



www.calgarybabyshow.com
calgarybabyandtoto@gmail.com
Calgary, Alberta T3E5A6
office: 403-249-1270
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PARTNER OPPORTUNITIES

PRESENTING PARTNERSHIP:

- **Inclusion in all Radio & Print Advertising*** (*based on paid advertising campaign with \$50,000 of promotional value) and value adds include presenting Sponsor logo on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **Presenting Sponsor Show Branding** – 1 banner (supplied by Sponsor) hanging supplied by Show
- **20'x20' Booth Area** with 3-8' skirted tables, 4 chairs, electrical, and carpet
- **One Full Page Show Guide Ad** - EPS high resolution ad provided by Sponsor
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **200 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Value: \$44,900

Partnership Cost: \$10,000 + gst

FEATURE AREA PARTNERSHIP:

- **Inclusion in select Radio & Print Advertising*** (*based on paid advertising campaign with \$50,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **20'x20' Feature Area** with 2-8' skirted table, 2 chairs, electrical, carpet
- **One Full Page Show Guide Ad** - EPS high resolution ad provided by Sponsor
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Banner Hanging** for 1 Banner – banner supplied by Sponsor
- **200 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Value: \$29,900

Partnership Cost: \$ 6,000 + gst

MAIN STAGE PARTNERSHIP:

- **Inclusion in select Radio & Print Advertising*** (*based on paid advertising campaign with \$50,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **10'x20 fully-equipped Booth** with 1-8' skirted table, 2 chairs, electrical, carpet
- **One Full Page Show Guide Ad** – branded Main Stage Schedule PLUS Full page- ad supplied by Sponsor
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Branded Main Stage Banner** – 1 banner (supplied by Sponsor) hanging supplied by show
- **200 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Value: \$16,300

Partnership Cost: \$ 5,000 + gst



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DIAPER & NURSING LOUNGE PARTNERSHIP:

- **Inclusion in select Radio & Print Advertising** plus value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **Fully-equipped booth with 2- 8' skirted tables and chairs in lounge area**
- **10'x10' fully-equipped corner Booth** with 1-8' skirted table, 2 chairs and electrical
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Branded Diaper & Nursing Lounge** –1 banner supplied by Sponsor) hanging and additional signage supplied by show
- **75 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Value: \$ 9,300

Partnership Cost: **\$ 3,000 + gst**

SEMINAR THEATRE PARTNERSHIP:

- **Inclusion in select Advertising*** (*based on paid advertising campaign with \$75,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **10'x10' fully equipped corner Booth** with 8' skirted table, 2 chairs and electrical
- **Full Page branded Seminar Theatre Schedule** in Show Guide
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **75 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage
- **Presentation Daily** – opportunity to showcase seminar theatre presentation on both show days

Value: \$ 9,100

Partnership Cost: **\$ 3,000 + gst**

DIAPER DERBY PARTNERSHIP:

- **Inclusion in select Advertising*** (*based on paid advertising campaign with \$75,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **10'x10' fully equipped corner Booth** with 8' skirted table, 2 chairs and electrical
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Branded Diaper Derby** – banner supplied by Sponsor & signage
- **100 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Value: \$ 8,600

Partnership Cost: **\$ 3,000 + gst**



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BRANDING OPPORTUNITIES

- **BACK OF CALGARY BABY & TOT SHOW TICKET BRANDING**

Feature your Company Logo and/or Bounce-Back Offer on the back of 3,000 CBT Tickets

Cost: \$800 + gst

- **ONLINE CALGARY BABY & TOT SHOW E-TICKET WEB BANNER**

Feature your company web banner on the Calgary Baby & Tot Show E-Ticket purchasing site

Cost: \$500 + gst

- **SWAG BAG LOGO BRANDING FOR ONE SHOW**

Logo branding accompanying CBT Logo on 2,000 cloth swag bags (provided by CBT) includes swag bag inclusion (sample/insert provided by sponsor) **Cost: \$3,000 + gst OR**

2,000 bags provided by Sponsor Cost: \$1,500.00 + gst

- **SWAG BAG INCLUSION**

Include samples/ promotional items in 2,000 Calgary Baby & Tot Show Swag Bags

Cost: \$150 + gst for Exhibitors

\$0.15+ gst per item for Non-Exhibitors

- **SHOW GUIDE ADVERTISING**

Advertise in the official show guide, given directly to all attendees and exhibitors. Also includes advertising in the digital show guide. Half page and full page advertisements available.

Customized Sponsorship packages are available to fit your branding, budget and needs. Connect with your Calgary Baby and Tot Show representative today!

Kelly Kennedy
Show Director

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