



BabyPalooza

July 22, 2017 - Saturday 9-3pm
Expo Idaho, Boise, Idaho

The Show

IBL Events, Inc. is excited to host the 4th Annual **BabyPalooza**, July 22, 2017 at Expo Idaho in Boise. BabyPalooza is a family-friendly event for new, expectant and hopeful parents. Guests can explore a mix of top products and services for maternity, baby and toddler, along with an inspiring menu of speakers and demonstrations. We welcomed over 1000 guests last year! 62% of guests were expecting, 38% of guests recently had a baby or planning a pregnancy!

This fun-filled day provides companies the unique marketing opportunity to meet face-to-face with hundreds of local families, introduce them to your special product or service and gain new clients. Stand out above your competition and demonstrate what makes you the best in your industry. Companies participating in BabyPalooza can help parents make informed choices to enrich the lives of their families. If your company targets families, you don't want to miss out on this cost-effective way to generate more business.

The Details

Show Hours: July 22, 2017, Saturday 9am-3pm

Location: Expo Idaho, 5610 Glenwood, Boise, Idaho 83714

Booth Fee: 10x10 \$325.00.

Booths do not include table/chairs. Rentals: Table \$30, Cloth \$15, Chairs \$5, Electricity \$35, FREE Wifi

Vendor Move-in: July 21st, Friday 10-2pm or July 22nd Saturday 8am-9am

Vendor Move-out: July 22nd, Saturday 3pm-5pm

Sponsors: NASH 97.9, Idaho Statesman, Express Employment Professionals, Simply Birth & Baby

Promotion: Advertising/PR/Publicity -Television, radio, newspaper, social media, direct mail, posters, magazines, e-mail blast, internet, invitations

Web Link: Website Hotlink \$50 Annually in IBL Business Directory

FREE Admission. FREE Parking

For Sponsorship Opportunities contact Anna Marie Aldinger, 208-376-0464



Reserve a Booth

Contact Anna Marie Aldinger or Megann Dopp

IBL Events, Inc.

208-376-0464 ph, 208-375-2688 fx,

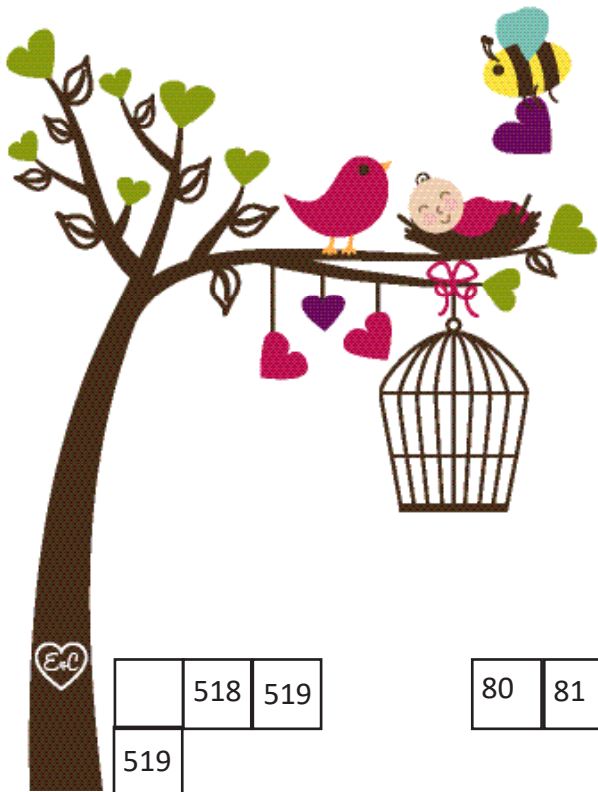
annamarie@ibleventsinc.com

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Idaho Statesman

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Mail or Fax to:
IBL Events, Inc.
PO Box 415, Meridian, ID 83680
Questions: Ph 208-376-0464,
Fax 208-375-2688
annamarie@ibleventsinc.com



	518	519
519		

80	81
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82	83
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84	85	86
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88	89	
		90

520	511	419	414	318	313	219	214	124	116	101	91
521	510	420	413	319	312	220	213	125	115	100	92
522	509	421	412	320	311	221	212	126	114	99	93
	508	422	411	321	310	222	211	127	113	98	
	507	423	410	322	309	223	210	128	112	97	94
	506	424	409	323	308	224	209	129	111	96	95
525	505	425	408	324	307	225	208	130	110		
526	504	426	407	325	306	226	207	131	109		
527	503	427	406	326	305	227	206	132	108		
528	502	428	405	327	304	228	205	133	107		
529	501	429	404	328	303	229	204	134	106		
530	500	430	403	329	302	230	203	135	105		
			402	330	301	231	202	136	104		
			401	331	300	232	201	137			

Office Area

533					
	534	535	536	537	538

Information/ Admissions
Front Entrance

				99
103	102	101	100	



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Sponsorships - Business & Image Builders

High Profile Menu Options to ensure BabyPalooza attendees know your company's name, logo, and message. Take complete advantage of the multiple marketing and promotional opportunities. Individualize your company's profile by selecting your company's activities from among these high impact elements!

Become a Premier Sponsor. \$1000. Package includes:

- Company name, logo profiled on all event marketing, ads, emails, etc. for the BabyPalooza plus logo featured on IBL website as partner of IBL Events for an entire year.
- Logo placed in prominent position on Event home page for one year.
- Logo added to BabyPalooza email blasts to 20,000+ contacts
- Company literature of choice (1 piece) included in event promotional bags passed out to all guests at the event entrance. (company supplies 500 pieces of literature)
- Company banners/s (2 maximum) given high impact profile along fence line of Expo Idaho with BabyPalooza event banners. (company supplies banners)
- Company name, logo and 50 word description of product/services in IBL Events website business directory. (company supplies)

Become a Bag Sponsor. \$250.

- Company Bags passed out to all guests at main front entrance. (company supplies bags)

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