

Prego Expo



2021 MEDIA DECK

Sweeping the nation one bump at a time

The Prego Expo is the nations largest event series focused on first time expectant parents. Co-founders Sam & Jules successfully redirected Prego Expo events in 2020 to be the first virtual expo of its kind due to Covid-19. The Prego Expo will continue its mission in connecting expecting parents to leading brands and educator in an intimate and engaging atmosphere both in-person and online.

PREGO EXPO 2021 TOUR

Orlando

March 14
Rosen Plaza

Denver

October 2
BuyBuyBABY Aurora

New York

June 5
BuyBuyBABY Garden City

San Diego

October 24
Town and Country San Diego

Dallas

August 14
Dallas/Frisco Convention Center

Tampa

November 14
Tampa Convention Center

* Please note that larger convention center events might be switched to retail venues depending on climate on COVID-19. Prego Expo will provide adequate updates.

VIRTUAL PREGO EXPO 2021

February

February 8-10

May

May 3-5

September

September 13-15

December

December 6-8





5 REASONS TO EXHIBIT

1. ROI IS KEY! Prego Expo has partnered with MyRegistry for all events to ensure moms are not only shopping during events but also adding products to their baby registries.

2. SHOPPING: The Prego Expo is marketed as a shopping event and attendees come ready to purchase products onsite.

3. ENGAGED ATTENDEES: Targeting first time parents has never been so easy. On average, 70% of attendees are expecting their first child. These parents are open to learning about products and services available to them.

4. ONLINE BRAND EXPOSURE: 20-30 Local influencers cover each event through social media stories and posts for optimal online brand exposure.

5. AMBIANCE: The Prego Expo has an upbeat vibe with great music, amazing seminars, parenting contests and the infamous Babies&Bumps Fashion Show.



Click **HERE** to see the Virtual Prego expo sponsorship options

ATTENDANCE AND DEMOGRAPHICS

Targeting first time parents has never been so easy. These parents are open to learning about products and services available to them. First time expectant parents have little to no brand loyalty. This is your time to capture them.



PREGO EXPO PARENTS

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

Online presence

- 36K** Facebook followers
- 14K** Instagram followers
- 25K** Newsletter subscribers

Average attendance per show

- 1,000** in-person attendees
- 1,000** virtual attendees
- 74%** Women (25-34)
- 3%** Men(25-34)
- 22%** Women (35-44)
- 1%** Men (35-44)

PREGO EXPO 2020 SPONSORS



SPONSORSHIP OPPORTUNITIES

EXCLUSIVE PRESENTING SPONSOR \$18,000

Only company of type to be presented at The Prego Expo. Includes all listed under presenting sponsor description and ad in show program.

PRESENTING SPONSOR \$12,000

- Custom Exhibitor Island
- 60 minute main stage premium speaking slot (in-person)
- Opportunity to address attendees during fashion show
- Premium social media exposure with contest hosted by Prego Expo to increase followers
- Opportunity to do a Facebook live segment
- Dedicated company email blast (prior and post-event)
- Dedicated text message to all Prego Expo database
- 4 VIP and 10 general admission tickets
- Opportunity to giveaway a grand prize on the main stage
- Power and 2 Wifi connections
- Contact list of attendees
- Placement in swag bags
- Logo placement on tickets, website and flyers
- Listed on event map
- Logo on show program and thank you sign

SOME OF OUR PAST PRESENTING SPONSORS INCLUDE:



2021 TITLE SPONSOR \$40,000 (ALL 2021 IN PERSON AND VIRTUAL EVENTS) - LIMITED

- Custom exhibitor space
- Ad in show program
- 30 minute stage talk (in-person)
- Logo on selfie sign
- Logo placement on tickets, website and flyers
- Listed on event map
- Logo on show program and thank you sign
- Premium social media exposure
- Dedicated company email blast (prior and post event)
- Contact list of attendees
- Placement in swag bags
- Power and 1 Wifi connection
- 2 VIP tickets and 5 general admission (per city)

VIRTUAL BENEFITS

- 60 minute virtual segment
- Dedicated text message to all Prego Expo database
- Large virtual booth to showcase products or services with pre-recorded video
- Premium logo placement throughout the virtual event
- Contact list of all virtual attendees

MAIN STAGE SPONSOR \$5,000 (IN PERSON + VIRTUAL)

- Naming rights to main stage
- Prominent signage with logo displayed on the main stage
- 30 minute speaking slot
- Custom exhibit space
- 2 VIP tickets and 5 general admission tickets
- Dedicated email blast
- Social media exposure
- Pre-event newsletter mention
- Contact list of attendees
- Logo displayed on thepregoexpo.com
- Placement in swag bags
- Listed on event map
- Logo on show program and thank you sign

SOME OF OUR PAST MAIN STAGE SPONSORS INCLUDE:



PREMIUM SPONSOR \$3,000 (CHOOSE ONE)

• SWAG BAG SPONSOR

Must supply 1,200 bags with company logo (per event)

• LANYARD/WRISTBAND SPONSOR

Must supply 1,500 lanyards or wristbands (per event)

PREMIUM SPONSORSHIPS INCLUDE

- Facebook live segment
- Dedicated email blast
- 1 VIP & 2 general admission tickets
- Premium 10x20 booth
- Social media exposure
- Contact list of attendees
- Logo placement on signage, website and show program
- Placement in swag bags
- Listed on event map

EDUCATIONAL RESOURCE \$3,000 (PER-EVENT • CHOOSE ONE)

• BABYWEARING

Education booth teaching moms how to properly wear their babies. Must provide different types of carriers to try on.

• HEALTH RESOURCE

Promoted as an educational resource in a specific specialty such as, nutrition, pediatrics, postpartum, women's health.

• BREAST PUMP RESOURCE

Promoted to attendees prior to the event. Attendees will be encouraged to bring insurance cards to qualify for insurance covered breast pumps.

• CREATE YOUR OWN

Design a resource package to suit your company's needs.

EDUCATIONAL RESOURCE SPONSORSHIP INCLUDES

- Facebook live segment
- Dedicated email blast
- 1 VIP & 2 general admission tickets
- Premium 10x20 booth
- Social media exposure
- Contact list of attendees
- Logo placement on signage, website and show program
- Placement in swag bags
- Listed on event map

SOME OF OUR PAST EDUCATIONAL RESOURCES INCLUDE:



PREGO SPONSOR \$1,500 | \$2,000 FOR NYC (MOST POPULAR)

- Premium 10x20 booth
- Listed on event map
- Logo on website, show program & thank you sign
- Social media exposure
- Pre-event newsletter mention
- Contact list of attendees
- Placement on swag bags

CUSTOM SPONSORSHIP (STARTING AT \$1,500)

Let us custom design your sponsorship to fit your marketing goals.

EXHIBITOR OPTIONS (NON SPONSOR)

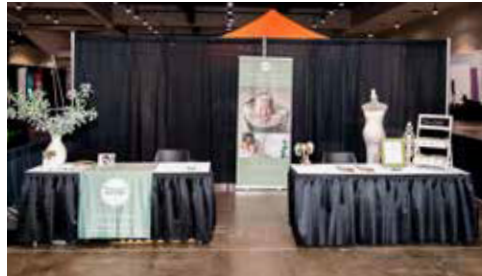
BOOTH OPTIONS



SINGLE 10X10 BOOTH

\$700 | \$1,000 NYC

Includes: 1 table, 2 chairs, linen and 6 ft backdrop with pipe and drape



DOUBLE 10X20 BOOTH

\$1,000 | \$1,500 NYC

Includes: 2 tables, 4 chairs, linen and 12 ft backdrop with pipe and drape

UPGRADES AND ADD ONS (EXHIBITORS ONLY)

- **Dedicated newsletter** \$500
Only company in newsletter (25k subscribers)
- **Social media package** \$350
Exposure on social media: Instagram, Facebook & Facebook event page
- **Attendee bag inclusion** \$300
Include coupon or samples in attendee bags. (1,200 per show).
- **Facebook live segment** \$500
- **Link logo on website** \$100
- **Pre-event newsletter** \$250
Featured in a pre-event newsletter with other exhibitors or show features.
- **VIP Swag Bags inclusion**
Product placement is complimentary as long as full size product is provided. (220 bags per show).

NON-EXHIBITOR OPPORTUNITIES (DOES NOT INCLUDE EXHIBIT SPACE)

- **Selfie Wall Crawl** \$1,000
Banners travels city to city. Special contest for moms to take photos in front of all selfie stations. Flyers and product displayed near selfie wall. Banner and props to be supplied by company.
- **Bathroom sponsor** \$1,000
Samples and signage placed in bathrooms.
- **Diaper changing station** \$1,000
Product and signage displayed in diaper changing areas. Product supplied by company.
- **Brochure sponsored ad** \$500
Ad placed on 1,000 brochures. Deadline 30 days prior to event.
- **Social media package** \$500
Exposure on social media: Instagram, Facebook and Facebook event page
- **Attendee bag inclusion** \$500
Include information, coupon or samples in attendee bags (1,000 bags per show)
- **VIP Swag Bags inclusion** (complimentary product placement)
As long as full size product is provided. (220 bags per show)