

# Where Families Play, Shop & Learn!



**April 27-28, 2011**

Greater Philadelphia Expo Center at Oaks, Oaks, PA

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



## **The 17<sup>th</sup> anniversary of a Philadelphia area tradition!**

**Sample and promote to more customers in one weekend than the average business sees all year! Families with babies and toddlers, expectant parents and grandparents throughout southeastern Pennsylvania, Delaware and New Jersey will be writing down Friday, April 27th and Saturday, April 28th on their calendars to make sure that they do not miss the 2012 Baby & Toddler Expo to the Greater Philadelphia Expo Center in Oaks, PA.**

***Reach out to them with your products & services by exhibiting.***



## Fast Facts

**Dates:** April 27-28, 2012  
**Where:** Greater Philadelphia Expo Center at Oaks  
Oaks, PA  
**Time:** 10 am-5 pm both days  
**Target Audience:** Women 25-44, Families with babies and toddlers.  
Expectant parents. Grandparents.

**Sponsors:** Montgomery Media, Parents Express

**Exhibitor categories:** Childcare, education, health, toys, entertainment, food, clothing, insurance & financial, novelties and more!

<b>Booth Rates:</b>	10' x 10'	\$825	10' x 40'/20' x20	\$2375
	10' x 20'	\$1329	Add \$100 for corner booth	
	10' x 30'	\$1875	Add \$120 for electricity	

**\*\*Booth space consists of 8 ft draped backwall, 3 ft draped sidewalls, one 8 ft draped table, 2 chairs, booth sign, 5 exhibitor badges, 10 show tickets, banner ad on babyandtoddlerexpo.com, and exhibitor choice of 1/8<sup>th</sup> page color Parents Express program guide ad or 5,000 parent targeted Yahoo.com banner ads\*\***

The 2012 Baby and Toddler Expo will be extensively marketed utilizing television, cable, radio, newspapers, magazines, online, social media and direct mail marketing.

**Contact:** John Bell, Show Producer  
**Phone:** (215) 628-8330 ext. 124  
**Fax:** (215) 628-9926  
**E-Mail:** jbell@montgomerynews.com  
**Website:** www.babyandtoddlerexpo.com



## 2010/2011 Audience Survey Results

### Adult Audience Age

18-24:	3%
25-34:	59%
35-44:	33%
45-54:	3%
55+:	2%

### No. of Children in HH

None:	21%
1:	40%
2:	25%
3 or more:	14%

### Annual HH Income

Under \$25,000:	6%
\$25-\$50,000:	24%
\$50-\$75,000:	25%
Over \$75,000	45%

### Will visit the 2012 Expo

Yes:	90%
No:	10%



2012 Baby & Toddler Expo
Greater Philadelphia Expo Center, Oaks, PA
April 27-28, 2012

Exhibitor Application and Contract

Mail with payment to:
Montgomery Media c/o: John Bell
290 Commerce Drive
Fort Washington, PA 19034
Show Producer: John Bell 215-628-8330 ext. 124 FAX 215-628-9926
jbell@montgomerynews.com

Business Name
Address Suite #
City State Zip
Phone # Ext Fax #
E-mail Website
Type of business

Table with 4 columns: Booth Size (10' x 10', 10' x 20', 10' x 30', 10' x 40') and Price (\$825, \$1,329, \$1,875, \$2,375)

(Booth space includes 8 foot draped table, 2 chairs, 1 wastebasket, 1 booth sign, 10 show tickets, 5 exhibitor badges, banner ad on babyandtoddlerexpo.com and exhibitor choice of 1/8th page color Parents Express program guide ad or 5,000 parent targeted Yahoo.com banner ads)

Yes! Sign me up for booth space at the 2012 Baby & Toddler Expo!

Booth Space(s) Desired \$
Corner Spaces @ \$100.00 each = \$
Electricity @ \$120.00 \$
Link from Baby & Toddler Expo website @ \$10.00 = \$
Additional show tickets/exhibitor badges @ \$5.00 each \$
Total \$

\*\*50% Deposit Required with Signed Contract/Balance Due March 15th\*\*

We understand that this application becomes a binding contract when accepted by the Baby & Toddler Expo and agree to abide by the Terms and Conditions of the Baby & Toddler Expo as explained on the reverse side of this application. A 50% refund will be returned for valid cancellations prior to March 1, 2012.

I understand and accept this agreement:

Signature Date

See Reverse side for Terms and Conditions

Return contract with payment (make check payable to Montgomery Media) to:
2012 Baby & Toddler Expo
c/o John Bell
Montgomery Media
290 Commerce Drive
Fort Washington, PA 19034
FAX 215-628-9926
or contact John Bell (215) 628-8330 ext. 124
jbell@montgomerynews.com to pay by credit card or PayPal



**1. PAYMENTS**

This application for exhibit space must be submitted to Montgomery Media with a 50% deposit. The remaining 50% is due no later than 30 days prior to the show. Assignment of exhibit space and Montgomery Media's signature will constitute acceptance into the show, making this a binding contract. Failure to make payments in the manner set forth on the front of this contract will terminate all rights of Exhibitor and any payments made prior to said time shall be retained by Montgomery Media as damages for the breach of this agreement.

**2. BOOTH CONSTRUCTION**

Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to exhibitor's booth type and as outlined in the Exhibitor Manual. Attention should be paid to neighboring exhibitors when constructing exhibits. No part of any in-line exhibits shall exceed 8 feet in height, unless agreed to by Montgomery Media. Any visible unfinished backs of the exhibit must be finished.

**3. SPACE ASSIGNMENT/SUBLETTING**

The exhibitor shall not sublet the space or assign any rights without the written permission of Montgomery Media, which may be arbitrarily withheld.

**4. EXHIBITOR AGREEMENT**

The exhibitor agrees to occupy the contracted exhibit space during all show hours and to sell, promote or advertise only the products and services described in this agreement. The exhibitor agrees to observe all union contracts and labor relations agreements in force between Montgomery Media and contractors performing services to the facility and all governing companies operating in the Expo/Convention Center where the Show is taking place. The exhibitor agrees to obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Show. The exhibitor agrees to abide by the rules and regulations of the city/township, fire, police, and health departments and of any other government or regulatory body having the authority to regulate the facility and the Show, obey all laws, including those pertaining to healthy, safety and protection of visitors to the Show.

**5. INDEMNIFICATION BY EXHIBITOR**

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to persons or property and agrees to indemnify and hold harmless Montgomery Media and the Expo/Convention Center, their managers, officers, members, sponsors, employees, agents from any or all claims, liabilities, losses, costs and expenses (including attorney's fees) arising from or in connection with the condition, use or control of exhibitor's display space or arising out of exhibitor's participation in the Show. If requested by Show Management, exhibitor will furnish at their own expense comprehensive general liability coverage of \$1,000,000 from the first move-in date and ending on the last move-out date. The policy shall name Montgomery Media as loss insured and insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operation at the Show.

**6. CANCELLATION / TERMINATION**

Exhibitors may cancel this agreement by written notice at any point prior to sixty days before the first set-up day of the show. A \$100.00 handling fee will be withheld from any deposit paid and the balance returned to the exhibitor within 90 days. Any other cancellation within the sixty day period will result in forfeiture of all deposits and fees paid.

**7. DISPUTES**

All decisions involving disputes shall be determined by Show Management.

**8. LOSS LIABILITY**

Show Management or the Expo/Convention Center shall not be responsible for any loss or damage that may result from theft, fire, strikes, accidents or other destructive causes. Show Management's coverage does not extend to exhibitor's property; however security will be provided by Show Management.

**9. SOLICITATION**

Interviews, demonstrations, distribution of literature, etc. will be permitted only within the exhibitor's space. Aisles must be kept clear of exhibit material and debris must be disposed of in building trash containers. Show Management will not permit non-exhibitors to canvas, solicit, hold conferences or distribute literature or any promotional devices at the Show.

**10. FORCE MAJEURE**

Show Management will not be liable for the fulfillment of this Agreement as to the delivery of space if non delivery is due to: fire, act of God, insurrections, strikes, the authority of the law, or any other cause beyond Show Management's control.