



Greetings,

We are excited to invite you to Iowa's biggest showcase of services, goods and activities focused on families, children and expectant parents. The third annual Child and Baby Expo of Iowa will be held in the Cedar Valley on Saturday, March 31, 2012 from 10 am to 3 pm at the 5 Sullivan Brothers Convention Center downtown Waterloo. Be a part of the most exciting event for Iowa families by exhibiting at the 2012 Child and Baby Expo.

The Child and Baby Expo is a one stop resource for thousands of families in the Cedar Valley. Whether they have babies and children or are expecting a new arrival, we want to give families the opportunity to see all the Cedar Valley has to offer in one place. Families will experience a variety of entertainment, educational services and can't-miss products in one location, at one low cost.

You won't want to miss this great opportunity for you to launch new products, meet thousands of potential customers, get directly in front of your target market and create excitement with interactive displays that bring your products and services to life. The Child and Baby Expo is the most cost-effective way to get your company, products and services to hundreds of customers in one day.

New for the 2012:

- Condensed Expo hours to allow for heavy traffic throughout the show, no down time!
- Additional sponsor opportunities: Presenting and Entertainment Sponsorship opportunities – have your name associated with the Expo in the most prominent way possible as the Presenter of the 2012 Child and Baby Expo or sponsor special entertainment for 2012
- Collect leads at your booth. In 2012 door prizes will be given away at your booth. Families will sign up at your booth so you collect leads directly related to your product/service.
- Special discount for early booking – save 15% off of your registration by registering in 2011.*

Your company or organization will be included in the Child and Baby Expo's extensive marketing campaign through multiple mediums with specific, targeted audiences. As an exhibitor, your name and/or logo will be included in pre-show marketing as well as throughout the show in banners, posters and the show program, as space allows.

We hope you will join us on Saturday, March 31, 2012 for the third annual Child and Baby Expo of Iowa.

Sincerely,

Brooke Burnham

(319) 830-4513

Dawn Breakenridge

(319) 404-8619

*Custom booth options are limited and require approval and separate written contract with Expo management. **As space allows, may be dependent on package purchase. ***Registration form must be submitted and payment received by midnight on December 31st, 2011 to be eligible. Only booths valued at \$250 or more are eligible for early registration discount.



Sponsor Packages

Presenting Sponsor - \$2,000

- Named as presenting organization on all advertising
- Prominent logo placement on all advertising & T-shirts
- Banner ad with link on web site for 9 months
- Prominent logo placement on posters at the event
- Full-color, full-page ad in the event program
- Stage presence at event
- 4 VIP tickets to the event including T-shirts and Lunch
- FREE Double Booth Package
- \$2700 Value!

Customized Sponsorships*

- Business name or logo on all advertising
 - Ad or Logo with link on web site
 - Sponsor sign at entertainment site
 - Full-color ad in event program
 - Verbal recognition during sponsored entertainment event
 - Expanded Booth Package
- * Customized sponsorship opportunities include on-stage entertainment, interactive activities, specialized services, and products/giveaways. Each sponsorship can be created to best feature your business or organization. Benefits and pricing may vary by sponsorship level.

Exhibitor Packages

Double - \$500 (Bonus features listed in bold)

- Double booth (10x20 ft.) at the event with 2 skirted tables & 4 chairs
- **Name listing on all advertising** (as space allows)
- Listing **with logo & link** on web site 'Vendors' page
- Name listing at the event
- Extended listing in the event program **with contact information & logo**
- FREE Insert into 100 Gift Bags (optional)

Single - \$250

- 10x10 ft. Booth at the event with skirted table & 2 chairs
- Listing on web site 'Vendors' page
- Name listing at the event
- Name listing in the event program
- FREE Insert into 100 Gift Bags (optional)

Non-Profit - \$150

- 10x10 ft. Booth at the event with skirted table & 2 chairs
- Listing on web site 'Vendors' page
- Name listing at the event
- Name listing in the event program
- FREE Insert into 100 Gift Bags (optional)
- 4 tickets to the event

Expand on Expo Marketing

Full Color Program Ads:

Logo with Listing:	\$25
1/4 Page Ad	\$50
1/2 Page Ad	\$100
Full-Page Ad	\$200

Web Ads (Pricing is for 6 months):

Logo & Link	\$25
Square (200x200)	\$50
Skyscraper (300x200)	\$100
Banner (500x200)	\$200

Insert into 100 Gift Bags:

FREE with paid Exhibitor Package	
Non-Exhibitors	\$100

Enhance the Expo Experience

2012 Child & Baby Expo T-Shirt

S-XL	\$15
2X & 3X	\$20

Lunch Delivery: \$12/ea.

A:	Smoked Turkey Caesar Wrap
B:	Chicken Salad Croissant
C:	Philly Steak Wrap

Each meal includes chips, a cookie and a soda/water delivered to your booth.

Book your
Exhibitor Package in 2011
& get
15% OFF!*

*Registration form must be submitted and payment received by midnight on December 31st, 2011 to be eligible. Only exhibitor packages valued at \$250 or more are eligible for early registration discount. Discount applicable to exhibitor package only and will not be given on advertising, shirts, lunches, sponsorships or additional services.

Child & Baby Expo of Iowa

ChildandBabyExpo.com • PO Box 2903, Waterloo, IA 50704 • (319) 404-8619



Registration Form

Company Name: _____

Contact Person: _____

Name(s) of Exhibitors (attending the booth): _____

Phone: _____ Fax: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Web Address: _____

Products or Services to be exhibited: _____

Exhibitors at the \$250 level and above are required to donate a prize (\$25 minimum value) to be given away at your booth. You may also donate an additional prize (\$25 minimum value) to be included in the Grand Prize to be given as a door prize by the CBE. Those donating prizes will receive additional promotion surrounding the item(s) leading up to and during the event. Gift Bag Inserts should have monetary value (coupon, discount, gift, etc.). Additional details and information will be requested about your booth prize, Grand Prize donations and Gift Bag Inserts prior to the Expo for marketing purposes.

Gift Bag Insertion (Y/N) _____ Grand Prize Donation (Y/N) _____

Exhibitor Packages:

- \$500 Double Booth - Only \$425 with early registration discount!
- \$250 Single Booth - Only \$212.50 with early registration discount!
- \$150 Non-profit
- \$25 Preferred Placement (end or corner booth)

Additional Services (Qty.): Electricity \$35: _____ Lunch Delivery \$12: A _____ B _____ C _____
T-Shirt Qty. & Sizes \$15: S _____ M _____ L _____ XL _____ \$20: 2X _____ 3X _____

Advertising: ^ Program: _____ Full-Page \$200 _____ Half-Page \$100 _____ 1/4 Page \$50 _____ Logo \$25
Website Ad & Link: _____ Banner \$200 _____ Skyscraper \$100 _____ Square \$50 _____ Logo \$25

Exhibitor Package, Services & Advertising Total: \$ _____

Sponsorship Total: \$ _____

Less 15% Exhibitor Package Discount*: \$ (_____)

Total Enclosed: \$ _____

A floor plan will be sent out via email at a later date at which time you will be given the opportunity to indicate your top three space choices. Booths will be assigned in accordance to the 'Rules and Legal Mumbo-Jumbo' listed in the packet, on a first-come basis, using the date payment is received in full.

I have read and agree to the Rules and Legal Mumbo-Jumbo as listed in this sponsorship packet.

Print Name: _____

Signature: _____ Date: _____

Please send completed contract & payment to the address below (Checks payable to Child & Baby Expo of Iowa).

*Discounts must meet advertised criteria or be agreed upon by show management *prior to submission of registration* form. 15% is taken from Exhibitor Package amount ONLY. Preferred Placement, Additional Services and Advertising are NOT eligible for discount. No 15% discounts will be accepted after December 31st, 2011 ^It is the exhibitor's responsibility to get production-ready art and link information to the CBE for placement by the deadline. Ad design is available at an additional charge. Specifications and deadline information will be emailed after registration is received.

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Expo Rules & Legal Mumbo-Jumbo

Changes and additions for 2012 can be seen in bold below

1. Space Rental Agreement

Payment must be received by March 1st, 2012. If payment in full is not received by March 1st, 2012, exhibitor waives all rights to the contracted exhibition space and Child & Baby Expo (CBE or 'show') management will not guarantee the space requested on the registration form. Once accepted by the show management, this application becomes a contract and can only be cancelled with the consent of both parties. **Full refunds will only be given of cancellation is received in writing no less than 60 days prior to the show, 50% refund will be given to cancellations received in writing 30-59 days prior to the show. Absolutely no refunds will be given after the 30 day deadline.** Child & Baby Expo may not be held accountable for refunds, damage to property, or loss of monetary value in the case that show management should be prevented from holding the show by any cause beyond its control or if it cannot permit the exhibitor to occupy the rented space due to circumstances beyond its control including, but not limited to strike, fire, civil disobedience, inclement weather, lockouts, or acts of God. Exhibitor hereby waives any and all claims to loss of deposit, injury or damages. No refunds will be given.

2. Booth Space Assignment

Booth space in the exhibit hall will be assigned by CBE management on a "first come" basis using the date of receipt of payment in full **with no preference shown for an exhibitor's placement from previous years or past events, those wishing to maintain their booth placement from a previous year are encouraged to register early.** Child & Baby Expo of Iowa management cannot be held liable if competitive exhibitors are in proximity to each other. If possible, however, booth assignments will be made with effort to be fair to all exhibitors. Likewise, show management will make every effort to limit each product line to a single reservation **on a first-come basis.** Management will make every effort to limit such repetitions. Child & Baby Expo and management shall not be held liable should repetitions occur with or without prior knowledge.

3. Booth Set-up and Pre-show Hours

Set up will take place Saturday March 31st, 7:00 a.m. to 9:30 a.m. No major changes to displays during public show hours. If any booth is left unopened during show hours, CBE staff may open the booth by removing blankets or booth coverings, but shall not be liable to the exhibitor for the booth being opened and left unattended, or for any loss or damaged caused by these actions.

4. Booth Marketing & Occupancy Restrictions

Single and Non-Profit Booths are for use by a single business or proprietor. Marketing materials, products and displays must be for the registered business only, violators will be asked to remove such materials and/or show management shall have the right to stop such display, distribution or sale. Businesses wishing to share booth expenses shall reserve a double booth or discuss additional options with show management prior to submitting the registration form.

5. Display Restrictions

Exhibit displays must be contained within the measured booth dimensions and not obstruct a clear view of neighboring booths, and may not be taller than 8 ft. high without the consent of CBE management. Displays may not be attached to walls, structural supports or flooring in Expo Hall by glue, hardware or other permanent or semi permanent means. Show management shall have the right to stop the display, demonstration or the running of any exhibit considered by CBE management to be a nuisance due to vibration, noise, smoke, smell, excessive light, excessive sound or others. Any display involving water or dirt must take proper precautions to avoid leakage or damage to flooring or other areas of exhibition space.

6. Exhibitor Conduct

Good taste and judgement are expected in all displays and literature. Exhibitors are expected to use professional and appropriate sales tactics. Exhibitors will be allowed to distribute samples, take orders and sell merchandise. **CBE will be conducting a grand door prize drawing. In addition, CBE requires exhibitors to contribute a prize to be given away at the exhibitor's booth. It is the exhibitor's responsibility to collect entries, manage the drawing and distribute the prizes.** In the case of indecent or unacceptable behavior by an exhibitor or his/her agent, the CBE management reserves the right, at their sole discretion, to disqualify such exhibitors and remove them from the premises. If such circumstances occur, CBE management will not be liable for any damage or loss caused by the expulsion, nor will any fees be refunded.

7. Dismantling and Removal

Exhibits shall remain fully in tact from **10 a.m. to 3 p.m.** on Saturday, March 31, 2012. Unless prior arrangements have been made with CBE management, **exhibitors will have until 4 p.m., Saturday, March 31, 2012 to remove all displays and exhibit materials.** Any remaining materials after 4 p.m. will be removed at the exhibitor's expense. Please contact show management if additional arrangements need to be made, exceptions are not guaranteed, however management will make efforts to accommodate exhibitor's needs.

8. Products

Products and information must be legal, safe and suitable for families. CBE management reserves the right to disqualify and remove exhibitors, products or materials showing or distributing products or information at their sole discretion. CBE management will not be liable for any loss of profit, loss of sales, or damage caused by such an expulsion.

9. Booth Operation

All displays and exhibits must be attended by at least one representative of exhibitor throughout show hours unless other arrangements have been made with show coordinators prior to show date. Exhibitors are responsible for manning and opening the booth on time, and for keeping exhibition area clean and orderly throughout the show.

10. Public Areas

All lobbies, corridors, aisles, rest rooms, food and beverage concessions and special assembly rooms will be considered as public areas to be for public use. Exhibitors will not be allowed to use these areas for display or distribution of products, services or literature.

11. Advertising

The show name may be used in advertising by the exhibitor, however prior approval from CBE management is required. This contract allows CBE management to use the names and/or logo of all exhibitors in any and all show advertising.

12. Public Safety

Exhibitors will comply with all local, city and state laws, ordinances and regulations and the regulations of the Five Sullivan Brothers Convention Center, including those covering fire, safety, health and all other matters. Placement and protection of materials, information and products as necessary to ensure public safety.

13. Insurance & CBE Management Liability

Under any circumstances, CBE management shall not be responsible or liable for (a) any loss, damage, theft, or destruction whatsoever or howsoever caused to any goods equipment or any other property belonging to the exhibitor or for which the exhibitor is responsible (b) any damage or injury suffered by the exhibitor or his agents, or by any other person (c) any loss, damage expense or cost whatsoever suffered by the exhibitor as the result of change of date, time or place of the exhibition or the abandonment thereof. Liability will lie with the exhibitor for all loss, damage, injury, claim costs and expenses whatsoever or howsoever caused to any person or property in any circumstances whatsoever by the exhibitor or his agents or the goods, exhibits, fittings, machinery and other property belonging to the exhibitor or for which the exhibitor is responsible and the exhibitor hereby agrees to indemnify the show management in respect of any such loss, damage, injury, claims costs, and expenses as aforesaid and all or any infringements of copyright or breach of license or any other person whatsoever. Since the exhibitor exhibits entirely at his own risk in every respect he is strongly advised to fully provide himself with comprehensive insurance coverage against the risk of loss or damage, however caused to his property or person or employees, agents or their property. If show management should be prevented from holding the show by any cause beyond its control or if it cannot permit the exhibitor to occupy the rented space due to circumstances beyond its control including, but not limited to strike, fire, civil disobedience, inclement weather, lockouts, or acts of God. Suppliers and show management shall have no further obligation or liability to the exhibitor. Any contractual agreements made between an exhibitor and any supplier shall be between those parties and the show management shall not be a party thereto nor incur liability on behalf of any exhibitor in such contractual arrangements.

14. Discounts

Discounts will be applied as advertised and only when restrictions are met in full. Early registration discount is applicable only to the exhibitor packages valued at \$250 or more and will not be applied to additional services, food, apparel, etc. Registrations and payments received after December 31, 2011 will NOT be eligible for the early registration discount. No exception will be made to this rule. Discounts given in previous years are no indication of discounts applicable to subsequent years. CBE management will not be held responsible for lack of awareness of discounts offered, exhibitors are solely responsible for staying informed of special offers.

15. Miscellaneous

CBE management will have full discretion in interpreting and enforcing all rules contained herein and the authority to amend or make additions to these rules as it sees necessary for proper show presentation. CBE management will also make decisions in issues not addressed in these rules and regulations. Exhibitor agrees to abide by all rules, regulations and decisions of CBE management and also agrees to discontinue activities, remove displays or remove people, materials or products that CBE management deems a violation of expected conduct as laid out in this document and to follow management directives.

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