



**The NH Mama & Baby Expo cordially invites you and your business to attend New Hampshire's largest event for expectant parents, new parents, and their families!**

*Are you a childbirth or parenting educator? Do you offer products or services for pregnant moms or new families?*

*Do you want to market your product or service to hundreds of New Hampshire families through social media, the web and in person?*

*Would you like to spend the afternoon with hundreds of potential new prospects?*

***Then we have an opportunity for you!***

Our attendees are expectant and new families who are interested in connecting with products, services and education that help make their job as new parents easier!

The NH Mama & Baby Expo is the largest expo of its kind in the state. Last year we connected over 1,200 people with products, services and education, as well as local businesses with new clients, eager to work with them!

New parents are faced with so many questions, sometimes it's overwhelming... What's a doula & do I need one? What stroller do I choose? Who do I choose for my OB or Midwife? Do I choose cloth diapers or disposables? I want to have a natural birth but I'm scared? The list goes on and on...

The NH Mama & Baby Expo was created to help new families find the products and services they need, not feel so overwhelmed and help ease the transition into parenthood.

It is our mission to connect local families with products, services and education that promote healthy pregnancy, birth and parenting. Your company has been hand selected by our staff and families throughout the state because we feel you're in alignment with this mission!

The NH Mama & Baby Expo is not only an expo but also a day filled with workshops, fitness classes, wellness demos and giveaways. Please review the enclosed information on our sponsorship and exhibitor opportunities. We look forward to helping you grow your business, while educating families and networking with other businesses throughout the state.

Join us **November 9, 2014** from 11:00am-4:00pm at the **Grappone Center in Concord**. Read through our **sponsorship** and **exhibitor** info below. Register and pay at [www.NHmamababyexpo.com](http://www.NHmamababyexpo.com). Space is limited and fills up fast!

Please feel free to contact us with any questions you may have about the event.

Sincerely,  
Jennifer Middlemiss & Caroline Sweet



## PLATINUM SPONSORSHIP - \$2,000

### **NH Mama & Baby Expo – presented by: “Your Business”**

- Platinum location 12’ table in Exhibit Area
- Workshop time at the NH Mama & Baby Expo
- Company name and logo (where applicable) on all advertising as the presenting sponsor
- Logo on front cover of event program, Logo on event posters, Signage with your logo at Expo
- Insert in event bags (must be provided by you and received by the deadline)
- Full Page ad in our event book (Ad provided by you)

## NURSING MAMA’S LOUNGE – \$700

### **The nursing lounge is a great place for pregnant/new moms to relax, nurse & change their baby**

- Premium location 12’ table in Exhibit Area
- Company name mention & Logo on all advertising that mentions the Nursing Lounge
- Signage at event by/inside the Nursing Mama’s Lounge
- Logo and direct link to your site on our website
- Logo on back cover of event program
- Insert in event bags (must be provided by you and received by the deadline)
- 1/2 Page ad in our event book (Ad provided by you)

## WORKSHOP SPONSOR - \$700

### **We offer a full day of workshops lead by local pregnancy & parenting experts.**

- Premium location 12’ table in Exhibit Area
- Workshop time at the NH Mama & Baby Expo
- Workshops presented by, Your business on all workshop advertising.
- Signage at the expo, in the workshop room with presented by and logo
- Logo and direct link to your site on our website
- Insert in event bags (must be provided by you and received by the deadline)
- 1/2 Page ad in our event book (Ad provided by you)



## GOLD SPONSOR - \$600

**Sponsored by, will be included in select ads, all press releases, post cards & website**

- Premium location 6' table in Exhibit Area
- Company name and logo and/or your business name on select event advertising
- Logo and direct link to your site on our website
- Logo on back cover of event program
- Insert in event bags (must be provided by you and received by the deadline)
- 1/4 Page ad in our event book (Ad provided by you)

## TICKET SPONSOR - \$500

- Your logo and website printed on all tickets sold to the fall NH Mama & Baby Expo
- Logo and direct link to your site on our website
- Insert in event bags (must be provided by you and received by the deadline)
- 1/4 Page ad in our event book (Ad provided by you)

## VIP BAG SPONSOR - \$500

**50 VIP early admission tickets will include a canvas tote filled with coupons and full size samples**

- Prominent logo exposure on 50 VIP attendees
- Logo and direct link to your website from ours.
- Logo on the back of the event program
- Insert in the event bags (must be provided by you and received by the deadline)
- 1/4 Page ad in our event book (Ad provided by you)

## WELCOME BAG SPONSOR - \$500

**The first 200 people to enter will receive a bag pre-stuffed with coupons and valuable merchandise from businesses**

- Prominent logo exposure on 200 NH Mama & Baby Expo attendee event bags
- Logo and direct link to your website from ours.
- 1/4 Page ad in our event book (Ad provided by you)
- Insert in the event bags (must be provided by you and received by the deadline)



## EXHIBITOR- \$325

- 6' table in Exhibit Area
- Company name mention with link to your website from our site
- name printed in event program
- Insert in event bags (must be provided by you and received by deadline)
- 50% off 1/8 page ad in event booklet

## CRAFTER - \$200

- 6' table in Exhibit Area
- Company name mention with link to your website from our site
- name printed in event program
- Insert in event bags (must be provided by you and received by deadline)
- 50% off 1/8 page ad in event booklet

## NON-PROFIT - \$100

- 6' table in Exhibit Area
- Company name mention with link to your website from our site
- name printed in event program
- Insert in event bags (must be provided by you and received by deadline)
- 50% off 1/8 page ad in event booklet

## EVENT BOOK AD/WELCOME BAG INSERT

**Every attendee receives an event book with info on the expo, sponsors & exhibitors. Add a special Ad or coupon!**

- Full Page Ad - \$200
- 1/2 Page Ad - \$125
- 1/4 Page Ad - \$ 75
- 1/8 Page Ad - \$50
- Welcome Bag insert - \$50

## Event Details

### Registration

Sponsorship & Exhibitor space is available on a first come first serve basis; all applications for space must be submitted before September 30, 2014. Full payment must be made when registering. You can register online via our secure website [www.nhmamababyexpo.com](http://www.nhmamababyexpo.com) Feel free to contact us with any questions!

### Expo Location

Grappone Convention Center  
70 Constitution Ave, Concord NH 03301

### Expo Hours

Sunday, November 9, 2014 11:00am-4:00pm

### Set-up Hours

Sunday November 9, 2014 9:00am - 11:00pm

### Tear Down Hours

4:00 pm- 5:00 pm - Exhibitors are not permitted to begin booth teardown until 4:00 p.m. on Sunday November 9, and everything must be removed by 5:00 p.m

### Lunch

Box lunches are available for all exhibitors for an additional. An order form will be on your table when you arrive. Lunch will be delivered to you.

Check out our website [www.nhmamababyexpo.com](http://www.nhmamababyexpo.com) for more information, photos from our last event and what people are saying about the NH Mama & Baby Expo!

### Contact Information

NH Mama & Baby Expo  
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We look forward to working with you soon! Please contact us with any questions!