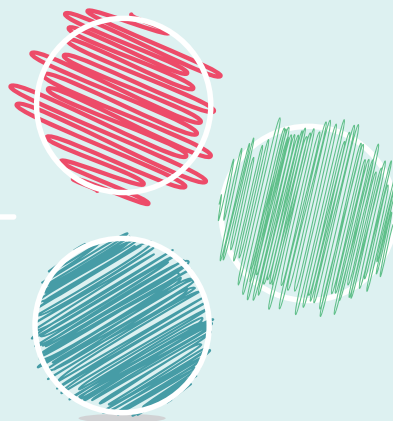


BRAVA  
PRESENTS

MADISON **kids**

**expo**



March 3-4, 2018  
Alliant Energy Center  
>10 a.m. - 4 p.m. daily



title sponsor: UnityPoint Health  
Meriter

# Why Exhibit?

Get face to face with thousands of families who attend the Madison Kids Expo every year!

- Capture a highly targeted, local audience of families with children aged 0-12
- Demonstrate and create interactive experiences that showcase your product
- Sell products and services on-site
- Make face to face connections
- Obtain emails to build your marketing list
- Book appointments on-site

If your business caters to families with children, the Madison Kids Expo is the place to be! You will have the opportunity to engage and interact with thousands of parents looking for activities, products and services for their children. The face to face interaction the expo provides is ideal for developing personal relationships that strengthen customer loyalty far more than phone conversations or email campaigns.

BRAVA presents several of the most successful expos in the Madison area. Our aggressive marketing plans include outdoor, digital, television, newspaper, email and magazine advertising with a variety of media companies in and around the Madison market. We consistently deliver over 8500 adults and kids to the Madison Kids Expo each year. You won't want to miss this opportunity to promote your business!

Our team is available to help create a fun, engaging booth that will deliver positive returns for your business. We also provide exhibitors a tool kit to leverage their own social media, website, or storefront to attract visitors to their booth at the expo.

# Reserve Your Booth today!

What a great event and fabulous experience for us! As a first-time exhibitor we didn't know what to expect from the Kids Expo, but we had wonderful exposure to large numbers of families in our community. Our dentists and staff had a great time - we'll definitely be back!  
Laurie Schmidt,  
ForwardDental

This was my 2nd year at the Madison Kids Expo, a fantastic opportunity to showcase my business. The Brava staff is wonderful and easy to work with! It's fun, friendly & my business increases every year.  
Noelle Tarrant, President  
Zoozort Live Animal Programs

We loved our booth space - we had great traffic! We had many positive conversations with people.  
Ellen, Half-Pint Resale



## Who Attends?

The Madison Kids Expo is the perfect place to meet the customers who match your marketing initiatives in a fun, exciting environment.

Families love the Madison Kids Expo, with its 50,000 square feet of over 100 exhibitors and interactive fun includes free bouncy houses, climbing wall, ZooZort Live Animal Program and kids performances on the BRAVA's Spotlight on Youth Stage. It is the perfect cure for cabin fever!

Families, grandparents and parents-to-be from the greater Madison area attend to:

- Sample food and beverages
- Learn about summer programming, camps, day cares, pre-schools and private schools
- Purchase kid and family-friendly products
- Learn about services to benefit family life



# SPONSORSHIP/ NAMING OPPORTUNITIES



Being a Madison Kids Expo Sponsor shows your commitment to area kids and families, and benefits your business with additional promotion before, during and after the event. We offer three levels of sponsorship depending on your business goals and resources: Gold Star, Silver Star and Blue Star.

## GOLD STAR SPONSOR BENEFITS \$4,500

- 20'x20' floor space with premium end cap placement, carpeting, electricity and wireless internet
- Sponsor Banner above booth with logo
- Logo promotion in MKE BRAVA Magazine ads, January, February & March, 2018
- 1/3 page ad, plus a 40-word Sponsor descriptor with logo and listing within the Madison Kids Expo Exhibitor Section in the February BRAVA Magazine issue
- Display ad in a minimum of 4 event email blasts to 18,000+ email addresses
- Logo promotion on Madison Kids Expo website
- Sponsor Logo in attendee program
- Social Media promotion on Facebook, Twitter and Instagram during and after the event. Facebook boosted post prior to event
- 20 family 4-pack tickets to Madison Kids Expo

## SILVER STAR SPONSOR BENEFITS \$3,000

- 10'x20' floor space with Premium end cap placement
- Sponsor Banner above booth with logo
- Logo promotion in MKE BRAVA Magazine ads, January, February & March, 2018
- A 40-word Sponsor descriptor with logo and listing within the Madison Kids Expo Exhibitor Section in the February BRAVA Magazine issue
- Logo promotion in a minimum of 4 event email blasts to 18,000+ email addresses
- Logo promotion on Madison Kids Expo website
- Sponsor Logo and listing in attendee program
- Social Media promotion on Facebook, Twitter and Instagram before, during and after the event
- 10 family 4-pack tickets to Madison Kids Expo

## BLUE STAR SPONSOR BENEFITS \$1,000

- Logo promotion and sponsor write up in the MKE ad in the February issue of BRAVA Magazine
- Logo promotion in 4 attendee eblasts to 18,000+ email addresses
- Social Media Promotion on Facebook, Twitter and Instagram
- 10 free family 4-pack tickets

## NAMING OPPORTUNITIES

Naming rights for one of the Kids Expo themes will be given to Gold or Silver Sponsors. Choose from one of the following, or choose your own customized name!

- Healthy Kids
- Online Ticketing
- Automotive
- Everything Baby
- Nursing Nook
- Just for Mom
- Fit Families
- Fun Play Zone
- Reading Nook
- Education



# COMMUNITY PARTNER SPONSORSHIP OPPORTUNITIES

These include all of the benefits of a Gold Star Sponsorship, plus, it is a unique way to show your commitment to the community. Free tickets with your logo or business name will be given to families that might not otherwise be able to attend.

## FREE TICKET PARTNERSHIP FOR MADISON SCHOOL STUDENTS \$4,500

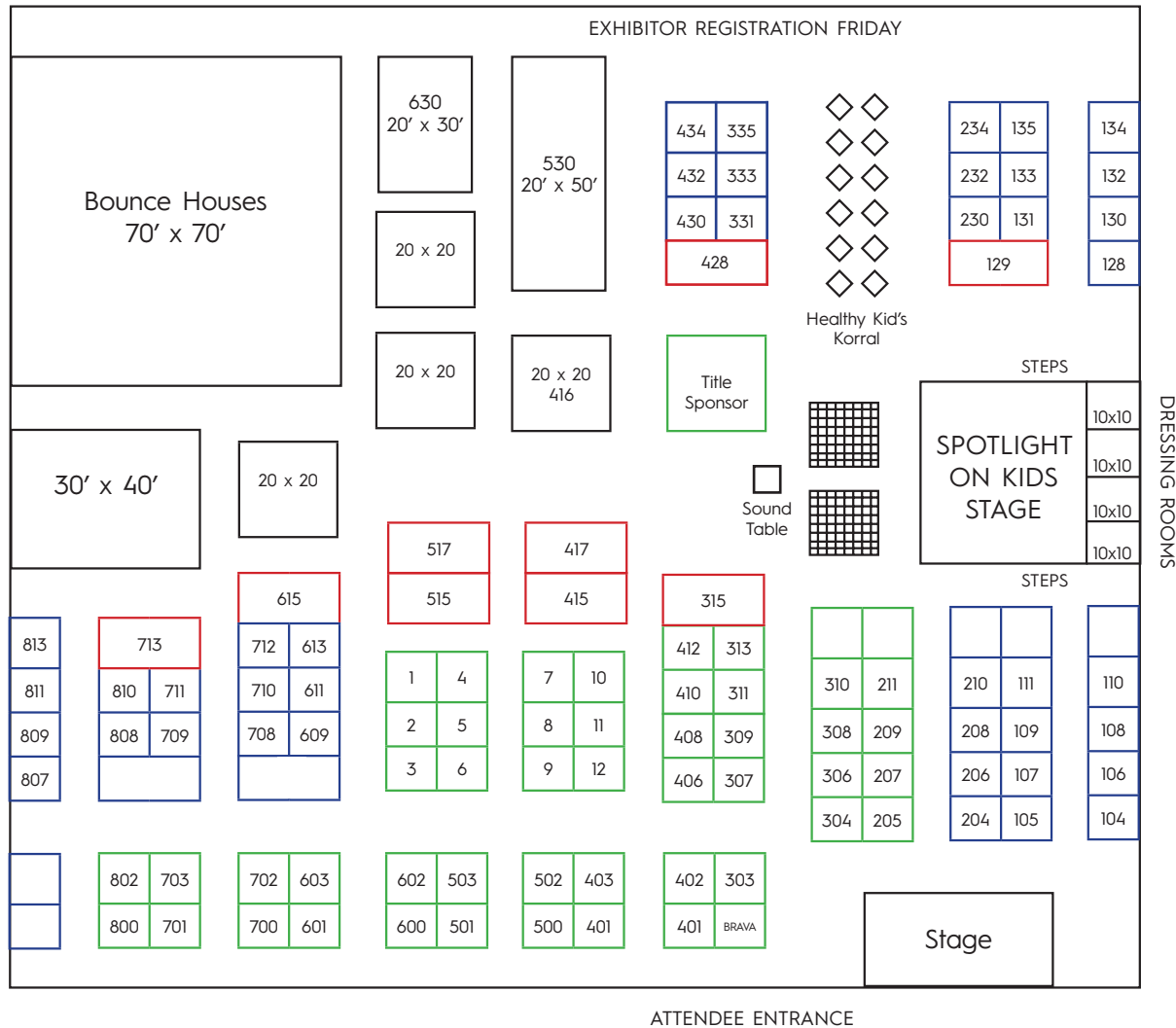
Show your support of kids by partnering with Madison Schools! 16,000 free tickets, valued at \$3 each with your business name or logo on them, will be distributed to all Kindergarten through 5th Grade students in the Madison School District.

## FREE FAMILY PACK TICKET PARTNERSHIP \$4,500

1,000 Free Family Four Packs, valued at \$18 and featuring your logo, or business name will be distributed to your choice of Madison area non-profit organizations that are focused on underserved children and families.



# Floor Plan 2018



## CONTACT US

Kris Foust  
 Marketing & Events Director  
 Phone: (608) 848-6705  
 Email: kris@bravaenterprises.com

## EXHIBITOR PRICING: BEFORE JAN. 1, 2018

\$595	Standard 10'x10' Booth
\$795	Premium 10'x10' Booth
\$895	Standard 10'x20' Booth
\$1195	Premium 10'x20'
\$2500	20'x20' Booth

\*Booths may be combined to create a 10x20 or 20x20 booth space.

Get the booth you want! Earlier registration increases the likelihood of getting the right space for you!



Title Sponsor: UnityPoint Health Meriter

MadisonKidsExpo.com



# Madison Kids Expo 2018

Saturday - Sunday  
 March 3-4, 10am-4pm  
 Alliant Energy Center Exhibition Hall, Madison, WI

## Exhibitor Registration & Contract

**BRAVA**  
 MAGAZINE  
 Nei-Turner Media Group  
 951 Kimball Lane, Suite 104  
 Verona, WI 53593  
 p: (608) 848-6705  
 MadisonKidsExpo.com

LEGAL (INDIVIDUAL, PARTNERSHIP, ASSOCIATION, OR CORPORATE) BUSINESS NAME \_\_\_\_\_ NAME FOR LISTING AND BOOTH SIGN \_\_\_\_\_

CONTACT NAMES \_\_\_\_\_ E-MAIL ADDRESSES \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

WISCONSIN TAX ACCOUNT NUMBER (15 DIGITS) \_\_\_\_\_ SOCIAL SECURITY NUMBER (LAST 4 DIGITS) \_\_\_\_\_ FEDERAL IDENTIFICATION NUMBER (FEIN) (LAST 4 DIGITS) \_\_\_\_\_

Please check one box indicating the type of activity you intend to engage in at this event.

- Selling Taxable Merchandise or Service    
  Selling Exempt Merchandise or Service    
  Direct Seller, Company Name    
  Display Only    
  Exempt under Occasional Sales Rule    
  Nonprofit Organization

EXHIBITOR PRICES		Before Jan 1	After Jan 1
Package	Space Description		
Standard Booth	10x10 space	\$595	\$650
Premium Placed Booth	10x10 space located in high traffic area such as stage, entrance or corner	\$795	\$850
Standard Double Booth	10x20 space	\$895	\$995
Premium Double Booth	10x20 space in high traffic area such as stage, entrance or end of row	\$1195	\$1295
Premium Island	20x20 "Island" for most visibility in premium location	\$2500	\$2600
Standard Electricity	Electricity must be ordered online through Alliant Energy Center www.alliantenergycenter.com/Exhibitors		
Each booth includes an 8' skirted table, two chairs, sign, and program listing.		<b>TOTAL:</b>	

### GENERAL RELEASE & TERMS

GENERAL TERMS AND CONDITIONS: By signing this agreement Vendor agrees to indemnify Nei-Turner Media Group, Inc., The Alliant Energy Center, any sponsors of Madison Kids Expo, and their officers, employees, agents, representatives, and volunteers, and any organization involved with the production of Madison Kids Expo and will hold each of them harmless from any and all actions, damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor, its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement. PAYMENT TERMS: Non-refundable deposit of \$300 is due when contract is turned in to reserve booth space. Full balance is due by February 15, 2018. Failure to pay balance will result in loss of deposit and/or booth space. ACCEPTANCE: Nei-Turner Media Group, Inc reserves the right to alter or reject any application, which is not in keeping with Madison Kids Expo's theme and standards.

### METHOD OF PAYMENT

- Check Enclosed    
  Credit Card

CARDHOLDER'S NAME \_\_\_\_\_

ADDRESS (if different from above) \_\_\_\_\_ CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ CODE (last 3 digits on signature strip) \_\_\_\_\_

I agree to the above terms and package price

**OFFICE USE ONLY**     Rec'd by \_\_\_\_\_  
 Paid by check # \_\_\_\_\_     Amount \$ \_\_\_\_\_  
 Date \_\_\_\_\_  
 Booth assigned \_\_\_\_\_

SIGNATURE OF AUTHORIZED REPRESENTATIVE \_\_\_\_\_ DATE \_\_\_\_\_

Please contact Kris Foust, Director of Events & Marketing at kris@bravaenterprises.com or 608-848-6705