

the baby maze baby & toddler show 2010

From pregnancy to pre-school
we've got it covered

The Platform, Morecambe

Sunday 2nd May 2010

10am-3pm

Exhibitor/Sponsorship Information Pack



The Baby Maze Baby and Toddler Show

7 Lonsdale Place Lancaster Lancs LA1 4BX • telephone: 01524 381170

email: babyshow@babymaze.co.uk • www.babymaze.co.uk/babyshow.asp

Introduction

The Baby and Toddler Show is brought to you by The Baby Maze Ltd and Quay Creative. Both are Lancaster-based businesses owned and managed by two local mums who know the family market inside out and appreciate the need for such an event.

Around 1400 babies are born in the Lancaster District each year and the Baby and Toddler Show will give you the opportunity to promote your business to the expectant mothers, parents, grandparents and guardians who come through the door on the day.

Success in 2009

The first Babymaze Baby and Toddler Show was held at Lancaster and Morecambe College in May 2009. The event proved to be a great success attracting in excess of 600 visitors.

In addition to showcasing the very best that local businesses have to offer the show also caught the attention of established names such as **JoJo Maman Bebe**, **Annabel Karmel** and **Mini Mode** who placed adverts in the fantastic show guide which was made available to visitors on the day.



Fashion show by JoJo Maman Bebe



Face painting



Exhibitor gets into the spirit of the event

Feedback on the 2009 Show

“We have just arrived home from the Baby Show and I just wanted to congratulate you on a fabulous event” - *Visitor to the show*

“I came away thrilled with the way the day went... it is hard to believe it was your first show” - *Eleanor Postlethwaite, Photographer*

“Must say what a great day it was... very well organised. Everyone I have spoken to said how much they enjoyed it”- *Jo Jingles*

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Be a part of the 2010 Baby and Toddler Show

The Baby and Toddler Show aims to provide a fun day out for the whole family and visitors can expect to find a range of exhibitors, demonstrations and giveaways. Entry will be FREE in order to encourage the maximum footfall on the day.

The Venue

The Platform arts venue is ideally situated opposite the iconic Midland Hotel along Morecambe's famous Promenade. Located within walking distance of numerous car parks and Morecambe Railway Station it is also on the main Lancaster/Morecambe bus route.

Benefits to exhibitors

- Showcase your business in a relaxed, friendly environment
- Meet your target audience face-to-face
- Make new business contacts
- Choose from a variety of exhibition/advertising options to suit your budget
- Be part of an extensive marketing campaign

Exhibiting at the 2010 show

Exhibition space/tables will be provided by the event organisers. Please let us know when booking if you would like to bring your own exhibition stand or if you require access to a power point.

Exhibitors are responsible for decorating their stand with relevant signage, logos etc. However basic tablecloths will be provided.

Set up is between 8am and 9.30am on the morning of Sunday 2nd May 2010 and you will be able to clear away between 3.15pm-5pm on the same day. Stands will be in place and clearly labelled when you arrive.

Exhibition stand rates

OPTION A	OPTION B
1 x approx 6ft x 2ft table	2 x approx 6ft x 2ft tables
£95	£160

*Positioning of stands will be decided by the event organisers. Spaces are limited so **book early** to avoid disappointment.*

Please contact us if you require a larger exhibition area than outlined above and we will provide a quotation.

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The Show Guide

An A5 full colour show guide will be made available to visitors on the day.

All exhibitors will have a basic listing in the show guide consisting of name and telephone number.

However there are a number of options available to enhance your profile:

Extended listing

An extended listing includes a photo or logo, contact details, web address and a description of around 30 words.

Advert

Taking out an advert in the show guide is an effective way to establish a brand identity and to reach your target audience. Those with a quarter page, half page or full page ad will also be given an extended listing in the show guide at no extra cost.

Advertising rates

TYPE OF AD	COST	SIZE AND SPECIFICATION
Extended listing	£25	30 word description plus 1 x image/logo to be supplied as a jpeg (300 dpi)
Quarter page	£50	64mm wide x 95mm high - 300 dpi hi-res PDF
Half page	£85	138mm wide x 95mm high - 300 dpi hi-res PDF
Full page	£140	138mm wide x 200mm high - 300 dpi hi-res PDF
Inside back/ inside front	£170	As above - please request asap as these are prime locations

Completed print-ready artwork (300 dpi hi-res PDF) is required by Friday 19th March 2010 at the latest for inclusion in the show guide. We can arrange to have artwork designed to your specification. Prices will be provided on application once a detailed brief has been received.

Please note any artwork received that has to be manipulated by our designer before being suitable to use will be subject to a £15-£25 design fee.

Goodie Bags

200 FREE goodie bags will be distributed to visitors to the Baby and Toddler Show. The bags will contain leaflets, brochures, special offers and free samples.

Companies placing an advert/extended listing in the show guide can include a FREE insert, sample or catalogue in the goodie bags. Otherwise the cost to include marketing material or product samples is £15.

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Booking Form - Exhibitor

To reserve exhibition space at the 2010 Baby and Toddler Show and/or advertising space in the show guide please complete this booking form and return to: The Baby Maze Ltd, 7 Lonsdale Place, Lancaster, Lancs, LA1 4BX

In order to secure your booking please send a 50% deposit with your booking form. This is a non-refundable deposit unless the show needs to be cancelled due to unforeseen circumstances. By return you will be sent written confirmation of your booking along with a receipt. Payment can be sent via cheque (payable to The Baby Maze Ltd) or by BACS sort code: 09-06-66 account no: 42641001 account name: The Baby Maze Ltd

COMPANY NAME	
Postal address	
Contact name	
Telephone number	
Email address	

Exhibition stands

OPTION	DETAILS	COST	TICK AS APPROPRIATE
Option A	1 x table (approx 6ft x 2ft)	£95	
Option B	2 x tables (approx 6ft x 2 ft)	£160	

Show guide

TYPE OF AD	COST	TICK AS APPROPRIATE
Extended listing	£25	
Quarter page	£50	
Half page	£85	
Full page	£140	
Inside front or back (please specify)	£170	

Goodie bags (inserting marketing material is **free** if you are placing an extended listing or advert in the show guide)

COST	DETAILS OF INSERT
£15	

Please tick and sign below to confirm that you have read and agree with the terms and conditions overleaf.

Name:

Signature:

Date:

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Sponsorship Opportunities

The main headline sponsor of the 2009 Baby and Toddler Show was *Simply Baby* who will reprise their sponsorship role in 2010. Due to the success of the 2009 event we now have several additional opportunities for sponsorship in 2010.

Sponsorship of the Baby and Toddler Show 2010 is a fantastic way to promote your business. If you are interested then please contact us as soon as possible to ensure your position as sponsorship opportunities are limited.

Benefits to sponsor

- Logo on all marketing materials (leaflets, posters, advertising etc)
- Logo on the front of the show guide, goodie bag and on the main page of the website (which has received over 2500 unique visitors)
- Company profile on the Baby and Toddler Show website with link to your website
- Half-page advert in the show guide (can be upgraded to a full page advert)
- Free insert or sample in the goodie bag
- Make use of a 6ft exhibition table on the day which will be situated in a prominent location
- Showcase your business in a relaxed, friendly environment

SPONSORSHIP PACKAGE	COST
With half page advert in show guide	£300
With full page advert in show guide	£330

Please let us know if you require more than one exhibition table or any additional space at the Baby and Toddler Show and we will put together a new package price.

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Further Information for Sponsors

Logo

We will feature your logo on all marketing material such as press adverts, posters, leaflets etc

SPONSOR LOGO	SIZE	SPECIFICATION
	300 dpi	JPEG

Please send logo to babyshow@babymaze.co.uk within two weeks of returning the booking form.

Advert in show guide

An A5 full colour show guide will be made available to visitors on the day.

ADVERT IN SHOW GUIDE	SIZE OF AD	SPECIFICATION
Half page	138mm wide x 95mm high	300 dpi hi-res PDF
Full page	138mm wide x 200mm high	300 dpi hi-res PDF

Completed print-ready artwork (300 dpi hi-res PDF) is required by Friday 19th March 2010 at the latest for inclusion in the show guide. We can arrange to have artwork designed to your specification. Prices will be provided on application once a detailed brief has been received.

Please note that any artwork that has to be manipulated by our designer before being suitable to use will be subject to a £15-£25 design fee.

Profile on website

All sponsors will have a profile in a dedicated section of the Baby and Toddler Show website. Please email a description of your business (around 50 words) and this will form part of your profile along with your logo, full contact details and link to your website if you have one.

Goodie bags

200 FREE goodie bags will be distributed to visitors to the Baby and Toddler Show. The bags will contain leaflets, brochures, special offers and free samples.

Sponsors can include a FREE insert, sample or catalogue in the goodie bags.

Please give details on the booking form of what you'd like to include in the goodie bags.

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Booking Form - Sponsor

To become a sponsor of the 2010 Baby and Toddler Show please complete this booking form and return to: The Baby Maze Ltd, 7 Lonsdale Place, Lancaster, Lancs, LA1 4BX

In order to secure your booking please send payment in full with your booking form. As marketing on the show website will begin with immediate effect this is non-refundable, unless the show is cancelled due to unforeseen circumstances. By return you will be sent written confirmation of your booking along with a receipt. Payment can be sent via cheque (payable to The Baby Maze Ltd) or by BACS (sort code: 09-06-66 account no: 42641001 account name: The Baby Maze Ltd).

COMPANY NAME	
Postal address	
Contact name	
Telephone number	
Email address	

SPONSORSHIP	COST	TICK AS APPROPRIATE
With half page advert	£300	
With full page advert	£330	

Please let us know if you require more than one exhibition table or any additional space at the Baby and Toddler Show and we will put together a new package price.

Goodie bags (as a sponsor you can insert a free sample, leaflet or catalogue into the 200 goodie bags)

	DETAILS OF INSERT

Please tick and sign below to confirm that you have read and agree with the terms and conditions overleaf.

Name:

Signature:

Date:

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Terms and Conditions

1. All bookings are subject to space availability and strictly on a 'first-come-first-served' basis.
2. Payment of the balance for exhibitors will be required by 01/03/10. Failure to pay before this date will result in the reassignment of the space and the 50% deposit being retained by the event organisers. Payment for sponsorship is required in full on booking. This is non-refundable unless the show is cancelled due to unforeseen circumstances.
3. The organisers will promote the event in the local press, wider community and online but can offer no guarantees regarding the number of visitors to the show on Sunday 2nd May 2010.
4. Exhibitors/sponsors agree that their company name, logo or photograph may be used for promotional purposes for this and subsequent events.
5. Location within the show will be determined by the event organisers and spaces will be clearly marked. Set up is between 8am and 9.30am on Sunday 2nd May 2010. Exhibitors who arrive late may lose their stand and will not be refunded. Those who do not show up at all will not be entitled to a refund. Sharing or sub-letting is not acceptable.
6. Exhibitors can drive up to the exhibition area when loading/unloading but must then move all vehicles clear of the building.
7. Please advise us on booking if you require access to power. The exhibitor is responsible for bringing their own cable/extension lead and will be held solely responsible for the safety of this equipment and any other equipment used on the day.
8. Please bring your own display and merchandising equipment e.g. shelving, clothes rails, leaflets etc. Please do not attach anything to the venue walls. Tablecloths will be provided. It is the responsibility of each exhibitor to display their business details.
9. Please ensure that children under 16 are either not present or under adult supervision when exhibitors are setting up/clearing away.
10. Check your stand carefully before the event opens to ensure there are no hazards such as trailing wires, sharp objects overhanging the table, clutter on the floor where it can be tripped over etc.
11. Please do not block fire exits.
12. Any damage caused to equipment provided by the venue will be the responsibility of the individual exhibitor. Similarly exhibitors will be responsible for providing their own Public Liability Insurance to cover death, personal injury, theft or damage. The event organisers will not be held responsible for any death, injury, damage, theft or loss occurring at the event. Exhibitors must also comply with all relevant legislation such as Health and Safety and the Sale of Goods Act.
13. Smoking is not permitted in the exhibition hall.
14. Stands can be cleared away between 3.15pm and 5pm. We request that stands are not dismantled prior to 3pm when the event closes.
15. Please be respectful and take your rubbish with you. Stands should be left exactly as you found them.
16. If for some reason the event has to be cancelled the event organisers will repay money received for exhibition space/advertising but will not be responsible for any money lost due to additional merchandising costs.
17. We kindly request that you do not promote any similar Baby and Toddler events at the show. If this request is not heeded then you may have to leave the event. Exhibitors must not display or promote goods or services that are not relevant to the Baby and Toddler Show.

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