

# Family fun Expo

presented by:  
**parent & child**  
 news-press.com/moms



**Saturday, June 2, 2012, 10 am – 3 pm**

**Germain Arena, Estero, Florida**

Admission: \$5, 12 & under \$2, 2 and under free

## MARKET TO SOUTHWEST FLORIDA'S MULTI-MILLION DOLLAR FAMILY MARKET!

The Southwest Florida Parent & child Family Fun Expo gives a fun-filled experience as well as offering parents the resource information they want and need. It features family entertainment, vendors, interactive exhibits, stage presentations and parent resources. The Expo showcases the latest products, services, information and advice for parents and offers a one-stop shopping experience for families.

The Expo offers affordable family fun with free parking and reasonably priced admission.

### The Southwest Florida Parent & Child Expo is the right show for your marketing dollars:

- **Target audience.** Moms make the majority of major buying decisions for the family.
- **Family entertainment.** Parents are always looking for fun things to do with their family. When the kids are having fun, you have the opportunity to connect with mom and dad.
- **Parent resources.** Parents are looking for useful parenting information.
- **The power of Southwest Florida Parent & child magazine, news-press.com/moms and Germain Arena to market the Expo including:**
  - E-blast to promote event to news-press.com/moms database of local moms
  - Promotional ads in The News-Press and news-press.com
  - Promotional ads in Southwest Florida Parent & child magazine and on news-press.com/moms
  - Editorial mention in Southwest Florida Parent & child magazine
  - E-blast to 60,000 Germain Arena subscribers
  - Announcements during Florida Everblades home games/ on Germain Arena sign located on I-75

### What our vendors said about our Family Fun Expos:

- *We had such a great time at the Family Fun Expo. Lots of entertainment and fun for the family, which is what we at the Vein Specialist are all about.* - Vein Specialists
- *The Edison and Ford Winter Estates are proud to be part of this fantastic event. We loved the people we meet and the parents and children who attended were polite and responsive. We made well over 300 cups of slime!* – Edison and Ford Winter Estates
- *I felt right at home. Loved the event! ... Being at the end of the concourse, I got a ton of traffic as moms and dads made their way into the main space. I was able to make 50 solid contacts and I have at least a half dozen strong leads.* - Megan DiPiero Photography
- *The staff did an excellent job making sure everyone felt welcomed and excited about the event – they were thorough and professional.* – Malolli Insurance



## Sponsorship Opportunities:

Note: all exhibitors are encouraged to provide an interactive activity at their table

### **Diamond Sponsor** \$3,250 (Parent & child contract advertisers \$2,750)

- Full page, full color ad in the Gulf Coasting prior to the event (10" x 10")
- Half page editorial space in event program guide (copy and photos provided by business)
- Your logo with a link to your website on expo promotional page on news-press.com/moms
- Mention in all expo press releases
- Logo in all expo promotional advertising
- Opportunity for 30 minute stage presentation
- 20 complimentary entrance passes for clients or employees
- Four tables and 8 chairs (or equivalent floor space for exhibit)
- Premium placement at Expo
- 8 complimentary staff badges

### **Platinum Sponsor** \$1,650 (Parent & child contract advertisers \$1,350)

- Half page, full color ad in the Gulf Coasting prior to the event (vertical 4.94" x 10", horizontal 10" x 5")
- Quarter page editorial space in event program guide (copy and photos provided by business)
- Your logo with a link to your website on expo promotional page on news-press.com/moms
- Mention in all expo press releases
- Name mention in all expo promotional advertising
- Opportunity for 15 minute stage presentation
- 10 complimentary entrance passes for clients or employees
- Two tables and 4 chairs
- Premium placement at Expo
- 6 complimentary staff badges

### **Gold Sponsor** \$875 (Parent & child contract advertisers \$750)

- Quarter page, full color ad in the Gulf Coasting prior to the event (4.94" x 5")
- Eighth page editorial space in event program guide (copy and photos provided by business)
- Your logo with a link to your website on expo promotional page on news-press.com/moms
- 6 complimentary entrance passes for clients or employees
- Two tables and 4 chairs
- Premium placement at Expo
- 4 complimentary staff badges

### **Booth Participant** \$440 (Parent & child contract advertisers \$350)

- Eighth page, full color ad in Gulf Coasting prior to the event (4.94" x 2.5")
- 2 complimentary entrance passes for clients or employees
- One table and two chairs
- Four complimentary staff badges

### **BOOTH PLACEMENT ON FLOORPLAN**

Companies (except sponsor level participants) are placed on the floor plan based upon when we receive your payment. We finalize the floor plan one week prior to the event.

Add \$50 for electric to all packages to be billed directly by Germain Arena (fill out electric request form)

**Deadline for participation: Friday, May 25, 2012**

### **For more information contact:**

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