



BabyPalooza

July 21, 2018 - Saturday 9-3pm
Expo Idaho, Boise, Idaho

The Show

IBL Events, Inc. is excited to host the 5th Annual **BabyPalooza**, July 21, 2018 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 21, 2018, Saturday 9am-3pm

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

Booth Fee: 10x10 \$350.00

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

Vendor Move-in: July 20th, Friday 10-2pm or July 21st Saturday 8am-9am

Vendor Move-out: July 21st, Saturday 3pm-5pm

Sponsors: KQFC 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,

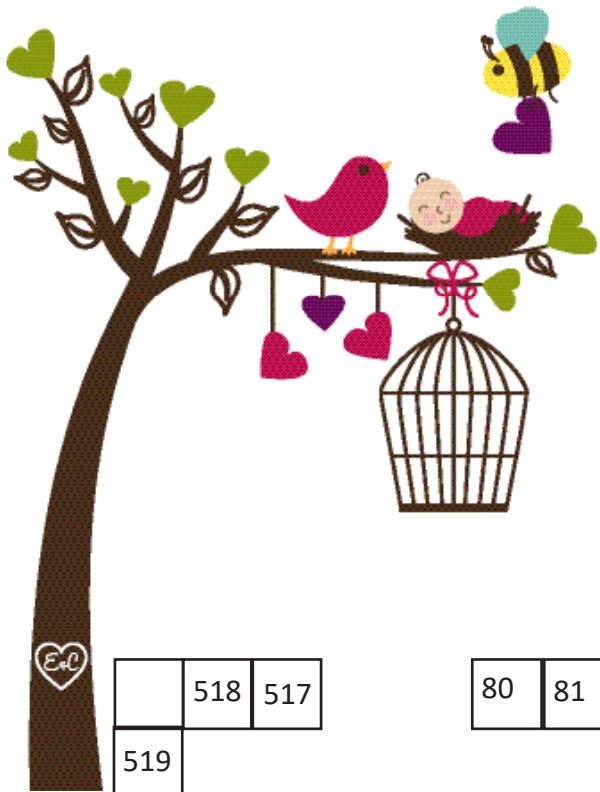
annamarie@ibleventsinc.com

www.ibleventsinc.com



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



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519		

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Concessions

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116
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Seminar Stage
4x8x2

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104

Office Area

533

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Information/ Admissions
Front Entrance

103	102
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Nursing Station



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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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