The number of artisan booths are limited and available on a first come first serve basis. You must qualify. Please contact us for more information if you are interested. **These booth opportunities are limited.**

### Non-Profit

We support non-profit agencies and offer reduced rates. Please contact us for more information.

### Single Booth

For less than the cost of a small print advertisements, you can take advantage of a one-on-one opportunity to expose your company to new and expecting parents and families with children of all ages.

### Double Booth

Showcase your products, services, or even vehicle with extra elbow room.

### Activity Booth

Draw additional traffic the day of the event by providing an activity booth. Examples include Inflatable Games, Coloring or Building Area, and more. Must provide something fun and interactive for children.



Sponsor the Diaper Dash Contest

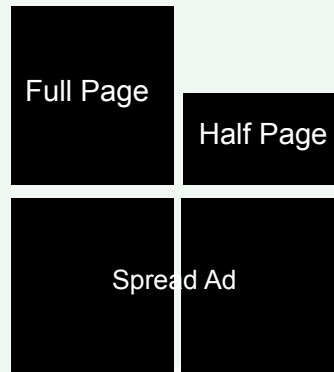
## Round out your advertising campaign with an ad in the program guide or an insert in the show bag.

### Show Program Advertising

To be distributed directly to all attendees

Ad Size	Rate
2 Page Spread/Full Color	\$850
1 Page/Full Color, (Premium Placement)	\$550
1 Page/Full Color	\$450
Half Page/Full Color	\$250

\*Contact us for Non-Exhibitor Rates



### Show Bag Inserts (\$250 Exhibitor/\$450 Non-Exhibitor)

Capture a targeted audience by inserting a product sample or literature piece (brochure, invitation or flyer) into the official show bag. All attendees will receive a show bag. Distributing your company item will allow a marketing impact that continues well after MBE is over. In addition, your company will be mentioned as a sponsor in the Show Guide and on the website.

### Insert Specifications:

No larger than 8.25" x 10.75"  
Cannot weigh more than 6 oz.



Sample Show Bag Only

## Sponsor Opportunities



Raise your profile before, during and after the show with the Modern Baby Expo sponsorship program. You'll improve your ROI and stand out from the crowd on the show floor with high profile sponsorship exposure. Choose from one of our existing sponsorship opportunities, or let us customize a package to meet your unique needs.

Sponsorship activities are offered on a first-come, first-served basis. Reinforce your brand image. Promote new products and services. Get your company name out in front and keep it there – even after MBE is over.

### **Title Sponsor (1 Available) \$25,000**

The Title Sponsor has dedicated prime space in the Expo. Special workshops and PR activities will be held to engage consumers in your brand and your products. This will result in driving traffic to your booth and website. Below is an abbreviated list of additional branding opportunities that come as a part of the Title Sponsorship package. These items can be customized to meet your specific needs.

- Official Lead Title Sponsor Expressed As “Modern Baby Expo Presented By Your Logo/Brand”
- Prime Location of 30'x30' Booth
- Product/Promotion Material Sampling in Bag and Distributed via Event Personnel
- Exclusive Sampling Opportunities
- Company Name and Logo Printed on Front Cover of the Expo Directory
- Full 2-Page Advertisement on Front Inside Cover of Expo Show Guide (With Coupon Opportunity)
- Branding and Product Sampling On-Site At Two of The Following Key Locations:  
Stroller Pickup, Food Area, Baby Changing Station and/or Sanitation Station
- PR ‘Discounted Ticket’ Activities to Drive Traffic to Select Stores and Boost Sales
- Press Release Announcing Company’s Sponsorship of MBE
- Logo on Front of Event T-Shirts
- Radio Tags Announcing Title Sponsorship
- Logo Appearance on All Online Banner Advertisements
- Logo Appearance on Billboard

### **Activity Zone Sponsor (1 Available) \$15,000**

The Activity Zone Sponsor has dedicated space in the Expo where families can play and interact with your brand. Children will be drawn to this area resulting in interaction with parents. Below is an abbreviated list of additional branding opportunities that come as a part of the Activity Zone Sponsorship package. These items can be customized to meet your specific needs.

- Prime Location of Activity Zone Space on the show floor
- Product/Promotion Material Sampling in Bag and Distributed via Event Personnel
- Full 2-Page Advertisement inside the Expo Show Guide (With Coupon Opportunity)
- Exclusive Branding of the MBE Activity Area Including  
Your Logo, Products and Mascot (If Applicable)
- Logo on Back of Event T-Shirts
- Logo Appearance on online Banner Advertisements
- Mention of Sponsorship in Most PR Advertising Announcements

# Sponsor Opportunities



## Entertainment Stage Sponsor (1 Available) \$10,000

The entertainment stage is where all the action happens in the Expo. Attendees will enjoy fashion shows, seminars, product demonstrations, entertainment and more. Your company will be the presenting sponsor of all events on the entertainment stage over the two day period. A full schedule of events will be posted closer to the day of the event. Below is an abbreviated list of additional branding opportunities that come as a part of the Entertainment Sponsorship package. These items can be customized to meet your specific needs.

- Logo in center of entertainment banner Product/Promotion Material Sampling in Bag and Distributed via Event Volunteers
- Full 2-Page Advertisement Inside the Expo Show Guide (With Coupon Opportunity)
- Exclusive Branding of One of MBE activity areas Including Your Logo, Products and Mascot (If Applicable)
- Logo on Back of Event T-Shirts
- Logo Appearance on All Online Banner Advertisements
- Mention of Sponsorship in Most PR Print Announcements

## Platinum Sponsor (10 Available) \$5,000

Platinum Sponsors have prime booth locations to attract consumers. They are also entitled to one expert workshop of their choice that will drive awareness of their brands and products and drive traffic to their booth. Below is an abbreviated list of additional branding opportunities that come as a part of the Platinum Sponsorship package. These items can be customized to meet your specific needs.

- Prime Location of 20' x 20' Booth
- Product/Promotion Material Sampling in Bag
- Full Page Advertisement Inside the Expo Show Guide (With Coupon Opportunity)
- Logo on Back of Event T-Shirts
- Mention of Sponsorship In Some PR Print Announcements
- Logo Appearance and Link to Website on ModernbabyExpo.com

## Gold Sponsor (Limited) \$1,500

Gold Sponsors have first choice of prime 10' X 20' booth locations to attract consumers. They are also entitled to inbag sampling opportunities to drive awareness of their brands and products and online advertising to drive traffic to their business. Below is an abbreviated list of additional branding opportunities that come as a part of the Gold Sponsorship package. These items can be customized to meet your specific needs.

- Prime Location of 10'x 20' Booth
- Product/Promotion Material Sampling in Bag
- Full Page Advertisement Inside the Expo Show Guide (With Coupon Opportunity)
- Logo on Back of Event T-Shirts
- Logo Appearance and Link to Website on ModernbabyExpo.com

## Patron Sponsor (Unlimited Available) \$Estimated Media Value Varies

At MBE, we realize that not everyone can be a part of our event for various reasons. For those companies, we offer our Patron Sponsorship package. As a Patron Sponsor, you can give any amount or form of sponsorship you deem adequate. Below is a sample list of past patron sponsorships.

- Restaurants Gift Cards
- Tickets to Family or Sporting events
- Lunch for Volunteers and Exhibitors
- Donations to a Food Bank
- Product Sampling in Bag



## **Mom's Corner Sponsor (1 Available) \$5,000**

Mom's have it tough. The Mom's Corner will be a designated enclosed area for moms, providing them with an oasis of benefits just for her and guess what? No children allowed! That's right, we'll give mom a 10 minute massage, apply some makeup and give her a bit of relief from the kids while the kids are out enjoying the entertainment. Below is an abbreviated list of additional branding opportunities that come as a part of the Mom's corner package. These items can be customized to meet your specific needs.

- Official Mom's Corner Sponsor Expressed As "Mom's Corner brought to you by Your Logo/Brand"
- Product/Promotion Material Sampling in Bag
- 1/2 Page Advertisement Inside the Expo Show Guide (With Coupon Opportunity)
- Logo on Back of Event T-Shirts
- Mention of Sponsorship In Some PR Print Announcements
- Logo Appearance and Link to Website on Expo Website
- Product Sampling in Mom's Corner
- And Much, Much More!

## **Dad's Corner Sponsor (1 Available) \$5,000**

Dad's are just as important as mom's at MBE. So, we're taking the Expo to the next level and creating a place just for them where they can have their own grown-up fun. The Dad's Corner will be a place where dads can take a break and engage in gadgets, hi-def TVs, video games and whatever else suits them. Below is an abbreviated list of additional branding opportunities that come as a part of the Dad's Corner package. These items can be customized to meet your specific needs.

- Official Dad's Corner Sponsor Expressed As "Dad's Corner brought to you by Your Logo/Brand"
- Product/Promotion Material Sampling in Bag
- 1/2 Page Advertisement Inside the Expo Show Guide (With Coupon Opportunity)
- Logo on Back of Event T-Shirts
- Mention of Sponsorship In Some PR Print Announcements
- Logo Appearance and Link to Website on Expo Website
- Product Sampling in Dad's Corner
- And Much, Much More!

## **Health Corner Sponsor (1 Available) \$5,000**

The Health Corner Sponsor has dedicated space in the Expo where families can interact with your brand. Attendees will be drawn to this area resulting in interaction with parents. Below is an abbreviated list of additional branding opportunities that come as a part of the Health Corner Sponsorship package. These items can be customized to meet your specific needs.

- Official Health Corner Sponsor Expressed As "Health Corner brought to you by Your Logo/Brand"
- Product/Promotion Material Sampling in Bag
- 1/2 Page Advertisement Inside the Expo Show Guide (With Coupon Opportunity)
- Logo on Back of Event T-Shirts
- Mention of Sponsorship In Some PR Print Announcements
- Logo Appearance and Link to Website on Expo Website
- Product Sampling in Health Corner
- And Much, Much More!



## Exhibitors / Non-Exhibitors

### Limited Pre Show Sponsorship Opportunities

- **Badge Email Confirmation - \$200**
- **Discount Coupon Sponsor - \$200**
- **Email Blasts - \$200**
- **Product Review - \$300**
- **Targeted Pre-Show Mailing List - \$300**
- **Web Banner Ads - \$200**

### Stage Show Advertising

- **Stage Sponsor - \$10,000**  
Provide your brand with logo recognition and the opportunity to promote your products on the Event Stage.
- **Video Screens - Call For Quote (These are going fast)**  
Drive traffic to your booth with commercials and trailers that run between stage shows.
- **Product Giveaways - \$200**  
Sponsor a product giveaway between shows. Supply MBE with a product and we'll mention your company name and drive traffic to your booth.

### Limited On-Site Sponsorship Opportunities

- **MBE Bucks - \$2,500**  
Each attendee receives a \$5 MBE Buck which can be used to purchase items at all participating vendor booths. Put your company information in each attendee's hand.
- **Aisle Signs/Banners - \$200 (3-5 Available)**  
Drive traffic to your booth with mass exposure by emphasizing your presence at the show. These opportunities are available throughout the exhibit hall.
- **Badge Insert - \$1,000 (1 Available)**  
Your company will gain additional exposure with an ad that will appear on an insert placed in the badge holder of each exhibitor and special guest badge holder. These cost-effective ads are a unique way to capture attention.
- **Banners \$800 - \$1,000**
- **Carpet Stickers - \$400**
- **Consumer Registration Booth - \$1,500**  
Let your company be the first one that attendees see when they arrive at the show as they check out your logo on the information booth.
- **Diaper Changing Area - \$500**
- **Diaper Dash - \$2,500**
- **Entry Door Sponsor - \$2,500**
- **Food Court Table Tents - \$200 - \$2,000**  
Your logo and information will be displayed on all the tables in the food court area.
- **Free Standing Signs - \$500**
- **Hand Stamps - \$500**  
Attract the immediate attention of every attendee that visits the expo with the hand stamps that allow attendees to re-enter the show.
- **Lanyards - \$1,500**  
This is the ultimate in achieving brand awareness. See your company logo around virtually every attendee, exhibitor and speaker's neck. In addition, your company will be mentioned as a sponsor in the MBE Show Guide and on the MBE website.
- **Press Room - \$ 1,500**
- **Show Bags - \$3,500**  
Attendees will receive an official keepsake bag that will include the name and logo of the bag sponsor. In addition, your company will be mentioned as a sponsor in the Show Guide and on the website.
- **Stroller Parking Area - \$1,000**