

# Sponsorship Packages

## Directory Advertising

ITEM	PRICING	QUANTITY	DELIVERABLES
Directory Sponsor (Trade Show)	\$8,700	1	Includes Cover, Back cover and inside cover spread
Inside Cover Spread	\$2,595	1	Insertion of Camera Ready Art
Inside Back Cover	\$1,200	1	Insertion of Camera Ready Art
Back Cover	\$2,250	1	Insertion of Camera Ready Art
Full Page Ad	\$995	Unlimited	Insertion of Camera Ready Art
Half Page Ad	\$595	Unlimited	Insertion of Camera Ready Art
Show Directory (Consumer)	\$5,800	1	Includes Cover, Back cover and inside cover spread
Inside Cover Spread	\$1,995	1	Insertion of Camera Ready Art
Inside Back Cover	\$1,100	1	Insertion of Camera Ready Art
Back Cover	\$1,700	1	Insertion of Camera Ready Art
Full Page Ad	\$800	Unlimited	Insertion of Camera Ready Art
Half Page Ad	\$500	Unlimited	Insertion of Camera Ready Art

## Technology Sponsorships

ITEM	PRICING	QUANTITY	DELIVERABLES
Twitter Wall	Pricing on request	1	Company branding on "Twitter Wall", coordination and execution of installation and programming of Twitter wall, scheduled tweets
Official App Sponsor	\$7,500	1	Branding on app, recognition as sponsor of the app, 2 push messages per day
Charging Station Sponsor	\$5000/each \$17,000 total	4 individual or 1	Signage in charging station, recognition as sponsor of charging station

## Thought Leadership

ITEM	PRICING	QUANTITY	DELIVERABLES
Program Theater (on show floor)	\$2,500	10 for trade event 5 for consumer event	20-minute segment to do educational program of interest to JP community, on Saturday must have consumer programming, JPMA will promote program to attendees, provide staging, microphone and podium, computer package to show sponsor-provided ppt. Special AV additional

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## Branding Opportunities

ITEM	PRICING	QUANTITY	DELIVERABLES
Tote Bag Sponsorship	\$5,000	1	Sponsor responsible for design, production and shipping of bags with JPMA approval
Tote Bag Insert	\$695	Unlimited	One promotional item inserted into tote bag
Lanyard* only available to service providers	\$5,000	1	Sponsor logo imprinted on Lanyard- this price would be for 5000/full attendance
Padfolio	\$5,000	1	Sponsor responsible for design, production and shipping of Padfolio with JPMA approval
Room Key Cards	\$9,000	1	Company may supply artwork for one side of keycards within hotel guidelines
Hotel Room Drop	\$8000-\$10,000	4	Sponsor supplies item to be dropped in room- we arrange distribution with hotel
Pop Up Banner	\$750	Unlimited	Placement of exhibitor-supplied pop-up banner on show floor or conference area in agreed upon location
Registration Area Sponsor	\$10,000	1	Signage in registration area, one free insert in totes
Conference Session Title Sponsor	\$9,500	1	Recognition as sponsor, name on walk in slide, seat drop of 1 item supplied in advance
Official Press Sponsor	\$15,000	1	Recognition as sponsor on materials, contact list for media, access to press room
Floor Plan Sponsorship	\$3,200	1	Your branding and promotion as sponsor of the pocket floor plan distributed to all attendees
Escalator Sponsor	Pricing on request	1	Inquire for details

## Functions and Receptions

ITEM	PRICING	QUANTITY	DELIVERABLES
Keynote Luncheon Sponsor	\$10,000	1	Recognition as sponsor on signage, walk-in slide and ownership of speaker introduction, company logo branded napkins, logo on walk-in slide, photo opp with presenter, reserved table in front of room
Seminar Coffee and Breaks Sponsor	3,000	1	Recognition as sponsor for welcome coffee and and AM break, logo on signage, walk-in slide and, company logo branded napkins
Breakfast Sponsor	\$7,500	2 (Thursday, Friday)	Recognition as sponsor on signage, walk-in slide and ownership of speaker introduction, company logo branded napkins, logo on walk-in slide, photo opp with presenter, reserved table in front of room
Opening Reception Sponsor	\$20,000	1	Signage, Recognition as sponsor, logo branded napkins
Industry Party Sponsor	Pricing on request		Signage, Recognition as sponsor, logo branded napkins, ability to welcome guests from stage/emcee, reserved VIP area

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## Engagement Sponsorships

ITEM	PRICING	QUANTITY	DELIVERABLES
Lactation Lounge	\$7,500	1	Signage in room, recognition as sponsor, ability to put products and educational materials in the lounge
Changing Stations	\$4,500	2 Saturday only	Signage in room, recognition as sponsor, ability to put products and educational materials in the Station
Dads' Lounge	\$4,500	1 Saturday only	Signage in room, recognition as sponsor, ability to put products and educational materials in the lounge
Moms' Lounge	\$4,500	1 Saturday only	Signage in room, recognition as sponsor, ability to put products and educational materials in the lounge
Retailers Lounge	\$4,500	1 Wed, Thurs, Friday only	Signage in room, recognition as sponsor, ability to put products and educational materials in the lounge
Power Lounge	\$4,500	1 Wed, Thurs, Friday only	Signage in room, recognition as sponsor, ability to put products and educational materials in the lounge
Play area	\$4,500	1 Saturday only	Signage in room, recognition as sponsor, ability to put products and educational materials in the Area
Day Care	Pricing on request	1 Saturday only	Identification as sponsor
Morning Yoga	\$2,000	1	Recognition as sponsor, logo on yoga mats
Morning Fun Run	\$500	1	Recognition as sponsor, logo on reflectors
Head Shot Booth	\$5,000	3 (Thursday, Friday, Saturday)	Price is per day, Sign identification and promotion of area where buyers can get a professional headshot photo done, list of participants that took advantage of it. Recognition of sponsorship of this area. Branded item give away at the photo area.
Social Media Engagement Lounge	\$7,500	1	Sponsor can provide signs or artwork with their logo, a minimum of 1 post a day on JPMA Baby Show Facebook

**For information on any of these options please contact John Hurley, VP Sales, The Baby Show Series @ [john@thebabyshowseries.com](mailto:john@thebabyshowseries.com) or 212.268.3086 or contact your sales rep directly.**

All sponsorships are offered on a first come first served basis.

Don't see something you would like to sponsor? Want to discuss personalized opportunities to meet specific objectives? Our team is available to help maximize value and meet your goals.