

the
baby
maze

baby & toddler show 2010

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

The Platform, Morecambe
Sunday 7th November 2010
10am-3pm
Exhibitor 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

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.

Previous success

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 May 2010 the second Babymaze show welcomed over 800 adults plus children. In fact the show was so popular that another show will take place at the Platform in Morecambe on Sunday November 7th 2010.



Visitors are treated to a free Jo Jingles session



Lollipop nappy representative



Enjoying a Cool Cow ice cream

Feedback on the May 2010 Show

"Well organised, good selection of stalls, great venue"

"Fab. Really enjoyed it. Stayed 3 and a half hours kept toddler, baby and child entertained"

"Came last year, even better this year! Like the new venue"

"Brill entertainment, happy people, had a fab time. Thank you"

"Just wanted to say how much we enjoyed our day last Sunday! We were very pleasantly surprised with the amount of interest people expressed... Lancaster Uni Psychology Dept

"A great day and very well organised" - Illumini Photography

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Be part of the November 2010 Baby and Toddler Show

The Babymaze Baby and Toddler Show 2010 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 November 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. Please bring your own tablecloths if required.

Set up is between 8am and 9.30am on the morning of Sunday 7th November 2010 and you will be able to clear away between 3.15pm-4pm on the same day. Stands will be in place and will be clearly labelled when you arrive.

Exhibition stand rates

OPTION A	OPTION B	OPTION C
1 x approx 6ft x 2ft table	1 x approx 6ft x 18 inch table	2 x approx 6ft x 2ft tables
£95	£80	£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 automatically be given a basic listing in the Babymaze 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 October 1st 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 with 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-£25.

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Booking Form - Exhibitor

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

You will be issued with an invoice for the full amount. To secure your booking the invoice must be paid in full by Friday 27th August 2010. This is non-refundable unless the show needs to be cancelled due to unforeseen circumstances.

Payment method = cheque (The Baby Maze Ltd) or BACS sort code: 09-06-66 no: 42641001 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	1 x table (approx 6ft x 18inches)	£80	
Option C	2 x tables (approx 6ft x 2 ft)	£160	

Please tick if you require access to power

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)

Insert for exhibitor = £15 Insert for non-exhibitor = £25 - please supply details of insert in advance

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 are sold on a strictly 'first-come-first-served' basis.
2. Payment in full is required by 27th August 2010. Failure to pay before this date will result in the reassignment of the space. 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 7th November 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 7th November 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 of a stand 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. 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 4pm. 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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