



September 10 + 11, 2011
Nepean Sportsplex, Ottawa

HIGH PROFILE. WELL POSITIONED. WELL RECEIVED.

WHAT AN EVENT!

The Baby Boom Show continues to be Ottawa's most successful exhibition for new and expectant parents!! Since the introduction of the Free Admission model in 2007, audience participation has grown reaching new heights of attracting over 6,000 consumers consistently over the last three years. Participants of the Baby Boom Show experience record-breaking exposure on the show floor! And, sponsors are featured in an aggressive advertising campaign and leveraged in show floor activities while targeting their defined market in a concentrated location.

Moms, expectant moms, dads, grandparents, friends, aunts and uncles alike, - the whole circle of influence—turn out in droves year after year to see what our sponsors and exhibitors have to offer. They shop, explore, and enjoy the sights and sounds of everything baby! By participating in the 2011 Baby Boom Show, vendors and sponsors will receive the same awesome exposure they have come to expect, including these opportunities:

- 1. Increase sales during and post show.**
- 2. Build brand identity and awareness in the Ottawa region.**
- 3. Demonstrate products and services to thousands of qualified buyers who can see, touch and purchase on the spot.**
- 4. Build relationships with potential customers and generate sales leads.**
- 5. Conduct market research and receive immediate feedback.**
- 6. Launch or expand customer loyalty and reward programs.**
- 7. Unveil a mass sampling program.**

Bravo Show Management wants to make sure you're thinking of us this year as you begin planning for success. Now is the time to register for the Baby Boom Show and get in on the action! This package outlines the many partnership opportunities available for Baby Boom 2011, or allow us to create a customized package suited to your needs.

Please direct any questions or thoughts regarding sponsorship of this show to Kelly Bizeau of Market-Works Ltd. Kelly can be reached at 613-731-6760 or—kelly@market-works.ca. For all other inquiries, including exhibitor sales, please contact Jody Taylor at 613-979-1183—bravoshow@rogers.com.

Looking forward to seeing you at Baby Boom 2011!

Cheers!



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EXHIBIT INFORMATION

Focus

Parenting from pre-natal to pre-school

Theme

Explore, learn, celebrate, shop!

Exhibit days and hours

Saturday, September 10
10:00 am to 5:00 pm
Sunday, September 11
10:00 am to 4:30 pm

Admission

FREE! FREE! FREE!

Exhibition Site

Nepean Sportsplex
1701 Woodroffe Ave (at Hunt Club)
Ottawa, Ontario K2G 1W2
Tel: (613) 727-6683
Fax: (613) 727-6688

Move in dates and hours

Friday, September 9th
12:00 pm to 7:00 pm

Move out dates and hours

Sunday, September 11th
4:30 pm to 6:00 pm

NOTE: It is absolutely prohibited for exhibitors to dismantle or remove any part of their display before the closing of the show.

Registration deadline

July 11, 2011 (forms enclosed)

Booth inclusions

- Link and listing on www.babyboomshow.com
- Listing in the showguide
- 8' drapery back walls
- 3' drapery side walls
- 6' table and table draping
- 2 folding chairs
- Electrical outlet
- 24 hour show floor security

Exhibitor categories

NOTE: There are limited spaces per category. Exhibitors will be accepted on a first come first served basis.

- Beauty + cosmetics
- Breastfeeding
- Birthing options + support
- Children's apparel + clothing
- Community activities + programs
- Daycare + childcare options
- Education options
- Education products + services
- Environmental awareness
- Financial + insurance services
- Food + nutrition
- Govt. programs + services
- Health + fitness
- Infant and toddler programs
- Maternity beauty + style
- Nursery + toddler décor
- Health + wellness
- Personalized announcements
- Photography
- Prenatal + pregnancy supplies
- Publications + web communications
- Safety + security
- Scrapbooking + crafts
- Toys + gear

Promotion

- Full color ads in the Ottawa Citizen
- Radio campaign with Hot 89.9 including mass pre-show advertising, and 2 day on-site broadcasting with presence of major radio personality during the show
- Multiple website promotions, e-mail broadcast and links from key industry websites
- Dedicated Baby Boom Show website with e-newsletter capabilities for pre/post-show promotions
- Roadside billboard advertisements

Contact information

Bravo Show Management
9 Crosspointe Avenue
Ottawa, On K2G 6N2

Inquiries:

Jody Taylor, Show Manager
(613) 979-1183
bravoshow@rogers.com



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SHOW FEATURES



The Hot 89.9 Baby Olympics.

Ottawa's biggest baby race... both days of the show! Proud parents throughout the Ottawa area will be putting their parenting skills to the test in the Hot 89.9 Baby Boom Crawl Contest!

Car Seat Safety Seminar. Keeping children safe in vehicles is a priority for Bravo Show Management's Baby Boom Show. In this seminar, concerned Ottawa parents will learn about the four stages of vehicle safety for children including how and when to use rear-facing infant seats, forward-facing child seats, booster seats, and seat belts to protect children during travel.



The Lecture & Demonstration Series. This is an opportunity to present the hottest products, services and resource information on stage at Baby Boom 2009. Speak directly to a captive and targeted audience on the Baby Boom show floor. Take this opportunity to maximize your presence at the show, to highlight your business and to present new and exciting topics of interest.



As always, the show will feature the diaper change a nursing station, a comfortable furnished area away from the busy show hall. Complimentary diapers will be provided as well as change tables, water station, microwave and a curtained off area for privacy while nursing.

Stay tuned... More exciting show features to follow!



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PARTICIPATION LEVELS

Basic/exhibitor - \$875, \$1650, \$2250

- 10x10, 10x20 or 10x30 exhibit space
- Exhibitor listing and link at www.babyboomshow.com
- Exhibitor listing in the showguide

Platinum - \$10,500

- 10 x 20 exhibition space
- Exhibitor listing and link at www.babyboomshow.com
- Activity with celebrity guests
- Partnership exposure with Baby Boom
- Full media exposure with front and centre logo in ALL advertising
- Showbag insert
- Sample distribution opportunity
- Logo listing on babyboomshow.com with hotlink to corporate site
- Exclusive database promotion
- Signage surrounding entertainment stage
- Lecture & demonstration series X 2 days with exclusive content and schedule priority

Gold - \$8,250

- 10 x 10 exhibition space
- Exhibitor listing and link at www.babyboomshow.com
- Showbag insert
- Sample distribution opportunity
- Logo listing on babyboomshow.com with hotlink to corporate site
- Signage surrounding entertainment stage
- Print media exposure surrounding Baby Boom entertainment
- Lecture & demonstration series x 1 day with exclusive content and secondary schedule priority

Silver - \$5,500

- 10 x 10 exhibition space
- Exhibitor listing and link at www.babyboomshow.com
- Gift bag insert and corporate logo on 1000+ bags (sponsor to provide bags)
- Sample distribution opportunity
- Logo listing on babyboomshow.com with hotlink to corporate site
- Lecture & demonstration series x 1 day with exclusive content

Bronze - \$3,900

- 10 x 10 exhibition space
- Listing and link on exhibition site
- Gift bag insert
- Lecture & demonstration series x 1 day with exclusive content

Showbag Partner—\$300

Double the impact with sponsorship! Create an even higher profile and maximize your presence with sponsorship at the Baby Boom show! Combine our opportunities with your value to build a custom package that meets your marketing objectives!

For sponsorship opportunities, please call:

MarketWorks Ltd.

Kelly Bizeau

613-731-6760

Kelly@market-works.ca

Space is limited!
613-979-1183
bravoshow@rogers.com
www.babyboomshow.com



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PARTICIPATION PACKAGE OPTIONS

Participation Options	Platinum Title	Gold	Silver	Bronze	Basic #3	Basic #2	Basic #1
10 x 10 exhibition space	•	•	•	•			•
10 x 20 exhibition space	•					•	
10 x 30 exhibition space					•		
Listing and link on exhibition site	•	•	•	•	•	•	•
Exhibitor listing in the showguide	•	•	•	•	•	•	•
Activity with celebrity guests	•						
Partnership exposure with Baby Boom	•						
Full media exposure with front and centre logo in ALL advertising	•						
Show bag insert	•	•	•	•			
Sample distribution opportunity	•	•	•				
Logo listing on babyboomshow.com with hotlink	•	•	•				
Corporate logo on 1000+ showbags			•				
Exclusive database promotion	•						
Entertainment sponsorship branding		•					
Signage surrounding entertainment stage	•	•					
Print media exposure surrounding Baby Boom entertainment		•					
Lecture & demonstration series	(2 days)	(1 day)	(1 day)	(1 day)			
Package Price in Canadian \$	\$10,500	\$8,250	\$5,500	\$3,900	\$2,250	\$1,650	\$875
Total including HST	\$11,865	\$9,322.50	\$6,215	\$4,407	\$2,542.50	\$1,891.50	\$988.75



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EXHIBIT APPLICATION/CONTRACT

I/We hereby apply for exhibit space at Baby Boom 2011. If accepted, I/We hereby agree to abide by the attached Conditions of Application/Contract (Appendix A).

Vendor Information (please print)		
Company name		Contact person
Address		Suite/Unit
City/Town	Province/State	Postal Code/Zip
Telephone	Fax	Website
E-mail address	Product/Service Description	

Booth Location Preference

Booths will be assigned on a first come first served basis. Please review the floorplan—Appendix A, and indicate your booth preferences:

1st _____

2nd _____

3rd _____

Note: Indicating your booth preferences does not guarantee your booth space.

Show Management will make every effort to ensure, but cannot guarantee, vendors will not be located near competitors.

Booth Requirements

Please check mark your booth requirements:

1 table _____

1 white table draping _____

2 chairs _____

Electrical outlet _____

Payment Terms

A deposit cheque of 50% for the total exhibiting cost must accompany this application, along with a post-dated cheque for the remaining amount. Full and final payment is due no later than July 11, 2011.

Cost of my _____ level package is \$ _____, plus 13% HST \$ _____, total cost of my package is \$ _____.

Enclosed, please find a 50% deposit in the amount of \$ _____, and a post-dated cheque for the outstanding balance of \$ _____.

Please make all cheques payable to **Bravo Show Management**.

Please mail completed application and cheques to:
 Bravo Show Management * 9 Crosspointe Avenue, Ottawa, Ontario K2G 6N2

Signature _____ Date _____

GST# 882782840RT0001

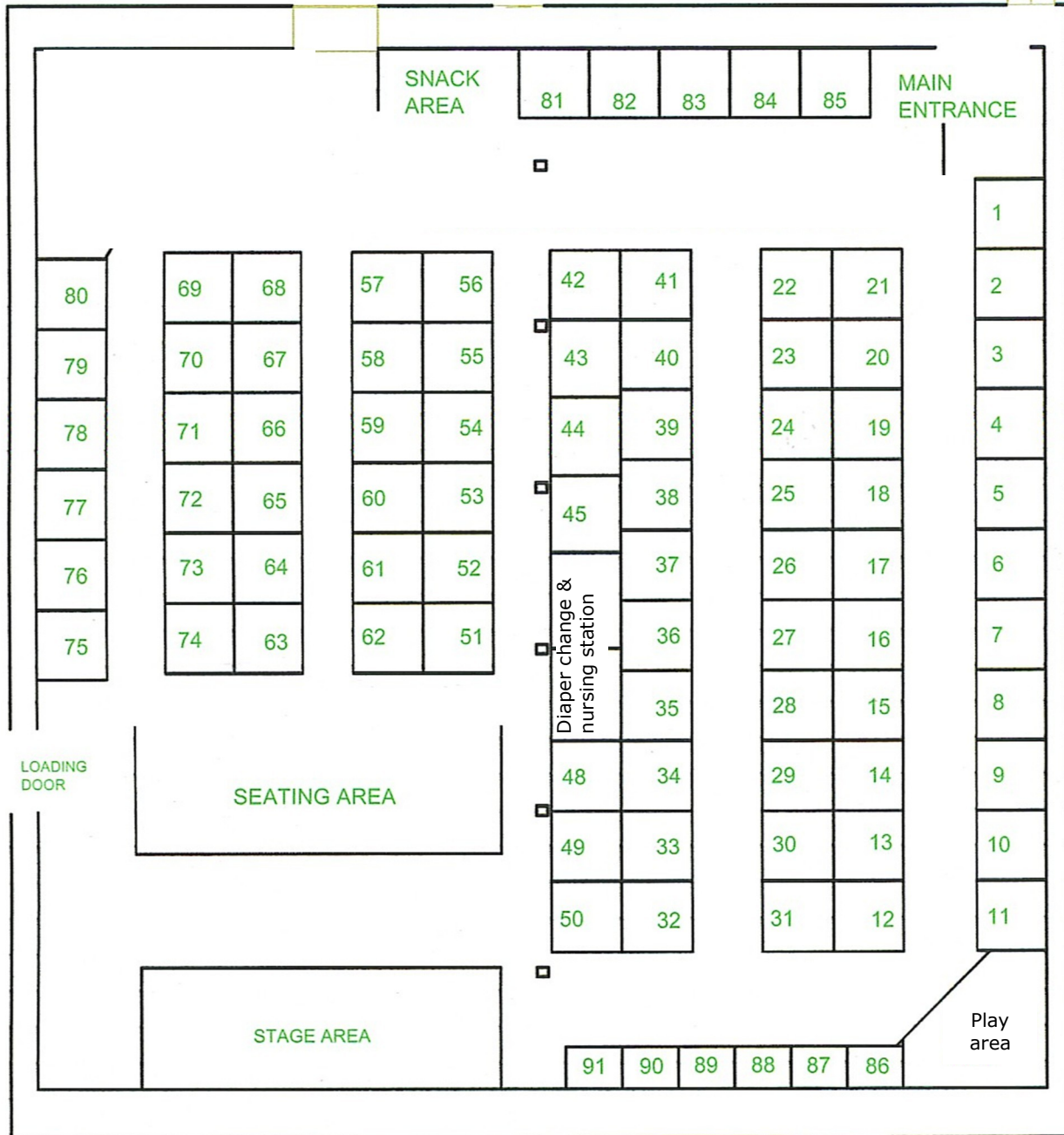


BABYBOOMSHOW

For New & Expectant Parents

September 11 + 12, 2010
Nepean Sportsplex, Ottawa

FLOORPLAN—Appendix A





September 10 + 11, 2011
Nepean Sportsplex, Ottawa

BABY BOOM SHOW TERMS & CONDITIONS / CONTRACT—Appendix B

1. EXHIBITOR COVENANTS

a) The exhibitor agrees to abide by all rules and regulations adopted by Baby Boom Show Mgmt. with The Nepean Sportsplex collectively (Management), and sponsors, and agrees that ("Management") shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.

b) The exhibitor agrees to observe all union contracts and labour relations agreements in force, agreements between ("Management") and the official contractors serving the show facility and companies operating in the building in which the show is taking place and to observe the labour laws of the jurisdiction in which the building is located. The exhibitor will not do anything directly or indirectly connected with their display which might be a violation of any laws, bylaws, ordinances or regulations of any government or regulatory body.

c) The exhibitor agrees to obtain, at its own expense, any licenses or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business in their space allocated.

d) The exhibitor agrees not to conduct or be associated with a promotional contest in connection with the show, where a prize or prizes having a value in excess of \$50 are offered, unless the exhibitor (i) satisfies ("Management") that the contest is being operated in accordance with law and (ii) provides a letter of credit or other security satisfactory to ("Management") covering the value of the prize(s).

e) The exhibitor agrees to obey any non-smoking regulations in effect at the facility and agrees to ensure that its officers, agents, employees, and those for whom in law they are responsible for, obey any such regulations.

2. DISPLAY

a) The exhibitor agrees to occupy the contracted exhibit space during the full term of the show and to exhibit only the products described in this contract.

b) ("Management") reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of exhibitors and exhibits for the show, (ii) reject or prohibit exhibits or exhibitors which ("Management") considers objectionable, and (iii) relocate exhibitors or exhibits when in the opinion of Bravo Show Mgmt. such moves are necessary to maintain the character and/or good order of the show.

3. ASSIGNMENT AND SUBLETTING

The exhibitor shall not assign any rights under this agreement or sublet the space without the prior written permission of ("Management"), which permission may be arbitrarily withheld. Exhibitors are prohibited from booth sharing (one exhibit per booth) and from distributing literature, business cards, display material, items and products of any non-exhibitor.

4. INSURANCE

The exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date and terminating on the last move-out date, a policy of insurance. The policy of insurance shall name ("Management") as loss-insured and insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the show. Policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of ("Management"), the exhibitor shall provide ("Management") with a copy of such policy.

5. INDEMNITY

a) The exhibitor accepts all risks associated with the use of the exhibit space and environs. The exhibitor shall not make any claim or demand or take any legal action, whatsoever, against ("Management"), the show sponsors or the facility in which the

show is held, for any loss, damage or injury howsoever caused, to the exhibitor, its officers, employees, agents or their property.

b) The exhibitor agrees to indemnify and hold harmless ("Management"), show sponsors and the facility, their respective officers, agents and employees, against all claims, costs and charges of every kind resulting from their occupancy of the exhibit space or its environs, for personal injuries, death, property damages or any other damage sustained by the exhibitor or its officers, agents, employees or those for whom in law they are responsible, or ("Management") or a visitor to the show.

6. EXHIBITOR'S PROPERTY

All of the exhibitor's property at the show shall be at the sole risk of the exhibitor and ("Management") assumes no responsibility for loss or damage thereto.

7. BUILDING

The exhibitor is liable for any damage they cause to the facility or to any property of ("Management"), its agents or any other exhibitor. The exhibitor may not apply paint, lacquer, adhesive or other coatings to the facility or to the property of ("Management"), its agents or any other exhibitor.

8. CANCELLATION AND TERMINATION

This contract may only be cancelled if notice, in writing, is received by ("Management"). All deposits received up to the date of notice of cancellation are non-refundable. If notice of cancellation is submitted within 60 days or less prior to the first day of the show, the exhibitor is liable for full payment of his space rental under this contract. In the event the exhibitor fails to make payment as aforesaid or fails to comply in any respect with the terms of this contract, ("Management") reserves the right to cancel this contract without notice and all rights of the exhibitor hereunder shall cease and terminate. Any payment made by the exhibitor on account hereof will be retained by show management as liquidated damages for breach of his contract and show management may thereupon rent said space. Failure to appear at the event does not release exhibitor from responsibility for payment of the full cost of the space rented.

9. REMOVAL OF EXHIBITS

The exhibitor agrees no display will be dismantled or goods removed during the entire run of the show, but will remain intact until the end of the final closing hour of the last show day.

The exhibitor also agrees to remove its display and equipment from the show site by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional cost as may be incurred.

10. CANCELLATION OR CURTAILMENT OF SHOW

In the event that the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the control of ("Management") and sponsors, or if for any reason ("Management") is unable to permit the exhibitor to occupy the facility or the space, or if the show is cancelled or curtailed, ("Management") and sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor may suffer.

The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott.

11. NSF CHEQUES

In the event that the exhibitor's cheque is returned by a bank due to insufficient funds, a \$25 administration fee will be charged to the exhibitor.