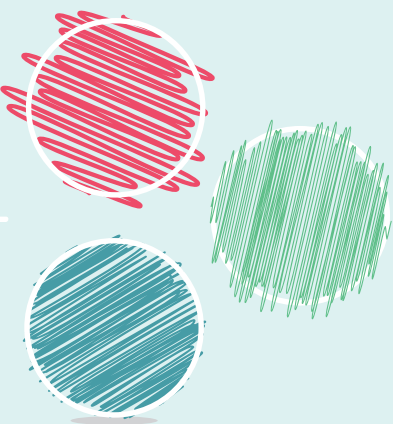




MADISON **kids**
expo



March 7-8, 2020
Alliant Energy Center
10 a.m. - 4 p.m. daily



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!



MadisonKidsExpo.com

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! You'll find 50,000 square feet featuring more than 100 exhibitors and interactive fun such as free bouncy houses, a climbing wall, Madison International Speedway and kids performances at 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, 2020
- 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, 2020
- 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

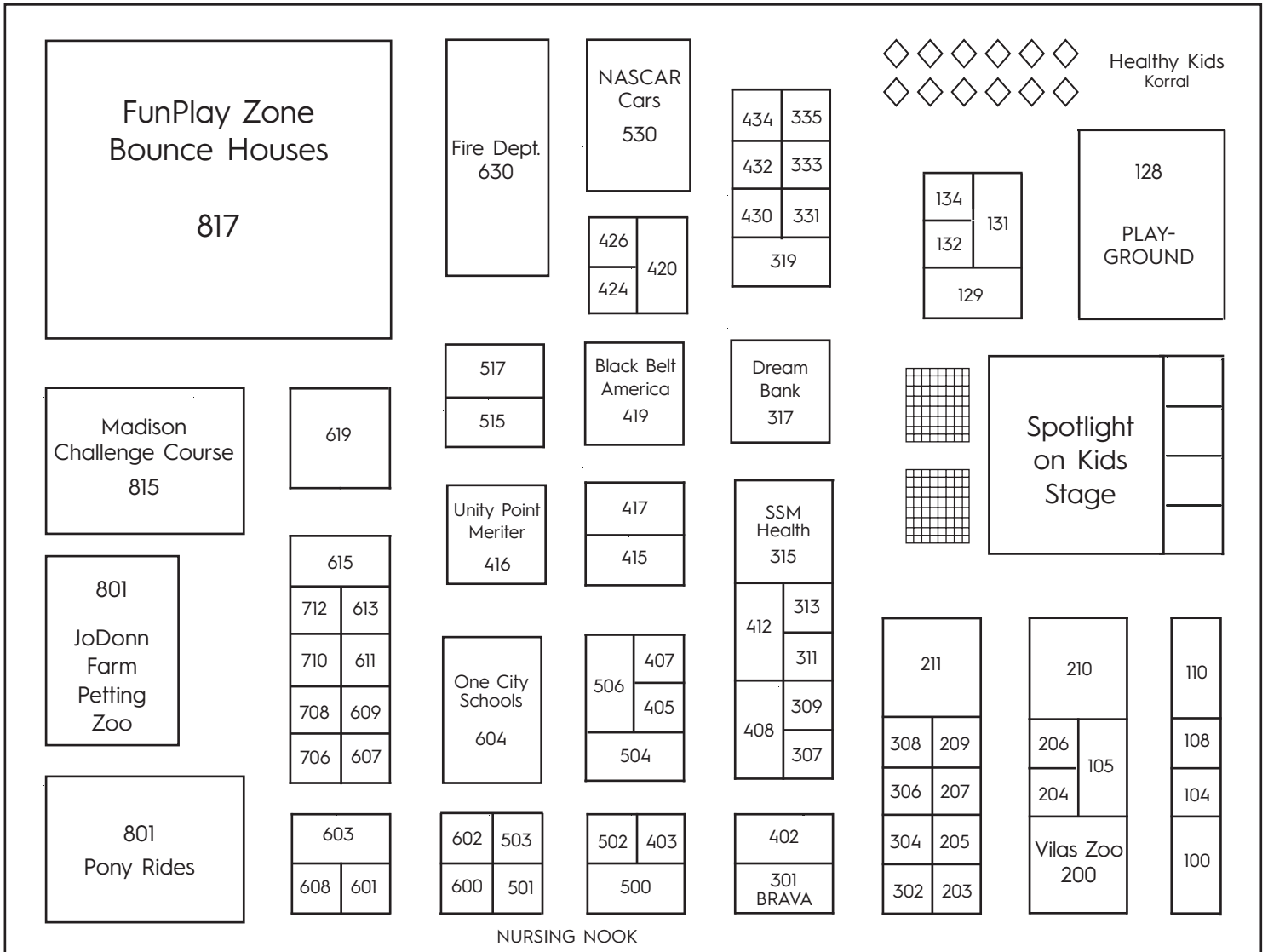
- Logo promotion and sponsor write up in the MKE ad in the February issue of BRAVA Magazine
- Logo promotion in 4 attendee eblasts to 18,000+ email addresses
- Social Media Promotion on Facebook, Twitter and Instagram
- 10 free family 4-pack tickets

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

Floor Plan 2020



DANE CO. SHERIFFS DEPARTMENT

ENTRANCE

CONTACT YOUR ACCOUNT REPRESENTATIVES TODAY!

Ashley Duchemin: and@ntmediagroup.com
 Dena Frish: dena@ntmediagroup.com
 Danielle Letenyei: danielle@ntmediagroup.com

CONTACT EVENTS DIRECTOR

Ashley Duchemin
 (262) 729-4471 ext. 102
 and@ntmediagroup.com

EXHIBITOR PRICING: BEFORE NOV. 1

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

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

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



Madison Kids Expo 2020

Saturday - Sunday: March 7-8, 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: (262) 729-4471 ext. 102
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 Nov 1	After Nov 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.		TOTAL:	

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 \$350 is due when contract is turned in to reserve booth space. Full balance is due by February 1, 2020. 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 Ashley Duchemin, Director of Events at and@ntmediagroup.com or 262-729-4471 ext. 102