

# Child & Baby Expo of Iowa

Child & Baby Expo of Iowa  
PO Box 2903  
Waterloo, IA 50704  
(319) 404-8619

December 8, 2009

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 first annual Child and Baby Expo of Iowa will be held in the Cedar Valley on Saturday, March 20, 2010 at the 5 Sullivan Brothers Convention Center downtown Waterloo. Be a part of the most exciting new event for Iowa families by exhibiting at the 2010 Child and Baby Expo.

The Child and Baby Expo will be 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.

The 2010 Child and Baby Expo is a 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 of Iowa is the most cost-effective way to get your company, products and services to thousands of customers in one day.

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 a sponsor, 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. All sponsors will receive a list of registered attendants following the show offering you continuing contact with your target markets long after the show.

If your products or services are targeted to new or expecting parents, babies, kids, moms, dads or grandparents, you should not miss this event.

Please take some time to review the enclosed vendor packet to learn more about this great new opportunity in the Cedar Valley. We hope you will join us on Saturday, March 20, 2010 for the first annual Child and Baby Expo of Iowa.

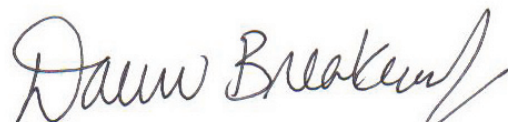
Sincerely,



Brooke Burnham

**Brooke Burnham**

**(319) 830-4513**



Dawn Breakenridge

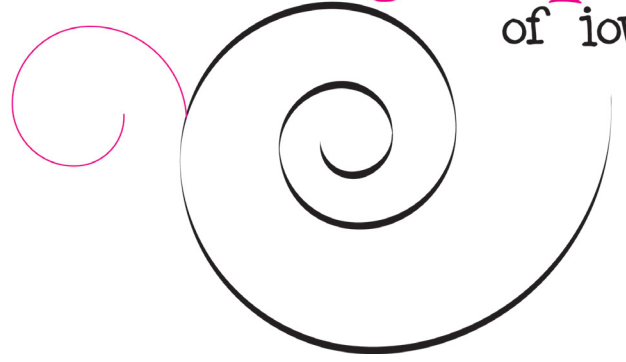
**Dawn Breakenridge**

**(319) 404-8619**

**Child & Baby Expo of Iowa**

**ChildandBabyExpo.com • PO Box 2903, Waterloo, IA 50704 • p. (319) 404-8619 • f. (319) 825-4451**

## Sponsorship Levels



### Platinum (Presenting) Sponsor - \$3,500

- Named as presenting organization on all advertising
- Triple Booth at event with 6 chairs (\$1,150 value)
- Logo (prominent placement) on all advertising
- Banner ad with link on website for 6 months
- Logo displayed (prominent placement) at the event
- Full-color, full-page ad in the event program
- Stage presence at event
- 12 tickets to the event (\$60 value)
- Total value \$5000

### Gold Sponsor - \$1,500

- Double Booth at the event with 4 chairs (\$700 value)
- Logo (secondary placement) on all advertising
- Logo with link on website 'Home' and 'Vendors' pages for 6 months
- Logo displayed at the event
- Full-color, quarter-page ad in event program
- Verbal recognition at the event
- 8 tickets to the event (\$40 value)
- Total value \$2500

### Silver Sponsor - \$700

- Booth at the event with 2 chairs (\$350 value)
- Name listing on all advertising (as space allows)
- Listing with link on website 'Vendors' page for 6 months
- Name listing at the event
- Extended listing in the event program with logo
- 6 tickets to the event
- Total value \$1200

### Bronze (Booth) Sponsor – \$350

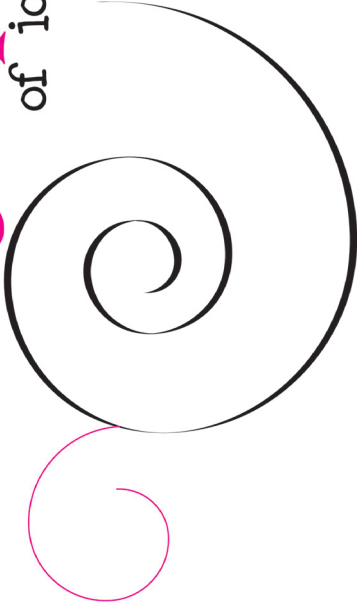
- Booth at the event with 2 chairs (\$350 Value)
- Listing on website 'Vendors' page through March
- Name listing at the event
- Name listing in the event program
- 4 tickets to the event (\$20 value)
- Total value \$700

### Non-Profit Sponsor – \$200

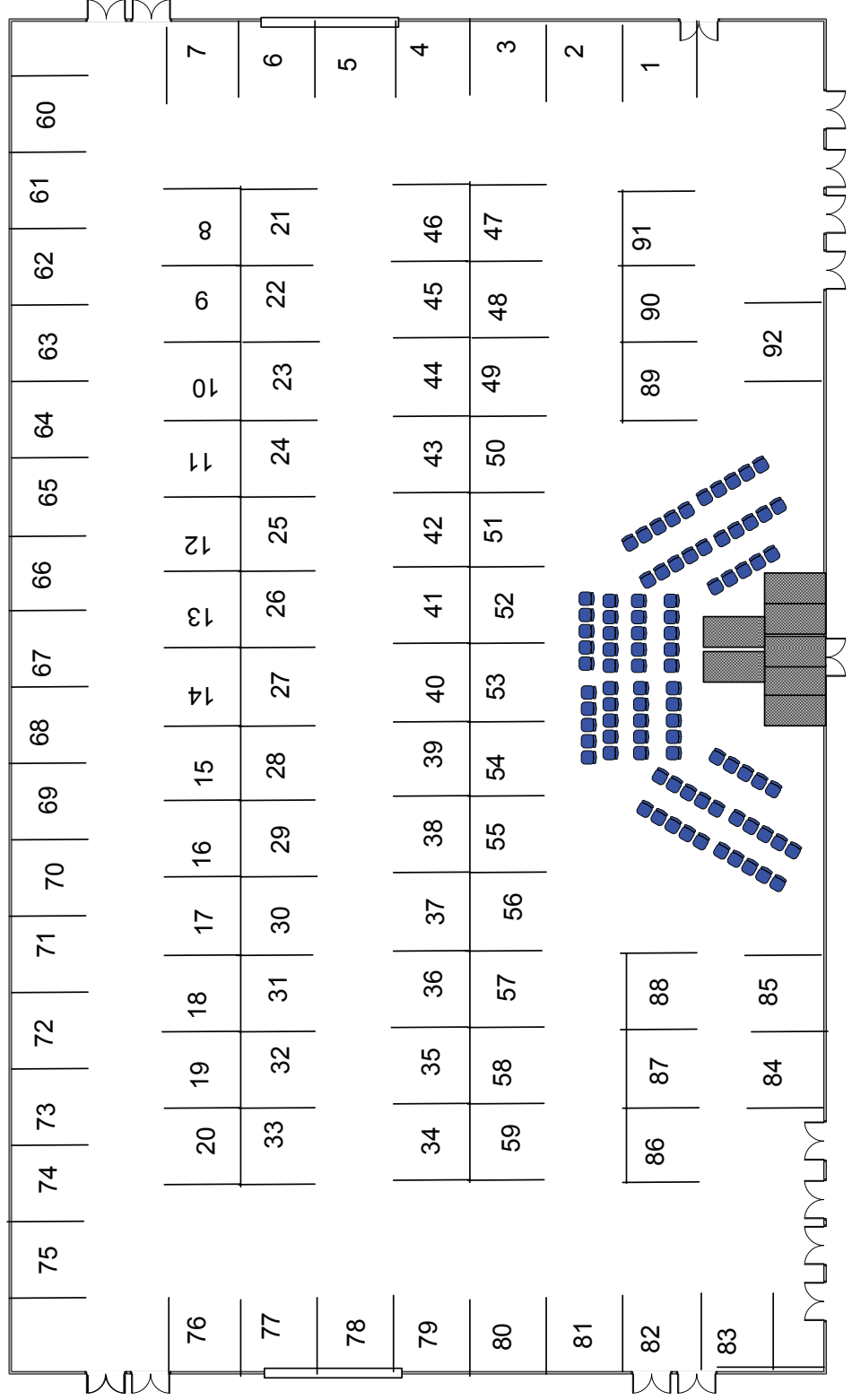
- Booth at the event with 2 chairs (\$350 value)
- Listing on website 'Vendors' page through March
- Name listing at the event
- Name listing in the event program
- 4 tickets to the event (\$20 value)
- Total value \$700

Child & Baby Expo of Iowa

# Child & Baby Expo of iowa



## Exhibition Hall



## Expo Rules & Legal Mumbo-Jumbo

### 1. Space Rental Agreement

Payment must be received by March 1, 2010. If payment in full is not received by March 5, 2010, 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. Refunds will only be given if cancellation is received in writing no less than 30 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. 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.

### 3. Booth Set-up and Pre-show hours

Friday March 19, Noon to 7 p.m., Saturday March 20, 7:30 a.m. to 8:30 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 and Exhibit 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.

### 5. 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 door prizes and giveaways, therefore exhibitors are restricted from conducting such giveaways at the booths without prior approval. 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.

### 6. Dismantling and Removal

Exhibits shall remain fully in tact until 6:00 p.m. on Saturday, March 20th, 2010. Unless prior arrangements have been made with CBE management, exhibitors will have until 9 p.m., Saturday, March 20th, 2010 to remove all displays and exhibit materials. Any remaining materials after 9 p.m. will be removed at the exhibitor's expense.

### 7. 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.

### 8. Booth Operation

All displays and exhibits must be attended by at least one representative of exhibitor throughout show hours. Exhibitors are responsible for manning and opening the booth on time, and for keeping exhibition area clean and orderly throughout the show.

### 9. Public Areas

All lobbies, corridors, aisles, restrooms, 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.

### 10. Advertising

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

### 11. 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.

### 12. 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.

### 13. 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.

## Registration Form

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Products or Services to be exhibited: \_\_\_\_\_

### Sponsorship Level:

- \$3,500 Platinum (Naming) Sponsor
- \$1,500 Gold Sponsor
- \$700 Silver Sponsor
- \$350 Bronze (Booth) Sponsor
- \$200 Non-profit Sponsor

\*Sponsors at the \$350 level and above are required to donate a prize with a minimum value of \$25 for hourly door prize drawings.

\_\_ We will be donating a prize of value larger than \$50 to be included in Grand Prize drawing

### Additional Services:

- Electricity \$35
- Phone Line \$25/each Qty: \_\_\_\_\_

Sponsorship & Services Total: \$ \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Make Checks payable to Child & Baby Expo of Iowa.

Send completed contract and payment to Child & Baby Expo, PO Box 2903, Waterloo, IA 50704

Preferred booth locations: 1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_

I understand that the Child & Baby Expo will make every effort to comply with requests. They will be assigned in accordance to the 'Rules and Legal Mumbo-Jumbo' listed in the packet.

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

Print Name: \_\_\_\_\_