

## A SPECIAL THANK YOU

TO OUR PAST EXHIBITORS AND SPONSORS

AA Balance	Hero's the Party Experience	Renewal by Anderson
American Income Life	Hour Backyard	Safe Kids Greater Toledo
Arbonne International	Jem Photography	Sassy Belly
Autism Association	Keep it Simple with Sue	Scentsy Wickless Candles
Babies R Us	KinderCare Learning Center	Scrappin' Up!
Baby Crazy	La Leche League	Seymour & Associates/Mass Mutual
Baby Treads and Threads	Lifestyles for Ladies Only	Shutterlove
Baby Qubes	Lifestyles for Women	Squishy Tushy
BG Lincoln Mercury Jeep	Lindy Creations	Starbound NYC
BirthNetwork	Little Sprouts Academy	Target
Blockhead	Lutz Attorneys	Tastefully Simple
Bluegreen Resorts	Major Magics	Tender Loving Cloth Diapers
BodyWise International	Make-A-Wish Foundation	The Baby Scene
Buckeye Community Health Plan	Mary Kay	The Executive Nanny
Cord Blood Registry	Mass Mutual	The Toledo Zoo
Creative Memories	Miracle League of Northwest Ohio	The Vitality Shoppe
Dinner by Design	Monkey Jump	This Week In... Events
Discovery Toys	Mothers Ctr. of Greater Toledo	TLC Custom Decor
Dream Messengers	Mountain Top Resorts	Toledo Audiology
Dr. Kyle Brody	MouseKeepers Vacation Home	Toledo ENT
Enchanting Entertainers	Music for Me	Toledo Gymnastics Academy
Equilibria By Diana	My Storybook Treasure	Tropical Retreat
Fidgy Bridgy	NAPPS	Turning Leaf Soap Company
Geralyn Brock	New York Life Insurance Co.	Ultra Sound
Gold Ribbon Studio	Ohio Tuition Trust Authority	Waterville Wellness Center Day Spa
Grogans Towne Chrysler	Peekaboo Posies	Welles Bowen
Hansons	Pilot Club of Greater Toledo	Western and Southern Financial
Heartandsoul Wellness Center	Pinkies and Piggies	Westfield Franklin Park
Heatherdowns Preschool	Primerica Financial Services	Wurzell Photography



TOLEDO BABY™  
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**Westfield**  
Franklin Park

SUNDAY, APRIL 25<sup>TH</sup>, 2010  
11:00 AM - 6:00 PM

**EXHIBITOR'S PACKET**

WADDLE YOU WAITING FOR?  
REGISTER ONLINE! [WWW.TOLEDOBABY.COM](http://WWW.TOLEDOBABY.COM)



**THE AREA'S LARGEST CELEBRATION  
FOR EXPECTING PARENTS & FAMILIES  
WITH CHILDREN OF ALL AGES.**

***It's that Time Again!***

Toledo Baby's 5th Annual Child and Family Expo will be held on **Sunday, April 25th** at Westfield Franklin Park. The Child and Family Expo is the perfect opportunity to meet new and expecting parents and families. Where else can you get cost-effective exposure, showcase your products or services, increase your business opportunities, and give hands-on demonstrations all in one place?

The Child and Family Expo offers YOU an extensive marketing campaign including radio coverage, posters, online advertising, interior signage at Westfield Franklin Park, and more.

Our unique "Quack Passport" encourages traffic to your booth. Visitors receive the passport upon registration at the event.

They need to visit all of the exhibitor's booths to complete the passport and be entered to win. You'll also receive the list of Toledo Baby™ registered attendants to expand your mailing list following the show.

***Don't Miss Out!***

If your products or services are targeted to new and expecting parents and families with children of all ages, you should not miss this event. This event encourages maximum traffic and we're offering even more contests, prizes, and giveaways than ever before! The 2010 Toledo Baby™ Child and Family Expo is sure to be another success. Don't miss out...**Register today!**

**WADDLE YOU WAITING FOR?**

Booth spaces and sponsorship opportunities are limited and available on a first come first serve basis. Please see attached sheet for detailed information and rates.

This offer won't last long. Give your company the targeted exposure you've been looking for.

**REGISTER TODAY!**

visit us online at  
**[WWW.TOLEDOBABY.COM](http://WWW.TOLEDOBABY.COM)**

**2010 ADVERTISING SCHEDULE**

**Billboards**

Located near Westfield Franklin Park.

**Radio Commercials**

**Posters**

Located in various offices, local exhibitor locations, and Westfield Franklin Park.

**Online Advertising**

Listings with Westfield Franklin Park's website, Toledo.com, DoToledo.com, and local event websites.

**Media Releases**

Including local major television, radio, and newspapers publications.

**ToledoBaby.com**

Our website attracts thousands of visitors every year!

**Toledo Baby Mailing List**

We have an exclusive list of expecting parents and families with young children.

*\*Advertising subject to change.*

**DID YOU KNOW?**

**24,537 PEOPLE** were estimated to be in attendance at the 2007 Toledo Baby Fair. On an average Sunday, there are **20,000 SHOPPERS** at Westfield Franklin Park.

Westfield Franklin Park achieved attendance figures of over **9.7 MILLION SHOPPERS** each year since the completion of the new 438,000 square foot expansion.

*\*Statistics as provided by Westfield Franklin Park.*

**HEAR WHAT EXHIBITORS ARE SAYING  
ABOUT TOLEDO BABY!**

"What an absolutely wonderful event, I had no idea that day I would meet so many people. The contacts we made that day are still paying off. Thank-you Toledo Baby for providing us with this opportunity. We're looking forward to next year!"

"You did a wonderful job on the Toledo Baby Fair. I was very proud to be one of your vendors. It was wonderful exposure and I received many many leads. Everyone I talked to was very excited... Great Job. Well Done."

"Thank you for allowing me to participate in the Toledo Baby Event! You put a lot of work into the event and it showed. It looks like a lot of preparation went into it and it went very well!!!"



# 2010 EXHIBITOR OPPORTUNITIES

Toledo Baby's **5th Annual Child and Family Expo** will be held on **Sunday, April 25th** at Westfield Franklin Park. The Child and Family Expo is the perfect opportunity to expose your company to thousands of new and expecting parents and families. Where else can you get cost-effective exposure, showcase products or services, increase your business opportunities, and give hands-on demonstrations all in one place?

## EXHIBITOR BOOTH OPTIONS

### ● ARTISANS

Local artisans are encouraged to be a part of this event. Enjoy all of the benefits of a single booth for a special reduced rate – \$100 off a single booth price! Retail sales are welcome. The number of artisan booths are extremely limited and available on a first come first serve basis. You must qualify. For complete list of requirements, please visit [toledobaby.com/artisan.html](http://toledobaby.com/artisan.html).

### ● NON-PROFIT

We support non-profit agencies and offer 25% off published rates. Please call us for more information.

### ● SINGLE BOOTH

For less than the cost of a few small print advertisements, you can take advantage of a one-on-one opportunity to expose your company to new and expecting parents and families with children of all ages.

### ● DOUBLE BOOTH

Showcase your products, services, or even vehicle with extra elbow room.

### ● ACTIVITY BOOTH

Draw additional traffic the day of the event by providing an activity booth. Examples include Inflatable Games, Coloring or Building Area, and more. Must provide something fun and interactive for children.

## SPONSORSHIP OPPORTUNITIES

### TOP SPONSORSHIP LEVELS

Extend your involvement and set yourself apart at the area's largest celebration for expecting parents and families with children of all ages. Media sponsorships are also available. Please call for further details.

#### ● DAISY SPONSORSHIP

#### ● DONALD SPONSORSHIP

#### ● PRESENTING SPONSOR\*

\*Only 1 spot is available at this level.

### DONATE PRIZES!

Give your company additional recognition! Get involved in the day's activities by offering prizes and giveaways! Help us encourage participation, excitement and registration. Opportunities include prizes for the Grand Prize and additional Quack Passport prizes. Anyone involved will be given additional recognition on ToledoBaby.com. Prizes should have a minimum value of \$30. Open for all exhibitors involved in the 2010 show.

### PHOTOGRAPHY SPONSORSHIP PACKAGE

Don't miss out on the incredible attention from visitors and recognition this contest has brought to the Expo - both during and building up to the event! Participation is limited to two NON-competing exhibitors and will be placed on a first come first serve basis. Includes logo recognition on [toledobaby.com](http://toledobaby.com) and photo contest online. Call for rates and details. Don't miss out!

Call for details and rates on these additional sponsorship opportunities:

#### ACTIVITY AREA(S)

#### STORYTIME SPONSORSHIP PACKAGE

#### DIAPER DASH SPONSOR



### \*DISCLAIMERS

Retail sales are welcome. Nature of items **MUST** be approved by Toledo Baby™ prior to April 15th. Protective flooring, if needed, will need to be provided for the activity booth. Exhibitors must have appropriate artwork (logos) provided prior to promotional deadlines. Name recognition, logo recognition and associated links may remain on [toledobaby.com](http://toledobaby.com) until November 1, 2010. Any information, listings, logos, and links may be removed earlier from the [toledobaby.com](http://toledobaby.com) website at the discretion of Toledo Baby™. For a complete list of rules and regulations, please visit online at [toledobaby.com](http://toledobaby.com) or [www.toledobaby.com/expo/rules.html](http://www.toledobaby.com/expo/rules.html).



# 2010 EXHIBITOR BOOTH RATES

- 2010 registered attendants list provided following the show.
- Retail sales, hands on demos, and activities are welcome.
- Company exposure and one on one marketing experience.

## TABLE SPACE

- One 8' table, table linens, & 1 chair.
- Two 8' tables, table linens, & 2 chairs.
- 15' x 15' approximate area.

## TOLEDOBABY.COM

- Name recognition on exhibitors page on toledobaby.com.
- Additional link on exhibitors page on toledobaby.com.
- Logo recognition on exhibitors page on toledobaby.com.
- Free business & event listings on toledobaby.com for 2009.
- Logo recognition & link on activities page on toledobaby.com.
- Logo recognition & link on home page on toledobaby.com.
- Featured name in business & events listings on toledobaby.com.
- Additional featured logo in business & events listings on toledobaby.com.
- Primary logo recognition on all pages of toledobaby.com.

## DAY OF EVENT

- Exhibitor name recognition on Quack Passport.
- Exhibitor logo recognition on Quack Passport.
- Activities name recognition on Quack Passport.
- Prime booth location.
- Primary on-site recognition day of event.

## MEDIA

- Name recognition included in radio commercials.
- Logo recognition on Westfield Franklin Park posters.
- Name recognition on distributed posters.
- Logo recognition on distributed posters.
- Presenting logo recognition at toledobaby.com, distributed posters, mall posters, & newsletters.
- Specific mention in all media releases as presenting sponsor.

## BOOTH RATE INFORMATION

	SINGLE BOOTH \$395	DOUBLE BOOTH \$595	ACTIVITY BOOTH \$695	DAISY SPONSORSHIP \$995	DONALD SPONSORSHIP \$1495	PRESENTING SPONSOR \$1995
2010 registered attendants list provided following the show.	●	●	●	●	●	●
Retail sales, hands on demos, and activities are welcome.	●	●	●	●	●	●
Company exposure and one on one marketing experience.	●	●	●	●	●	●
One 8' table, table linens, & 1 chair.	●		●			
Two 8' tables, table linens, & 2 chairs.		●		●	●	●
15' x 15' approximate area.			●			
Name recognition on exhibitors page on toledobaby.com.	●	●	●	●	●	●
Additional link on exhibitors page on toledobaby.com.		●	●	●	●	●
Logo recognition on exhibitors page on toledobaby.com.				●	●	●
Free business & event listings on toledobaby.com for 2009.	●	●	●	●	●	●
Logo recognition & link on activities page on toledobaby.com.			●			
Logo recognition & link on home page on toledobaby.com.				●	●	●
Featured name in business & events listings on toledobaby.com.				●	●	●
Additional featured logo in business & events listings on toledobaby.com.					●	●
Primary logo recognition on all pages of toledobaby.com.						●
Exhibitor name recognition on Quack Passport.	●	●	●	●	●	●
Exhibitor logo recognition on Quack Passport.				●	●	●
Activities name recognition on Quack Passport.			●			
Prime booth location.				●	●	●
Primary on-site recognition day of event.						●
Name recognition included in radio commercials.					●	●
Logo recognition on Westfield Franklin Park posters.				●	●	●
Name recognition on distributed posters.				●	●	●
Logo recognition on distributed posters.					●	●
Presenting logo recognition at toledobaby.com, distributed posters, mall posters, & newsletters.						●
Specific mention in all media releases as presenting sponsor.						●

Some items subject to change. For complete rules and regulations, visit toledobaby.com or <http://www.toledobaby.com/expo/rules.html>. © 2010 Toledo Baby™



## EXHIBITOR'S 2010 APPLICATION

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

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

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

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

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

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

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

Briefly describe the products or services you intend to display:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### EXHIBIT SPACE RENTAL:

- Yes, I need electricity. *(Available on a first come first serve basis.)*
- Non Profit/Artisan Booth: \$ 295.00 *(Restrictions apply.)*
- Single Booth: \$ 395.00
- Double Booth: \$ 595.00
- Activity Area: \$ 695.00
- Daisy Sponsorship: \$ 995.00
- Donald Sponsorship: \$ 1,495.00
- Presenting Sponsor: \$ 1,995.00

**Total Payable:** \$ \_\_\_\_\_

#### Payment Terms:

50% deposit due with application. Remaining balance is due **April 9th**. Late payments may result in loss of exhibitor space and loss of deposit. Applications received after April 9th must be accompanied by full payment. Special payment arrangements may be made by calling 419.309.4834 or emailing [info@toledobaby.com](mailto:info@toledobaby.com).

Event day unloading information, booth space, and event day schedule will be provided no later than 72 hours prior to the event.

#### Acceptance:

By submitting this application, both you and your company are agreeing to the rules and regulations set forth on [toledobaby.com](http://www.toledobaby.com) at <http://www.toledobaby.com/expo/rules.html> and understand that failure to comply may result in penalty fees or removal from the grounds with loss of fees paid. You and your company also release Toledo Baby™ and its representatives of any and all liabilities for any loss, injury, or damage to persons or property.

This application is considered valid only if accepted by a Toledo Baby™ representative. Once accepted, you will receive a confirmation. Rejected applications will be notified with returned deposit. Contracts accepted by Toledo Baby™ may be declared null and void if it is discovered that the exhibitor misrepresented himself/herself or his/her company during the application process.

#### Apply Online!

For your convenience, we also accept online applications at [toledobaby.com](http://toledobaby.com). This exhibitor application form can also be mailed and must be accompanied with proper payment.

You may mail your payment by check to:

Toledo Baby™  
3137 W. Central Ave.  
PMB #8760  
Toledo, OH 43606

Exhibitor Signature \_\_\_\_\_ Date \_\_\_\_\_

Contract Accepted by Toledo Baby™ \_\_\_\_\_ Date \_\_\_\_\_

**QUESTIONS? EMAIL [INFO@TOLEDOBABY.COM](mailto:INFO@TOLEDOBABY.COM) OR CALL 419.309.4834.**