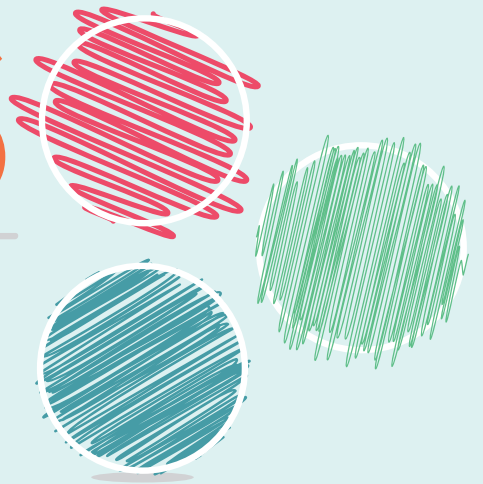


MILWAUKEE **kids**  
**expo**



February 8-9, 2020  
Wisconsin State Fair Park  
10 a.m. - 4 p.m. daily



## Why Exhibit?

**Get face to face with thousands of families who will attend the Milwaukee Kids Expo!**

- 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 Milwaukee 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.

Nei Turner Media Group presents several of the most successful expos in the Madison area and has expended to bring the Kids Expo to Milwaukee. Our aggressive marketing plans include outdoor, digital, television, email and magazine advertising with a variety of media companies in and around the Milwaukee market. We consistently deliver over 8,500 adults and kids to the Madison Kids Expo each year and expect the same, if not, larger turnout. 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!

### CONTACT YOUR SALES REPRESENTATIVE TODAY!

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

Cindy Smith  
(262) 215-2997  
csmith@ntmediagroup.com



MilwaukeeKidsExpo.com

## Who Attends?

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

Families love the Milwaukee Kids Expo! You'll find 56,000 square feet featuring more than 100 exhibitors and interactive fun such as free bouncy houses, a climbing wall, fire trucks and police cars, and kids performances at the Spotlight on Youth Stage. It is the perfect cure for cabin fever!

Families, grandparents and parents-to-be from the greater Milwaukee area will 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 Milwaukee Kids Expo Sponsor shows your commitment to area children and families, and benefits your business with additional promotion before, during and after the event. We offer four levels of sponsorship depending on your business goals and resources: Title Sponsor, Gold Star, Silver Star and Blue Star.

## TITLE SPONSOR BENEFITS \$8,500

- 20'x20' floor space with premium end cap placement, electricity and wireless internet
- Sponsor Banner above your booth with logo + a banner at the show entrance
- Logo promotion in Milwaukee Kids Expo ads, *At The Lake* magazine, *Experience Wisconsin* magazine and *Lakeshore Living* Magazine.
- Full page ad, plus a 40-word Sponsor descriptor with logo and listing within the Milwaukee Kids Expo Exhibitor Section in the event showguide.
- Display ad in a minimum of 4 event email blasts
- Logo promotion on Milwaukee Kids Expo website
- Banner ad on Milwaukee Kids Expo website
- Social Media promotion on Facebook, Twitter and Instagram during and after the event. Facebook boosted posts prior to event
- Logo on all printed tickets
- 30 family 4-pack tickets to Milwaukee Kids Expo

## SILVER STAR SPONSOR BENEFITS: \$3,500

- 10'x20' floor space with premium end cap placement, electricity and wireless internet
- Sponsor Banner above booth with logo
- Logo promotion in Milwaukee Kids Expo ads, *At The Lake* magazine, *Experience Wisconsin* magazine and *Lakeshore Living* Magazine.
- 1/3 page ad, plus a 40-word Sponsor descriptor with logo and listing within the Milwaukee Kids Expo Exhibitor Section in the event showguide.
- Display ad in a minimum of 4 event email blasts
- Logo promotion on Milwaukee Kids Expo website
- Social Media promotion on Facebook, Twitter and Instagram before, during and after the event
- 10 family 4-pack tickets to Milwaukee Kids Expo

## GOLD STAR SPONSOR BENEFITS: \$5,500

- 20'x20' floor space with premium end cap placement, electricity and wireless internet
- Sponsor Banner above booth with logo
- Logo promotion in Milwaukee Kids Expo ads, *At The Lake* magazine, *Experience Wisconsin* magazine and *Lakeshore Living* Magazine.
- 1/2 page ad, plus a 40-word Sponsor descriptor with logo and listing within the Milwaukee Kids Expo Exhibitor Section in the event showguide.
- Display ad in a minimum of 4 event email blasts
- Logo promotion on Milwaukee Kids Expo website
- Social Media promotion on Facebook, Twitter and Instagram during and after the event. Facebook boosted posts prior to event
- 20 family 4-pack tickets to Milwaukee Kids Expo

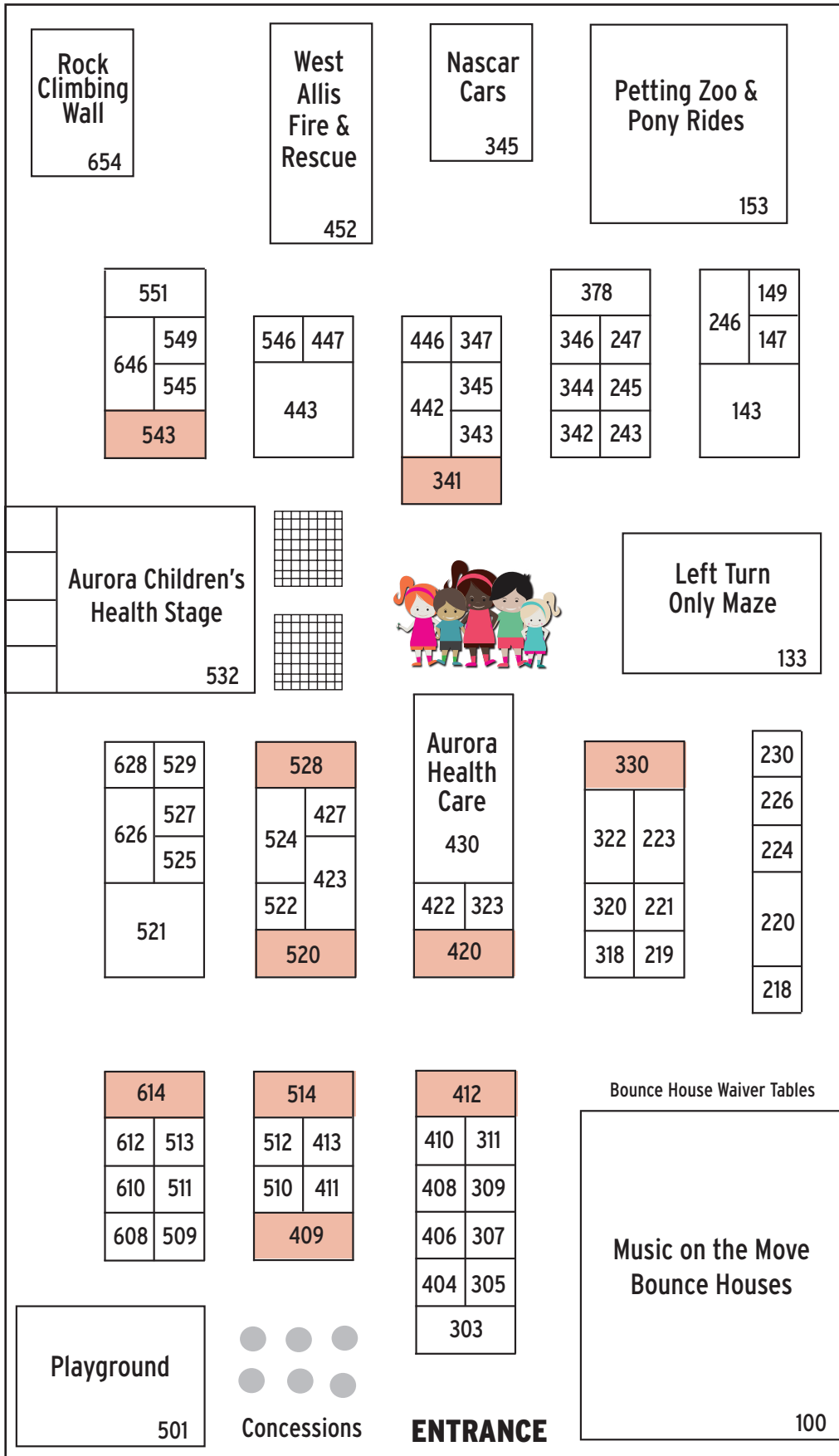
## BLUE STAR SPONSOR BENEFITS: \$1,500

- 10'x10' floor space with premium end cap placement, electricity and wireless internet
- Logo promotion in Milwaukee Kids Expo ads, *At The Lake* magazine, *Experience WI* magazine and *Lakeshore Living* Magazine.
- Logo promotion in event showguide
- Logo promotion in 4 attendee eblasts
- Social Media Promotion on Facebook, Twitter and Instagram
- 10 family 4-pack tickets to Milwaukee Kids Expo

## NAMING OPPORTUNITIES

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

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



# Floor Plan 2020

## CONTACT EVENTS DIRECTOR

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

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

## EXHIBITOR PRICING: BEFORE NOV. 1

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

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



# Milwaukee Kids Expo 2020

Saturday - Sunday: February 8-9, 10 a.m.-4 p.m.  
Wisconsin State Fair Park, Milwaukee, WI

## Exhibitor Registration & Contract

Nei-Turner Media Group

400 Broad Street, Unit D  
Lake Geneva, WI 53147  
p: (262) 729-4471 ext. 102  
MilwaukeeKidsExpo.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
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 Wisconsin State Fair Park. <a href="http://www.wistatefair.com/wsfp/exhibitor-order-forms-rates/">www.wistatefair.com/wsfp/exhibitor-order-forms-rates/</a>		
Each booth includes an 8' skirted table, two chairs, booth 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 Wisconsin State Fair Park, any sponsors of Milwaukee Kids Expo, and their officers, employees, agents, representatives, and volunteers, and any organization involved with the production of Milwaukee 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 December 1, 2019. 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 Milwaukee Kids Expo's theme and standards.

### METHOD OF PAYMENT

- Check Enclosed  
  Credit Card

CARDHOLDER'S NAME \_\_\_\_\_ ADDRESS, CITY, STATE & ZIP (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 \_\_\_\_\_

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

Please contact Ashley Duchemin at [and@ntmediagroup.com](mailto:and@ntmediagroup.com) or 262-729-4471 ext. 102 for more information.