



# BabyPalooza

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

## *The Show*

IBL Events 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:** Simply Birth & Baby, My 102.7, Wild 101, Go Out Local, Express Employment Professionals,

**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

IBL Events

208-376-0464

info@ibleventsinc.com

www.ibleventsinc.com







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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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