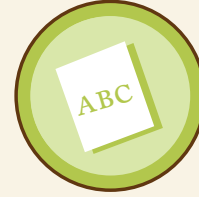


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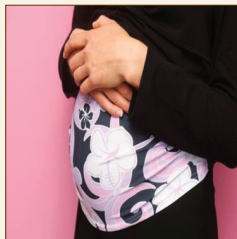
from birth and beyond

APRIL 15-17, 2011

CROWN EXPO CENTER

SPONSORSHIP PACKAGES

EXHIBITOR PACKAGES



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SPONSORSHIP PACKAGES

WHAT IS IT'S A MOMMY A-FAIR EXPO?

IT'S A MOMMY A-FAIR! EXPO IS A PREMIER EVENT SHOWCASING PRODUCTS AND SERVICES FOR NEW, EXPECTANT AND YOUNG FAMILIES.

IT'S A MOMMY A-FAIR! BABY EXPO BRINGS TOGETHER A DIVERSE SELECTION OF EXHIBITORS DIRECTED AT THE MATERNITY, INFANT AND TODDLER MARKETS. EACH SPONSORSHIP IS DESIGNED NOT ONLY AS AN OPPORTUNITY FOR YOUR COMPANY TO EXPOSE YOUR NAME, SERVICE OR PRODUCT TO POTENTIAL CUSTOMERS BUT A WAY TO MAKE A CONNECTION WITH FAMILIES THAT EXTENDS BEYOND MAKING A SALE. ALL BUSINESSES WANT CUSTOMERS BUT MORE IMPORTANTLY BUSINESSES WANT LOYAL CUSTOMERS THAT THEY CAN DEPEND ON. THAT IS HOW YOU CONNECT! THE GOAL OF OUR SPONSORSHIPS IS TO ALLOW YOU TO ECONOMICALLY POSITION YOUR BUSINESS IN FRONT OF THOUSANDS OF CUSTOMERS FOR YEARS TO COME.

PACKAGES ARE DESIGNED TO FIT BUDGETS. OUR GOAL IS TO HELP YOU DEVELOP THAT CONNECTION AT AN AFFORDABLE PRICE.

DEMOGRAPHICS

POPULATION FAYETTEVILLE, NC – 361,001 (EST. 2010)

POPULATION CUMBERLAND COUNTY – 315,772 (EST. 2010)

MSA MEDIAN FAMILY INCOME – \$51,782 (EST. 2010)

(MSA=METROPOLITAN STATISTICAL AREA FOR THE CUMBERLAND COUNTY REGION)

SOURCE: FAYETTEVILLE - CUMBERLAND

COUNTY CHAMBER OF COMMERCE

CUMBERLAND COUNTY

2009 TOTAL LIVE BIRTHS 6,196

SOURCE: NC DEPT. OF HEALTH AND HUMAN SERVICES

WHAT ARE MOMS BUYING?

67% PERCENT WILL BUY A NEW CAR.

44% PERCENT USE SOCIAL MEDIA FOR BRAND AND PRODUCT RECOMMENDATIONS.

39% PERCENT SAY GOING ONLINE IS THEIR QUIET TIME.

91% PERCENT NEVER LEAVE THE HOUSE WITHOUT THEIR CELL PHONE.

ADDITIONAL INFO ON MOMS:

WWW.BABYCENTERSOLUTIONS.COM/MOM_MARKET.PHP

INTERESTING MOM FACTS

82.8 MILLION: THE ESTIMATED NUMBER OF MOTHERS IN THE UNITED STATES IN 2004.

81 PERCENT: THE PERCENTAGE OF WOMEN 40 TO 44 WHO ARE MOTHERS. IN 1976, 90 PERCENT OF WOMEN IN THAT AGE GROUP WERE MOTHERS.

94.1 PERCENT: THE NUMBER OF BIRTHS IN 2006 PER 1,000 WOMEN OF CHILDBEARING AGE IN UTAH, WHICH LED THE NATION. AT THE OTHER END OF THE SPECTRUM WAS VERMONT, WITH A RATE OF 52.2 BIRTHS.

5.6 MILLION: NUMBER OF STAY-AT-HOME MOMS IN 2006.

55 PERCENT: AMONG MOTHERS WITH INFANTS IN 2004, THE PERCENTAGE IN THE LABOR FORCE, DOWN FROM A RECORD HIGH OF 59 PERCENT IN 1998.

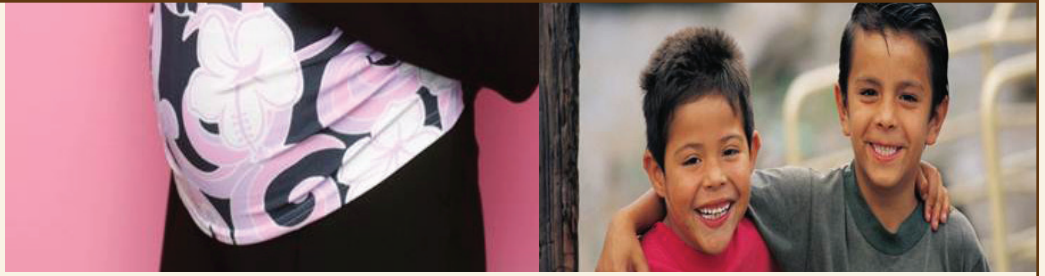
SOURCE: US CENSUS BUREAU

RESEARCH SUGGESTS THAT MOMS WHO GIVE BIRTH LATER IN LIFE, LIVE LONGER

HAVING KIDS MAY MAKE YOU SMARTER

FIRST YEAR BABY COSTS: \$7,000 OF BABY ITEMS BEFORE 1ST BIRTHDAY
COST OF RAISING A CHILD: MIDDLE-INCOME FAMILIES SPEND \$242,070 TO RAISE A KID TO 18 (NOT INCLUDING COLLEGE!)

SOURCE: HAPPY WORKER.COM



\$7500

PRESENTING SPONSOR CATEGORY EXCLUSIVE

IT'S A MOMMY- A-FAIR! PRESENTED BY: "COMPANY X" WILL BE INCLUDED IN ALL, RADIO, TV, WEB, PRESS RELEASES, POST CARDS, SHOW PROGRAM, AND THE SHOW BAG (VALUE OF MEDIA EXPOSURE WILL EXCEED 25K)

BENEFITS INCLUDE:

- * COMPANY BANNER AT EXPO
- * 20' X 20' BOOTH IN EXHIBIT AREA
- * 10 STAFF BADGES
- * COMPANY NAME MENTION ON ALL ADVERTISING AS THE PRESENTING SPONSOR
- * INSIDE FRONT COVER IN SHOW PROGRAM
- * 75 COMPLIMENTARY TICKETS (\$7 VALUE PER TICKET)
- * GIVEAWAY ITEM/COUPON IN SAMPLE BAG

\$3000

MOMMY REST AREA CATEGORY EXCLUSIVE

MOMS WILL BE THRILLED TO HAVE A PLACE OF THEIR OWN WHERE THEY CAN HAVE PRIVACY TO NURSE A BABY OR CHANGE A DIAPER IN PRIVATE.

BENEFITS INCLUDE:

- * BANNER WITH COMPANY NAME, LOGO, AND "BABY CHANGING AREA"
- * 2' X 1.5' SIGN AT ENTRANCE WITH COMPANY NAME, LOGO, AND "BABY CHANGING AREA"
- * 10' X 10' BOOTH IN EXHIBIT AREA
- * 8 STAFF BADGES
- * COMPANY NAME MENTION ON ALL ADVERTISING AS THE BABY CHANGING AREA SPONSOR
- * HALF-PAGE AD IN SHOW PROGRAM
- * 30 COMPLIMENTARY TICKETS (\$7 VALUE PER TICKET)

SPONSOR REQUIREMENTS: STAFF - PROVIDE 2 ATTENDANTS AVAILABLE DURING SHOW

\$2500

PLAY AREA EXCLUSIVE

TODDLERS WILL BE THRILLED TO HAVE A PLACE TO PLAY.

BENEFITS INCLUDE:

- * BANNER WITH COMPANY NAME, LOGO, AND "PLAY AREA"
- * 2' X 1.5' SIGN AT ENTRANCE WITH COMPANY NAME, LOGO, AND "PLAY AREA"
- * 6 STAFF BADGES
- * COMPANY NAME MENTIONED ON ALL ADVERTISING AS THE PLAY AREA SPONSOR
- * HALF-PAGE AD IN SHOW PROGRAM
- * 10 COMPLIMENTARY TICKETS (\$5 VALUE PER TICKET)

SPONSOR REQUIREMENTS: STAFF - PROVIDE 4 ATTENDANTS PER SHIFT TO SUPERVISE CHILDREN

\$1500

GENERAL SPONSORSHIP

COMPANY NAME INCLUDED EMAIL BLASTS

YOUR COMPANY NAME IN ALL PRINT ADVERTISING (NEWSPAPER, MAGAZINES, PRESS RELEASES, FLYERS 10 X 10 EXHIBITOR BOOTH SPACE, INCLUSION IN GIFT BAG, 6 TICKETS TO EXPO, 2 TICKETS TO THE EXPO PREVIEW PARTY

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IT'S A MOMMY-A-FAIR!

BABY EXPO SPONSORSHIP AGREEMENT

(PLEASE PRINT ALL INFORMATION. WE CAN NOT PROCESS NON-LEGIBLE APPLICATIONS)

- _____ \$7500 PRESENTING SPONSOR
- _____ \$3000 BABY CHANGING AREA
- _____ \$2500 KIDS PLAY AREA
- _____ \$1500 GENERAL SPONSORSHIP

COMPANY NAME AS YOU WANT IT TO APPEAR IN PRINTED MATERIALS

CONTACT PERSON NAME AND TITLE

STREET ADDRESS

CITY STATE ZIP

PHONE

EMAIL

ALTERNATE CONTACT NAME

PHONE

EMAIL

SIGNATURE & TITLE OF AUTHORIZED REPRESENTATIVE

DATE _____

PAYMENT METHOD: _____ CHECK ENCLOSED

PAYMENT DUE BY: 50% DEPOSIT DUE UPON SIGNING OF CONTRACT

FINAL PAYMENT DUE: MARCH 21, 2011

PLEASE MAKE CHECKS PAYABLE TO:

PRISM SPORTS & ENTERTAINMENT, LLC 439 WESTWOOD SHOPPING CENTER, #118 FAYETTEVILLE, NC 28314-1532

CHRIS@ITSAMOMMY-A-FAIR.COM OR DANI@ITSAMOMMY-A-FAIR.COM

WWW.ITSAMOMMY-A-FAIR.COM

EXHIBITOR PACKAGES

EXHIBITOR BENEFITS :

- INCREASED EXPOSURE AND BRAND NAME AWARENESS. *Share information and demonstrate the latest products and services offered from your company. This is your opportunity to build relationships and generate leads from thousands of buyers!*
- COST-EFFECTIVE AND HIGHLY EFFICIENT WAY OF REACHING A MASS, TARGETED AUDIENCE. *The majority of attendees are women who are expecting a child or have young children in the household. This is your opportunity to influence their future purchasing decisions!*
- OPPORTUNITY FOR FUTURE GROWTH AND REPEAT BUSINESS. *Since the majority of attendees are expectant and new parents, this is your opportunity to reach them at the beginning stages as a buyer of baby and childcare products and services. Developing a solid relationship with these customers during the beginning stages of parenting increases your chances of establishing continued loyalty in your brand for years to come.*
 - *PROFESSIONAL EVENT ORGANIZATION
 - *ADMISSION CHARGED AT THE DOOR- CHARGING ADMISSION LETS ATTENDEES KNOW THAT THIS IS AN EVENT WORTHY OF THEIR TIME AND ATTENTION AND INCREASES BOOTH SALES.

- *NETWORK WITH OTHER VENDORS
- *GAIN COMPETITIVE MARKET ADVANTAGE
- *LAUNCH NEW PRODUCTS AND CONCEPTS
- *ONE ON ONE INTERACTION WITH CONSUMERS
- *DISTRIBUTE INFORMATION
- *INCREASED PRODUCT RECOGNITION
- EXTENSIVE PROMOTIONAL CAMPAIGN.

The Expo will be aggressively advertised through the following mediums:

- PRINT- Newspaper, community and parenting magazines.
- RADIO- On-air spots, high profile drive-time ads.
- TELEVISION- Event spots on local affiliates.
- ONLINE- Complete information for both vendor and guest participants available on the It's A Mommy-A-Fair website; includes listing of all vendor participants as well as a link to company websites.
- DIRECT MARKETING- On-site, poster advertising with community-based participants.

EXHIBITOR PACKAGES :

\$800 DELUXE PACKAGE

30' X 10' BOOTH
3 TABLE, 6 FOLDING CHAIRS
DRAPERY BACKDROP & SIDES
8 EXHIBITOR PASSES
NAME LISTED IN EVENT DIRECTORY
NAME WITH HYPERLINK ON WEBSITE ALONG WITH A SHORT DESCRIPTION OF YOUR COMPANY
2 TICKETS TO THE PREVIEW SPONSOR PARTY
DOOR BAG INSERT- PUT YOUR SAMPLE PRODUCT OR MARKETING MATERIAL IN THE 200 DOOR BAGS WE WILL BE GIVING AWAY FOR NO ADDITIONAL CHARGE

\$600 ADVANTAGE PACKAGE

20' X 10' BOOTH
2 TABLE, 4 FOLDING CHAIRS
DRAPERY BACKDROP & SIDES
6 EXHIBITOR PASSES
NAME LISTED IN EVENT DIRECTORY
NAME WITH HYPERLINK ON WEBSITE ALONG WITH A SHORT DESCRIPTION OF YOUR COMPANY
2 TICKETS TO THE PREVIEW SPONSOR PARTY
DOOR BAG INSERT- PUT YOUR SAMPLE PRODUCT OR MARKETING MATERIAL IN THE 200 DOOR BAGS WE WILL BE GIVING AWAY FOR NO ADDITIONAL CHARGE

\$400 STANDARD PACKAGE

10' X 10' BOOTH
1 TABLE, 2 FOLDING CHAIRS
DRAPERY BACKDROP & SIDES
4 EXHIBITOR PASSES
NAME LISTED IN EVENT DIRECTORY NAME WITH HYPERLINK ON WEBSITE
2 TICKETS TO THE PREVIEW SPONSOR PARTY
NAME WITH HYPERLINK ON WEBSITE ALONG WITH A SHORT DESCRIPTION OF YOUR COMPANY
DOOR BAG INSERT- PUT YOUR SAMPLE PRODUCT OR MARKETING MATERIAL IN THE 200 DOOR BAGS WE WILL BE GIVING AWAY FOR NO ADDITIONAL CHARGE

CUSTOM EXHIBITOR-PLEASE EMAIL US
IE: PLAYGROUNDS, CLIMBING WALLS, INFLATABLES, DOLL HOUSES
CORNER BOOTH: ADD \$100 TO PRICE

ADDITIONAL ITEMS:
ADDITIONAL ELECTRICAL, COMPUTER CONNECTIONS, PHONE LINE CONNECTIONS ITEMS CAN BE PURCHASED A LA CARTE. PLEASE INDICATE ON FORM IF YOU NEED AN ADDITIONAL ITEMS AND WE WILL PROVIDE PRICING.
SPONSORSHIP INCLUSION: ADD \$1000.00 (LIMITED AVAILABILITY)
WILL INCLUDE EMAIL BLASTS
YOUR COMPANY NAME IN ALL PRINT ADVERTISING



RETURN THIS APPLICATION TO: CHRIS VILLA 910-308-9458
OR DANI DURANTE 910-978-3366

CHRIS@ITSAMOMMY-A-FAIR.COM OR DANI@ITSAMOMMY-A-FAIR.COM VIA FAX 910-480-2363

MAIL CHECK/APPLICATION: (MAKE CHECK PAYABLE TO: PRISM SPORTS & ENTERTAINMENT, LLC
439 WESTWOOD SHOPPING CENTER, 118 FAYETTEVILLE, NC 28314-1532)

SIGNING BELOW ACKNOWLEDGES YOUR ACCEPTANCE OF THE ABOVE CONDITIONS.
APPLICATIONS MUST BE SIGNED AND DATED.

APPLICANT'S SIGNATURE

DATE

RULES AND REGULATIONS

Deposit of 50% due upon signing of agreement. Remainder due by March 21, 2011.

Cancellation: A \$150.00 fee per booth will be held out of the booth rental for contracts cancelled before **March 1, 2011**.

No monies will be refunded for cancellations after **March 1, 2011** for any reason.

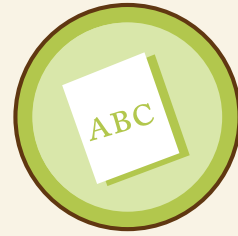
Exhibitors will be assigned based on availability of locations. Vendors will be assigned a vendor number and that will determine the order/priority of booth assignments and move-in times. In the event of cancellation of the Expo all monies will be returned.

Set Up: Exhibitors may set up Friday April 15, 2011 from 9 a.m. until 5 p.m.

Tear Down: Exhibitors **MUST NOT** tear down prior to 5 p.m. Sunday. Exhibitors have a window from 5 until 9 p.m. for tear down.

All exhibits must meet all city, county, state, federal and venue regulations if exhibits pertain to food, fire safety and structural displays.

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