

Peanut Butter Productions PRESENTS



Who should exhibit with us?

- Health, fitness and nutrition
- Beauty (makeup/ hair/esthetics)
- Recreation and sports
- Schools, specific fields of education and organizations
- Safety
- Travel and vacation
- Diaper suppliers
- Infant food suppliers
- Maternity wear
- Plus size wear (for after pregnancy)
- Newborn clothing and accessories
- Toddler, kids clothing, and accessories
- Furniture suppliers
- Family retail and wholesale
- Special services and Gifts
- Care products for the family
- Local and National Sponsors
- Entertainment
- Government agencies
- Charities/non-profit organizations
- Companies who want to promote via sampling without Exhibiting
- Companies wanting to sell product
- Brand new business/idea

5th annual GO BABY EXPO

Why exhibit with us?

There are many reasons to exhibit with our show. We produce a show that will bring an audience that targets the above areas. You will be able to sell your product, take orders or just network for future sales.

Ticket prices and places to purchase:

Tickets are \$5.00 at the door per adult. Kids free!

VIP passes:

There will be NO passes given out at the 2010 event.

Confirmation of contract and payment:

You will receive a signed contract from our office faxed back to you acknowledging your spot in the show.

Badges:

There are no badges for this event. Please bring and wear your own if you wish.

Target Market:

Our target market is your market. Selling, sampling, displaying, networking, branding your new or existing product/service or even booking/taking orders; this tradeshow will fit your audience. You need to recognize the attendees who want YOUR products and/or services and be able to capture them in a matter of minutes.

Attendance 2008:

We are happy to announce that at the Go Baby Expo 2008 we had almost 5,000 attendees walk through our doors during the weekend of September 13th and 14th. The breakdown of demographics attending our show is as follows:

WHAT AREA ARE THE ATTENDES COMING FROM?

- Surrey, Delta & White Rock =45%
- Cloverdale, Langley, Aldergrove, Abbotsford & Chilliwack =30%
- Burnaby & Vancouver = 15%
- Tri Cities = 10%

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Attendance 2009:

We would like to announce that at the Go Baby & Family Expo 2009 had approx 2,500 attendees walk through our doors during the weekend of September 12th and 13th. We had an extensive Advertising program to reflect a high amount of traffic but because of the economy our numbers were affected and the attendance was down from the previous year. The breakdown of demographics attending our show is as follows:

WHAT AREA ARE THE ATTENDS COMING FROM?

- Surrey, Delta & White Rock = 40%
- Cloverdale, Langley, Aldergrove, Abbotsford & Chilliwack = 35%
- Burnaby & Vancouver = 10%
- Tri Cities = 15%

WHAT PERCENTAGE OF THE FAMIY IS ATTENDING THIS EVENT?

- Parents with child age 2-5 = 20%
- Parents with child age 5-8 = 10%
- Parents with child age 0-2 = 25%
- Pregnant parents = 45%

Please note, these are approx numbers, here to give you an idea of where your market is coming from and who your market is.

Table spots:

This is a great opportunity to showcase your business. We are pleased to announce that we have 8 foot table spots. Your success at the end of the weekend all depends on how you are going to market your business at your table. Customer service, decoration and knowledge of your company are the key to success at our tradeshow. For companies who require extra space, special location please direct any questions or concerns to our marketing and sales department.

Options for OUR advertising:

- The Now newspapers and its affiliates from the Valley to Vancouver
- Back-to-back postcards with mini ad
- Full colored posters with full ad (18 x 20)
- Public service announcements
- Press releases
- Local Magazines, exclusively
- National magazines, exclusively (up to three different magazines)
- Company website, networking and exhibitor advertising

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It is so important for each Exhibitor to fully promote this event by word of mouth, postcards/flyers, posters and networking. We will provide each Exhibitor upon request with appropriate advertising material to be able to promote this event prior to the show. By promoting the event, it allows other Exhibitors to benefit and visa versa. Some advertising may change.

When can you set up and strike?

Saturday, October 23 rd Exhibitors move in	8:00am-11:00am
Saturday, October 23 rd Exhibitors strike	4:00pm-7:00pm
Saturday, October 23 rd Show hours	11:00am-4:00pm

There will be no exceptions for move in and/or strike for any Exhibitors. Security and/or staff will open doors for all Exhibitors at appropriate times and greet each Exhibitor to show them their table spot(s). There are approx 50+ Exhibitors; please respect each other's rental space.

*****AS NOTED ABOVE,
THE ONLY DAY TO MOVE IN IS
SATURDAY OCTOBER 23rd, DAY OF SHOW*****

Location for event

**Eaglequest Coyote Creek Golf Club
7778 152ND Street Surrey BC**

Contact information for Head Office:

Peanut Butter Productions Inc.
Go Baby Expo Inc.
Head Office Phone 604-637-0474
Head Office Fax: 604-572-0464
Website for GBE: www.gobabyexpo.com
Email: marketing.dir@gobabyexpo.com

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Sponsorship:

Sponsor: \$675.00 (as noted on contract)

- Company name or logo on all newsprint/print for this event
- Company logo on home page with link on the GBE website
- Company logo on Sponsors page with link on the GBE website
- Company logo on double sided post cards
- Company logo on full color posters
- Company name or logo on show guide for the event
- Samples and/or handouts given out- some restrictions apply
- One 8 foot table with black or white linen top and black or white skirt
Availability 15 spots \$675.00

All the above Sponsorship levels need the appropriate sized artwork emailed to: artwork@gobabyexpo.com. Deadline for ALL print artwork is June 15th 2010.

8 foot table includes:

- Table with one black or white linen top and one black or white skirt place on table
- One chair
- Company name and link on GBE Website
- Company name listed in the show guide
- Staff available during show hours

Shared 8 foot table:

This is an 8 foot table that you may want to share with another company. For example. You may have a children's clothing line and your friend may have a book company. You both could share a table and only have to pay \$250.00 each totaling the "shared table" price. The full amount of \$500.00 plus applicable taxes must be sent at one time but can be split via companies. This option includes everything as noted above for an 8 foot table. *Extra chair provided to total 2.

Space placement:

You can NOT request table placement at this show. We make the final choice where each company will be and who they are beside. Company name and link active as of September 2010. This will stay for 1 year.

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Samples and brochures:

This is the opportunity for you to advertise at our event by having your brochures/pamphlets/samples at the show. Please inquire within. You must have a sample along with your information for this option. All items are stuffed into bags.

You will receive the following:

- Company name and link on website
- Company name on show guide
 - Availability 10 spots \$250.00

Electrical, extra tables, chairs and linen:

There is no extra's at this show for 2010.

Can I sell at my area?

YES. You need to bring your appropriate materials and your own insurance if applicable. If you are a USA registered company please call the office for a document that states that we are a recognized tradeshow from the Government and association to pass items through the border.

IF YOU HAVE ANY FURTHER QUESTIONS PLEASE CONTACT A SALES REP OR THE MARKETING MANAGER AND THEY WOULD BE HAPPY TO ANSWER YOUR QUESTIONS OR CONCERNS.

THANK YOU!

Show Management, 2010