



Prego Expo

VIRTUAL PREGO EXPO 2021



February 8-10 • May 3-5 • September 13-15 • December 6-8

Virtual Prego Expo is hosted through Hopin! Hopin is a virtual venue with multiple interactive areas that are optimized for connecting and engaging. Attendees can attend main stage seminars and visit booths just like an in-person event.

VIRTUAL SPONSORSHIP OPPORTUNITIES

VIRTUAL BOOTH \$700 + GIVEAWAY

- Small exhibitor booth
Showcase products and services with a pre-recorded video. Booths have a customizable lead generation feature built-in for capturing attendee interest. Discount codes, link to website and social media booth features.
- Inclusion in Prego Expo sponsored contest that encourages all virtual attendees to visit and interact with each booth
- Built in chat feature to connect directly to virtual guests who visit your booth
- Live booth times included in Hopin schedule

VIRTUAL SPONSOR \$1,500 + GIVEAWAY

- Medium exhibitor booth
Showcase products and services with a pre-recorded video. Booths have a customizable lead generation feature built-in for capturing attendee interest. Discount codes, link to website and social media booth features.
- Inclusion in Prego Expo sponsored contest that encourages all virtual attendees to visit and interact with each booth
- Built in chat feature to connect directly to virtual guests who visit your booth
- Hyperlinked sponsor logo displayed prominently on reception page (inside event) and on Prego Expo's website
- 25 min live main stage seminar
- Contact list of all virtual attendees
- Included in pre-event newsletter
- Featured social media post through Prego Expo's Facebook & Instagram

PREMIUM VIRTUAL SPONSOR \$3,000 + GIVEAWAY

- Large exhibitor booth
Showcase products and services with a pre-recorded video. Booths have a customizable lead generation feature built-in for capturing attendee interest. Discount codes, link to website and social media booth features.
- Inclusion in Prego Expo sponsored contest that encourages all virtual attendees to visit and interact with each booth
- Built in chat feature to connect directly to virtual guests who visit your booth
- Hyperlinked sponsor logo displayed prominently on reception page (inside event) and on Prego Expo's website
- Hyperlinked sponsor logo displayed prominently on registration page (outside event)
- 50 min live main stage seminar
- Featured social media post through Prego Expo's Facebook & Instagram
- Featured in a pre-event newsletter and post event newsletter
- Contact list of all virtual attendees

TITLE SPONSOR \$5,000 + GIVEAWAY

- Large exhibitor booth with premium placement
Showcase products and services with a pre-recorded video. Booths have a customizable lead generation feature built-in for capturing attendee interest. Discount codes, link to website and social media booth features.
- Built in chat feature to connect directly to virtual guests who visit your booth
- Inclusion in Prego Expo sponsored contest that encourages all virtual attendees to visit and interact with each booth
- Hyperlinked logo displayed prominently on reception page (inside event) and on Prego Expo's website
- Hyperlinked logo displayed prominently on registration page
- Logo featured in the main event image on registration and reception page
- Half page ad on in-person event program
- 2 - 50 min live main stage seminar
- Featured social media post through Prego Expo's Facebook & Instagram
- Ticket giveaway contest hosted on Prego Expo's social media channels
- Dedicated email blast to Prego Expo database (prior and post event)
- Contact list of all virtual attendees
- Dedicated text message

PRESENTING SPONSOR \$10,000 EXCLUSIVE CATEGORY

- Large exhibitor booth with top placement
Showcase products and services with a pre-recorded video. Booths have a customizable lead generation feature built-in for capturing attendee interest. Discount codes, link to website and social media booth features.
- Exclusive brand in product or service category
- Built in chat feature to connect directly to virtual guests who visit your booth
- Inclusion in Prego Expo sponsored contest that encourages all virtual attendees to visit and interact with each booth
- Hyperlinked logo displayed prominently on reception page (inside event) and on Prego Expo's website
- Hyperlinked logo displayed prominently on registration page
- Logo featured in the main event image on registration and reception page
- Full page ad on in-person event program
- Text message ad to Prego Expo database
- 3 - 50 min live main stage seminar
- Featured social media post through Prego Expo's Facebook & Instagram
- Ticket giveaway contest hosted on Prego Expo's social media channels
- Dedicated email blast to Prego Expo database (prior and post event)
- Contact list of all virtual attendees
- Dedicated text message

OTHER OPPORTUNITIES AND ADD ONS

VIP SWAG BAGS INCLUSION - COMPLIMENTARY

Product placement is complimentary as long as full size product is provided.
220 per show.

FLYER IN VIP SWAG BAGS - \$300

Include a flyer/promotional material in all VIP swag bags. 220 bags per show.

GIVEAWAY DONATION - COMPLIMENTARY

In exchange for sending product we will provide social media exposure.
Giveaways must be \$100+ value.

THE VIRTUAL PREGO EXPO PARENTS

Targeting first time parents has never been so easy. These parents are open to learning about products and services available to them.

82% Currently prego
74% Prego for the first time
82% Plan on more children
70% Building their baby registry

Online presence

36K Facebook followers

14K Instagram followers

25K Newsletter subscribers

Virtual average attendance

1,000 Total attendees

74% Women (25-34)

3% Men(25-34)

22% Women (35-44)

1% Men (35-44)





LET'S GET SOCIAL

DIGITAL OPPORTUNITIES

BRAND/PRODUCT HIGHLIGHT - \$1,000

Dedicated email blast, post on Facebook, IG and Stories.
TikTok creation.

BRAND GIVEAWAY - \$1,000 + GIVEAWAY VALUED AT OVER \$100

Dedicated email blast, post on Facebook, IG and Stories.
TikTok creation. Email list generated from giveaway.

PREGO GAMES - \$500 + GIVEAWAY

Prego Expo will host a Facebook or IG live highlighting your brand/product. Think BINGO, Family Feud, and Trivia... The options are endless! **Check out Geber Bingo here.** Game will be promoted in our newsletter and on social media prior to the live.

TIP TUESDAY - \$700

TikTok video highlighting product and tips for moms. Video also shared on Facebook and IG Reels. **Click here** for an example video.

FAN FRIDAY - \$400 + GIVEAWAY

TikTok video highlighting brand. Video also shared on Facebook and IG Reels. **Click here** for an example video.

A LA CARTE

Email blast to newsletter subscribers - **\$500**
Facebook one post - **\$200**
Instagram one post on grid - **\$200**
TikTok video - **\$500**

FOLLOWERS

Facebook: 35k
Instagram: 15.6k
TikTok: 5k
Newsletter subscribers: 27k

WE ARE HAPPY CUSTOMIZE ANY PACKAGE!

To host a product launch or virtual event through Hopin or private Facebook group, please email sam@thepregoexpo.com for pricing.

Click here to learn about our Virtual Expos.

GET IN TOUCH

sam@thepregoexpo.com
www.thepregoexpo.com

facebook.com/thepregoexpo
[instagram: @thepregoexpo](https://instagram.com/thepregoexpo)

TikTok: @pregoexpo