

# Nurture Birth & Baby Fair 2019

## Exhibitor Information

Science Museum of Virginia

April 6, 2019 10 am to 3 pm

***48 Vendors, 5 Hours, 3 Rooms, 1 Great Event***



nurture.  
The OmMama Resource Center

# 2018 Birth & Baby Fair Stats

**Exhibitors: 48**

**Attendance: Over 750**

- 64% Expecting Parents
- 37% Families with Infants & Toddlers
- 14% Health Care/ Other providers
- 12% Planning a Pregnancy
- 5% Grandparents

**\*\*Some people fall into more than one category**

**4000+ Documented Conversations with Exhibitors**





34,000  
Pageviews  
(2017)

# Advertising and Outreach 2018



44,075  
Impressions  
(2017)



60,000  
Readership

## 5,000 Postcard Distribution



The postcard features the Nurture logo at the top left. Below it is a row of five photos showing various people interacting with babies. To the right of the photos is the title "NURTURE RVA BIRTH & BABY FAIR". Below the photos is a banner that reads "Connecting you with the resources you need for your birth and early parenting journey." Below this banner is a list of bullet points: "Learn About Local Resources", "Speed Date Care Providers", "Shop Unique Products and Vendors", "Attend Fabulous Demos", and "Free Gift Bags and Samples". To the right of the list are logos for "The Children's Resource Center", "VCU Health", "Bon Secours", and "BOOMHITCH". At the bottom left is the Nurture logo and the event details: "Nurture RVA Birth & Baby Fair", "Saturday, April 21, 2018", "10 am - 4 pm", "Science Museum of Virginia", and "2500 West Broad Street". At the bottom right is a banner that reads "Move. Learn. Connect. Inspire."

## New for 2019

135,000 Readership  
Richmond Free Press

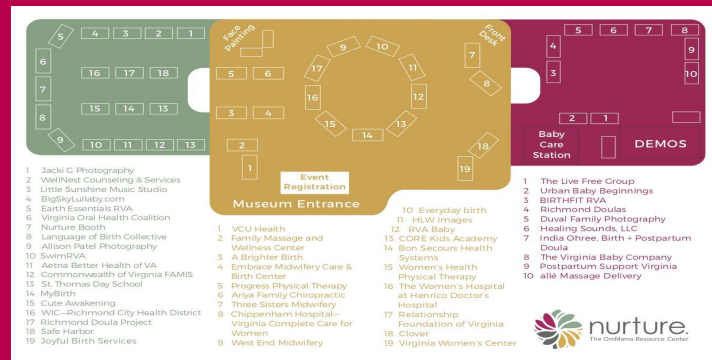




# 2019 Exhibitor Benefits

## Platinum Exhibitor \$2,500

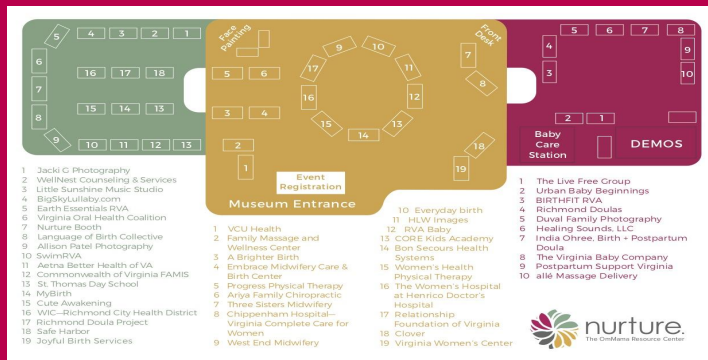
- Guaranteed high level exposure exhibit space in SMVA Atrium
- Demo Spotlight included (see below)
- Paid Social Media Mention
- Full page ad or coupon in program
- Logo on event website, poster, program and all PR materials
- Prominent mention in Paid Media
- Featured ad in Nurture email blast
- Logo on Save the Date Postcard (5000 distribution)



# 2019 Exhibitor Benefits

## Gold Exhibitor \$750

- Premium Exhibit Space
- Boosted social media shout out
- Half page ad or coupon in program
- Logo on event website, program & selected PR materials

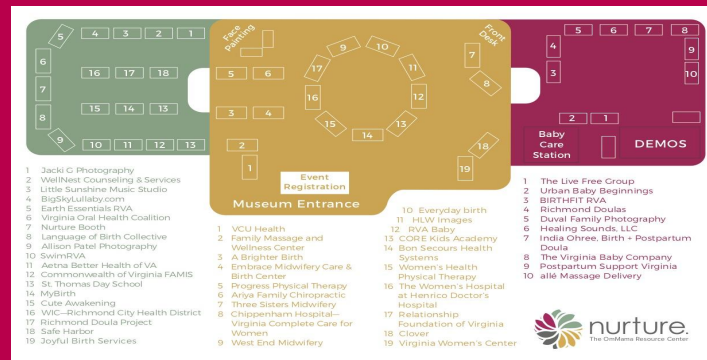




# 2019 Exhibitor Benefits

## Silver Exhibitor \$350

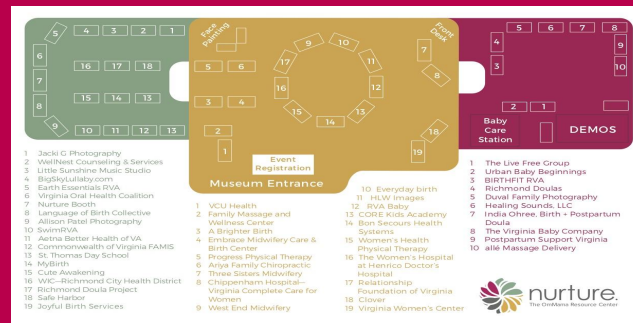
- Preferred Exhibit Space
- Social media shout out
- Logo on event website and program



# 2019 Exhibitor Benefits

## Booth Only/For-Profit Business \$175

- Exhibit Space
- Acknowledgement on event website and program

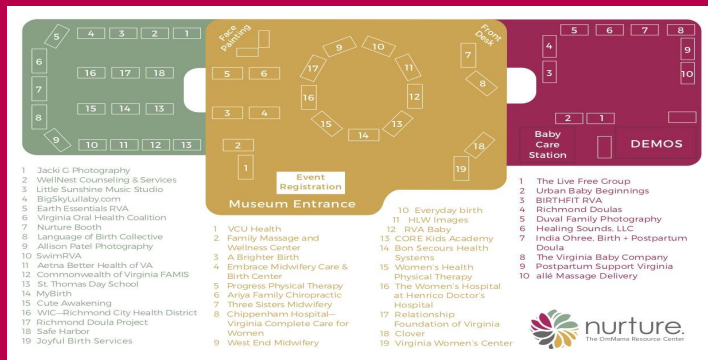




# 2019 Exhibitor Benefits

**Booth Only/Nonprofit  
& Government Organizations**  
Up to 15 employees: \$50 / Over 15 employees: \$100

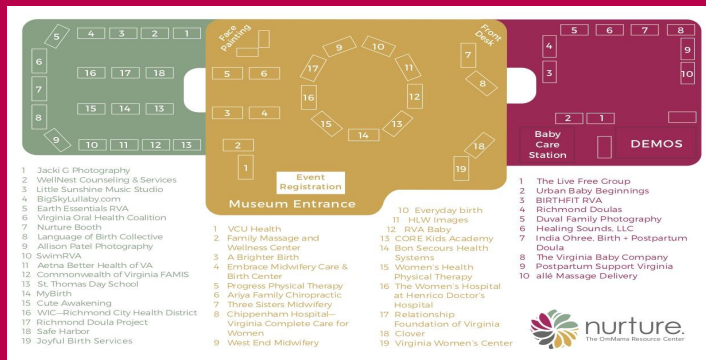
- Exhibit Space
- Acknowledgement on event website and program





## Friend of Nurture (no booth) \$100

- **Social media shout out**
- **Acknowledgement on event website and program**



# Demo Spotlight

Demo Spotlights were extremely well attended in 2018; with some demos attracting nearly 50 viewers. Participants enjoyed Toddler Gymnastics, Early Childhood Music, Infant CPR, Cloth Diapering 101, and Healthy Cooking. Free for guests and a wonderful opportunity to showcase your company's services.

**Demo Spotlight (Included in Platinum Sponsorship)**  
**\$150 with booth; \$300 without booth**

- 45 minute time slot including breakdown, 15 minutes to set up.
- Opportunity to market your service directly.
- Ideal for activities that are physically active or involve movement.
- Shared table for collateral throughout the event.
- Promotion on event website, program, and selected PR materials.



# Additional Offers

## Product Inclusion in Swag Bags (\$250)

Great way to reach an audience of prospective, expecting, and new families

- Included in swag bag given to first 500 guests
- Excellent for small samples or giveaways
- Minimum of 100 pieces
- Deadline of March 15, 2019





# Additional Offers

## Flyer/Biz Card Inclusion in Swag Bags (\$100)

Great way to reach an audience of prospective, expecting, and new families

- Included in swag bag given to first 500 guests
- Ideal for discounts or time-limited coupons
- Minimum of 100 pieces
- Deadline of March 15, 2019 for inclusion.



# Additional Offers

## Program Ads

Support Nurture and promote your business with an ad in the Nurture RVA 2019 event program.  
All ads due March 8, 2019.

- Full Page (5" x 8") - \$200
- Half Page (5"x 3.875") - \$125
- Quarter Page (2.375" x 3.875)" \$65



# Birth & Baby Fair 2019 Registration

Registration opens November 1, 2019.

<http://nurturerva.org/BirthandBabyFairRegister-2019/>  
or email Cait Minnick at [caitlin.minnick@nurturerva.org](mailto:caitlin.minnick@nurturerva.org).