

Sponsorship Packages

Directory Advertising

ITEM	PRICING	QUANTITY	DELIVERABLES
Trade Show Guide			
Inside Front Cover	\$1,200	SOLD	Insertion of Camera Ready Art
Inside Back Cover	\$1,200	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
DC Baby Show Guide			
Back Cover	\$2,250	SOLD	Insertion of Camera Ready Art
Inside Back Cover	\$1,100	1	Insertion of Camera Ready Art
Full Page Ad	\$800	Unlimited	Insertion of Camera Ready Art
Half Page Ad	\$500	Unlimited	
Trade Show Guide and DC Baby Show Guide Ad Combo			
Full Page Ad Combo	\$1,500	Unlimited	Insertion of Camera Ready Art in both Trade Show Guide and DC Baby Show Guide
Half Page Ad Combo	\$800	Unlimited	Insertion of Camera Ready Art in both Trade Show Guide and DC Baby Show Guide

Technology Sponsorships

ITEM	PRICING	QUANTITY	DELIVERABLES
Wi-Fi Sponsor	\$10,000	1	Everytime someone logs into the free Wi-Fi, they will be directed to a landing page where they will see your logo and have the opportunity to click through your link
Official App Sponsor	\$7,500	1	Branding on app, recognition as sponsor of the app, 2 push messages per day
Charging Station Sponsor	\$5,000/each \$17,000 total	4 individual or 1	Signage in charging station, recognition as sponsor of charging station

Thought Leadership

ITEM	PRICING	QUANTITY	DELIVERABLES
Education Sponsor (on show floor)	\$2,000	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 power point. Special AV additional

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Branding Opportunities

ITEM	PRICING	QUANTITY	DELIVERABLES
Blogger Bag Branding	\$2,500	1	Branded blogger bags and unlimited product insert into the blogger bags
Tote Bag Insert	\$695	Unlimited	One promotional item inserted into tote bag
Lanyard* only available to service providers	\$5,000	SOLD	Sponsor logo imprinted on Lanyard- this price would be for 5000/full attendance
L Street Bridge Banner	\$7,000 per pair	3	Main gateway to exhibit hall. Sponsor responsible for design and banner art
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 Room Sponsor	\$15,000	1	Recognition as sponsor on materials, contact list for media, access to press room
Pop Up Banner	\$399	Unlimited	Placement of exhibitor-supplied pop-up banner on show floor for additional brand exposure
Escalator Sponsor	Pricing on request	1	Inquire for details

Functions and Receptions

ITEM	PRICING	QUANTITY	DELIVERABLES
Keynote 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
Industry Party Sponsor	Pricing on request	1	Signage, Recognition as sponsor, logo branded napkins, ability to welcome guests from stage/emcee, reserved VIP area

For information on any of these options please contact Cindy Bovino CBovino@JPMA.org or 856.380.6852 or JPMABabyShow@JPMA.org.

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.

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Engagement Sponsorships

ITEM	PRICING	QUANTITY	DELIVERABLES
Blogger Lounge	\$4,500	1 Saturday only	Signage, recognition as sponsor, ability to put products and educational materials in the lounge, access to blogger lounge and list of bloggers
Changing Stations	\$4,500	2 Saturday only	Signage, recognition as sponsor, ability to put products and educational materials in the 2 Stations
Dads' Lounge	\$4,500	1 Saturday only	Signage, recognition as sponsor, ability to put products and educational materials in the lounge
Moms' Lounge	\$4,500	1 Saturday only	Signage, recognition as sponsor, ability to put products and educational materials in the lounge
Media Lounge	\$4,500	1 Wed, Thurs, Friday only	Signage, recognition as sponsor, ability to put products and educational materials in the lounge
Power Lounge	\$4,500	1 Wed, Thurs, Friday only	Signage, recognition as sponsor, ability to put products and educational materials in the lounge
Mindful Meditation Room	\$4,500	1	Recognition as sponsor, logo, and ability to put products and educational materials in the lounge

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