

**Please join us for the first ever DC Baby Carrier Expo on August
25th, 2007!!**

Companies from all over the United States will have the opportunity to display and sell their baby carriers, and natural family products directly to the public. The event is to take place at the Grand Ballroom in the Cafritz Conference Center at George Washington University in the heart of our nation's capital! Your company will be able to reach out to families new to babywearing and families already established in the babywearing and natural parenting community!

Do you want in on the action? Then become a vendor and receive a table to sell and display your products!

You can't make it to the convention? Then buy ad space at the convention and get noticed!

For more information or to purchase a table or ad space please send an email to info@dcbabycarrierexpo.com
www.dcbabycarrierexpo.com

The Details

DC Baby Carrier Expo

Saturday, August 25 at the Cafritz Center, George Washington University

Times: Open to the public from 10 am to 4 pm

The Event: A vendor expo with booths from a wide variety of baby carrier designers and distributors, as well as other businesses offering natural family products and services.

Schedule: (subject to change)

7:00-9:00 am: Vendor set up

9:00-10:00 am: Vendor networking/coffee hour

10:00 am: Doors open to public

Throughout the day: Babywearing classes and demonstrations

1:00-2:00 pm Babywearing Fashion Show

4:00 pm: Doors close

4:00- 5:00 pm: Break down

Why you should participate:

The DC metro area has one of the largest NINO groups in the country, with over 400 active members. This is an affluent and highly educated area, with a strong network of attachment parenting and natural family living groups in the region.

We will be promoting this event heavily among the NINO organization, attachment parenting groups, La Leche League groups, and among the numerous parenting groups and communities in the area.

During the event, volunteers from the local Nine in Nine Out group will also be providing brand-neutral babywearing demonstrations and classes throughout the day. This ongoing education will help expose expo attendees to a wide variety of carrier styles, and will prepare them to make informed buying decisions.

DC Baby Carrier Expo Price Sheet

Advertising at the convention:

There are several ways to purchase ad space at the convention. You do not need to attend the convention to purchase ad space. We will have a black and white printed program that will include babywearing information, vendor details, and more. Several size ads within this program are for sale. In addition, our website has ad space available year-round. On convention day, guests to the convention will receive a gift bag upon entering the event.

Ad space for the program and website is as follows:

\$50 - a yearlong ad banner (469 x 60 pixels) on our website

\$25 – 2 line vendor line listing in the program

\$40 - a business card size ad in the program

\$75 - a quarter page ad in the program

\$125 - a half page ad in the program

\$175-full page ad in the program

\$250 –full page ad on the back cover, inside the back cover or inside the front cover of the program (limited availability)

Advertising in the gift bags are as follows (in addition to the costs below, please supply enough materials for 400 gift bags):

\$15 - for your business cards to be included

\$20 - for your flyer to be included

\$25 - for your item (pencils, pens, small gift, etc) to be included

Babywearing Fashion Show:

Showcase your carrier or baby product in our fashion show! The fashion show is an amazing way to advertise your product. The show will happen half way through the expo giving guests the afternoon to buy your product! You can be included up to three products in this event for \$75. Please be aware space is limited.

To register or purchase ad space:

Please send an email to info@dcbabycarrierexpo.com

We can accept payments by credit card, check, money order, or PayPal.

DC Baby Carrier Vendor Tables and Booths Basic Exhibitor Price Sheet

The Expo hall will feature a central stage where the fashion show will be held, as well as areas for baby carrier demonstrations. The remainder of the hall will be dedicated to vendor booths and tables.

All booth/table fees include the following:

- One conference pass
- Back and side draping on a 6 foot table
- A 6x6 foot booth space
- A listing on the conference program
- A listing on the conference website

Vendor table pricing:

Vendors will be allowed to sell and display their products at the convention. We have two options available, tables and booths.

- \$60 – Information only/shared table: Perfect for service providers (doulas, midwives, etc) who wish to showcase their practice. You will receive a 30-inch wide 6-foot long table to share with another vendor. We will partner you at our discretion. Please be advised that you cannot sell items or products with this table option. (Not eligible for early bird discounts). Includes 3 foot portion of 6 foot draped table, listing in vendors directory in Expo program, listing on Expo website
- \$100- half of a 6x table to be shared with another vendor at our discretion
- \$250* – Vendor Table: Receive a 6-foot table to display your company and sell your products. (Eligible for early bird discounts, see below). Includes 6 foot draped table, listing in vendors directory in Expo program, listing on Expo website
- \$375* - Full booth: Receive 10x10 foot pipe and drape booth to set up a mini-store for your company and your products. (Eligible for early bird discounts, see below). Includes 6 foot draped tables and two chairs, listing in vendors directory in Expo program, listing on Expo website.

Please note* NO refunds will be issued after purchase of a table or ad space. No exceptions.

* Early bird discounts: Commit early and save money!
register and pay before May 15, 2007 to receive \$50 off registration fees
register and pay before June 1, 2007 to receive \$25 off registration fees.

Exhibitor Packages
Combine vending and advertising and save!

Gold Package: \$550* includes:

- 10x10 pipe and draped booth
- Premium exhibit hall location
- 2 line listing in vendor directory in expo program
- ½ page advertisement in expo program
- Banner ad on conference website
- Inclusion of 4 items in fashion show
- Grab bag inclusion

Silver Package: \$350* includes (eligible for early bird discounts, see below):

- 6 foot draped table
- 2 line listing in vendor directory in expo program
- ¼ page advertisement in expo program
- banner ad on conference website
- grab bag inclusion

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Non-Vending Sponsorship Program

Bronze: \$300

- Banner ad on site
- ¼ page ad in program
- Entry in fashion show or goodie bag
- Listed on site as a sponsor with link to your site
- Mentioned as a sponsor during event

Silver: \$500

- Banner ad on site
- ½ page ad in program
- Listed as sponsor with link to your site
- Mentioned as a sponsor during the event
- Entry in 2 slots: ie. fashion show and goodie bag

Gold: \$750

- Banner ad on site
- Full page ad in program
- Products in goodie bag
- Fashion show entry
- Logo on site under sponsors linking to your site
- Mentioned at event as a sponsor

Platinum: \$1000

- Banner ad on site
- 1 ½ page ad in prime location in program ie. Front inside cover, back
- Entry in fashion show
- Entry in goodie bags
- Full size banner with name displayed at event
- Featured logo ad under sponsors on site linking to your site
- Mentioned throughout the event as a sponsor

Ad-ons and extras:

- Wireless internet access: \$20 (payable before hand)
- Electricity: included in table space in most cases. (you will be notified before the event if this is not possible. Please tell us when signing up the importance of electricity is to you.