



In 2008, the Kingston baby and Kid Show attracted close to 4000 first-time parents and parents of toddlers and young children. At last year's show, thousands of young families benefit from the various products and services offered by the various exhibitors.

## The Marketing Message

Obviously, the key to success for you as an exhibitor is to get your information and products to as many attendees and families as possible. That's why we are planning massive media advertising & marketing launch which will include television, radio, newspaper, external advertising, direct marketing and on-line.

[www.kingstonbabyandkidshow.com](http://www.kingstonbabyandkidshow.com)

## Why Advertise at a Trade Show?

When else do you have thousands of customers directly in your target market delivered right to you in a two day period? In addition to having these customers delivered directly to you, this venue will allow you to tryout a new product on your target market, get your business name and logo in people's memories, sell your services or products face to face. It is also no secret that moms make a majority of the household purchase decisions and you will be in direct contact with every one of them who comes to our event.

## Who Should Exhibit At Our Show?

If you have a product or service that is geared towards, expecting mothers, new parents, babies, toddlers, moms, dads, grandparents, guardians, families and young children up to the age of ten then you will want to be part of this show. **Young families will spend tens of thousands of dollars in the first few years of a young child's life** and if you can promote your services and/or products to them early enough, chances are they will keep coming back.

## About Us

Station 14 Inc. is a innovative company committed to producing trade shows unlike any other seen here in the Kingston area. The Kingston Baby & Kid Show will be inviting and intriguing to parents-to-be, current parents and even grandparents. We encourage them to bring their children along so they can interact, indulge and enjoy in all that the event has to offer in terms of entertainment and interactive displays. Station 14 Inc. will produce other trade shows in the near future and is lead by the husband and wife team of Anthony & Vagia Agostino.

## Show Information

When: Saturday, May 2, 2009 10am to 5pm & Sunday, May 3, 2009 10am to 4pm

Where: The Cataraqi Community Centre  
1030 Sunnyside Road, Kingston, ON

Move-In: Friday, May 1, Times TBA

# Exhibitor & Sponsorship Opportunities

## Exhibit Booth Rates

10x10 (100 sq. ft.) @ \$575 + gst  
10x20 (200 sq. ft.) @ \$1150 + gst  
20 x 20 (400 sq. ft.) @ \$2300 + gst

Booths Include: free listing on [www.kingstonbabyandkidshow.com](http://www.kingstonbabyandkidshow.com), free listing in exhibitor guide, free 24-hour security, 8' table with white table cloth, 2 folding chairs.

## Sponsorship Opportunities

### Platinum Sponsor (only 1 spot) \$4,000 +gst

20x30 booth featured in a prime location  
website link and prominent logo  
grab bag insert  
largest logo on all signage posters & flyers  
largest logo on all print and tv ads  
name mention in all media appearances

### Gold Sponsor (only 3 spots) \$1,500 +gst

10x20 booth  
website link & logo on website  
grab bag insert  
logo on all print and tv ads

## Alternate Sponsorship Opportunities

### Kids Photo Contest – \$575 +gst plus prize of digital camera (minimum value \$300)

10x20 photo contest booth  
Signage at kids photo contest area  
Logo and link on website contest page

### Kids Crafts & Art Area - \$300 +gst

10x10 booth  
Signage @ Art Area  
Logo and name on website  
Name on posters and flyers

### Family Vehicle Show – \$750 +gst

Signage at show  
Logo, name and link on website  
3 vehicles highlighted

### Nursing/Diaper Change area - \$200 +gst plus baby toiletries

Signage at nursing/change area  
Logo and name on website

### Safety Zone - \$200 +gst

Signage at safety zone  
Logo & name on website

### Kids Fashion Show - \$200 +gst

includes 10 outfits  
(models to be supplied & organized by sponsor)

### Maternity Fashion Show = \$300 +gst

includes 10 outfits  
(models to be supplied & organized by sponsor)

### Grab Bag Insert - \$100 +gst

Includes **one** item in the show grab bag

## Got Questions? Contact us any time by

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Phone Diana Baker @ 613.539.8523