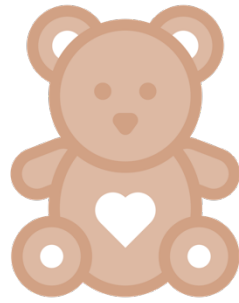




# *MEDIA PACKET 2024*

California's Central  
Valley  
November 2-3



# Little Luvs

## Baby Fair & Kids Expo

Money  
Saving  
Advertising  
Ideas



### Who's at the Show?

- Moms & dads of children from 0 to 5 years old
- Targeted average household income of attendees: \$100,000 and up
- Goal: 1,000 attendees
- Local merchants looking for new products in their stores

### Business to Business & Business to Consumer Opportunities

In addition to presenting at the show directly to customers, as an exhibitor you'll be invited to an exclusive reception with local merchants interested in finding new retail products for their stores. These same merchants will also be given VIP B2B badges so they can check out your booth during the show!

### Show Highlights

- Display booth highlighting your company - 10 x 10 and up
- Educational and Product Presentations on stage
- On site baby, birthday, and gift registry creation, with option for attendees to scan your product and add it directly to their registry
- VIP tickets, including goody-bags with promotional material
- VIP & General Admission Product Giveaways
- Kids Craft Corner

### Why Fresno/Clovis?

- Fresno is the 5<sup>th</sup> largest city in California.
- With over 50% of residents owning their own home & one of the lowest cost of living areas in the country –families have more disposable income
- Approximately 53,000 kids here are under the age of 5
- Unique family focused resources include Valley Children's Hospital, Clovis Unified School District, (one of the top school districts in the state), weekly family friendly community events, and outdoor activities, including Yosemite, Sequoia National Forest, water parks, the zoo, lakes, and bike trails

# MEDIA PACKET

Packed with money-saving promotional opportunities - our media packet offers à la carte options, sponsorship for companies attending the show, and ways to advertise even if your company is unable to attend Little Luvs Baby Fair & Kids Expo. Since many opportunities are limited and on a first come, first served basis, make sure to sign up as soon as possible by emailing [info@littleluvsca.com](mailto:info@littleluvsca.com) or going to <https://www.littleluvsca.com/sponsorship-advertising>

## 2024 Sponsorship Opportunities For Exhibitors

Each of the below opportunities is available to our exhibitor presenters and includes a 10 x 20 booth, unless otherwise specified. More space can be added (see Booth/Table Only Options below).

### Platinum Sponsor - \$5,000

FIRST COME, FIRST SERVED

- ~**20 x 20 Exhibitor Island/Booth\*** in Prime Location
- ~Acknowledged as Platinum Sponsor online & in Program
- ~ Logo Prominently Displayed on [www.littleluvsca.com](http://www.littleluvsca.com)
- ~ Logo Prominently Displayed on Cover of Show Program
- ~Two On Stage Speaking Slots - 30 Minutes Each;  
Your Choice of Time Slots
- ~Full Page Ad in Show Program
- ~ 3 Overhead Announcements During Show
- ~Advertisement on VIP Tickets
- ~4 VIP & 14 General Admission Tickets
- ~ Participation in Attendee Scavenger Hunt
- ~Company Website Linked from [www.littleluvsca.com](http://www.littleluvsca.com)
- ~Bold Listing in Show Program
- ~Listing on Show Map
- ~Logo on Thank You Sign
- ~Logo Placement on Advertising
- ~Full Size Product in VIP Goody Bag
- ~Sample Product/Flyer Included in  
General Admission Attendee Bag
- ~3 Social Media Posts
- ~Company Name on Directional Sign
- ~2 Exclusive Email Blasts Prior to  
Show

[Click Here to Sign Up as a  
Platinum Sponsor Now](#)

## Gold Sponsor - \$2,500

CHOOSE ONE

FIRST COME, FIRST SERVED PER CATEGORY

### GENERAL ADMISSION TICKET SPONSOR

- ~Exclusive Advertisement on all General Admission Tickets Sold Online.
- ~Exclusive Advertisement on all Promotional General Admission Tickets

### STAGE SPONSOR

- ~Premium Logo Placement on Stage Backdrop

### KIDS' CORNER SPONSOR

- ~Logo Prominently Displayed on Kids' Corner Signage
- ~Company Product Included in All Kids' Activity Bags
- ~Option to Incorporate Your Booth in the Kids' Corner

#### All Gold Sponsorships Also Include:

- ~10 x 20 Exhibitor Booth\* in Prime Location
- ~Acknowledged as Gold Sponsor online & in Program
- ~Logo Prominently Displayed on [www.littleluvsca.com](http://www.littleluvsca.com)
- ~Gold Sponsorship Email Blast Prior to Show
- ~Half Page Ad in Program
- ~1 On-Stage Speaking Slot – 30 Minutes
- ~2 VIP & 8 General Admission Tickets
- ~2 Social Media Posts
- ~Bold Listing in Show Program
- ~Listing on Show Map
- ~Logo on Thank You Sign
- ~Logo Placement on Advertising
- ~Full Size Product in VIP Goody Bag
- ~Sample Product/Flyer in General Admission Attendee Bag

[Click Here to Sign Up as a Gold Sponsor Now](#)

## Promotional Sponsor - \$1,250

CHOOSE ONE

### NURSING/PUMPING SEMINAR PRESENTER

- ~30 minute on-stage seminar with nursing tips, different types of breast pumps, and ways to enhance milk supply
- ~Promotional materials and/or samples may be handed out

### CARSEAT SAFETY SEMINAR PRESENTER

- ~30 minute on-stage presentation demonstrating how to properly install car seats for all ages, highlighting different types of car seats, and discussing parents' safety concerns
- ~Promotional materials and/or

### CUSTOM SEMINAR PRESENTER

- ~Let us help you create a 30 minute on-stage presentation that fits your company's needs. Examples may include: stroller parade, children's book reading and signing with author, video tour of birthing center w/ Q&A

Please see additional items included with Promotional Sponsorship, listed with Silver Sponsorship



## Silver Sponsor - \$1,250

CHOOSE ONE

FIRST COME, FIRST SERVED PER CATEGORY

### VIP CONTINENTAL BREAKFAST SPONSOR

- ~Start the Morning Off Right By Hosting the VIP Breakfast. Branded Signage and Materials Prominently Displayed Around Buffet Tables.
- ~Price Can Be Lowered If Food Provided By Sponsor
- ~Food and Drink Selections to Be Approved By Little Luvs.
- ~Estimated 200 VIPs

### WATER STATION SPONSOR

- ~Greatly Appreciated After a Busy Afternoon of Shopping, Hosting the Water Station Is an Easy Way to Stay Relevant With Attendees
- ~Please Provide 1,500 Cups or Water Bottles With Your Logo
- ~Promotional Materials May Be Set Around Station

### LANYARD SPONSOR

- ~Put Your Company's Name or Logo in Everyone's Line of Sight Throughout the Show. Provided to Attendees at Registration, Your Lanyard Will Be Worn by Every Attendee. With Many People Taking Their Lanyard Home, Your Company's Name Recognition Will Extend Beyond the Show

### RESTROOM/CHANGING AREA SPONSOR

- Logo Placed on Station Signage
  - ~Logo placed on station
- ~Please provide basket of diapers, wipes, etc. (Samples are fine)
- ~Promotional materials may be set on counter and in stalls in restroom

### VIP GOODY BAG & GENERAL ADMISSION BAG SPONSOR

- ~Available at Show Entrance, Attendees Will Use Your Bag Throughout the Show & Into the Future, Holding All of the Great Show Swag & Info
- ~1,500 Reusable Bags w/large company logo centered on bag & Little Luvs logo on bottom corner - must be Mailed 4 Weeks Before Show

### AFTERNOON SWEETS & TREATS SPONSOR

- ~Logo placed on Station Signage
- signage materials may
- ~Promotional be set around station
- ~Price can be lowered if sweets made by company

### All Promotional and Silver Sponsorships Also Include:

- ~10 x 20 Exhibitor Booth\*
- ~ Acknowledged as Sponsor online & in Program
- ~Logo Prominently Displayed in Show Program
- ~Silver Sponsorship Email Blast Prior to Show
- ~ Logo Displayed on [www.littleluvsca.com](http://www.littleluvsca.com)
- ~ Quarter Page Ad in Program
- ~2 VIP & 4 General Admission Tickets
- ~2 Social Media Post
- ~Bold Listing in Show Program
- ~Listing on Show Map
- ~Logo on Thank You Sign
- ~Logo Placement on Advertising
- ~Full Size Product in VIP Goody Bag
- ~Sample Product/Flyer in General Admission Attendee Bag

[Click Here to Sign Up as a  
Promotional or Silver  
Sponsor Now](#)

### Bronze Sponsor - \$1,000

- ~10 x 20 Booth\*
- ~Logo Displayed on [www.littleluvsca.com](http://www.littleluvsca.com)
- ~Logo Displayed in Show Program
- ~Contact List of Attendees
- ~Sample Product/Flyer Included in General Admission Attendee Bag
- ~Bold Listing in Show Program
- ~Logo on Thank You Sign
- ~Logo Placement on Advertising
- ~Full Size Product in VIP Goody Bag
- ~1 Social Media Post

[Click Here to Sign Up as a  
Bronze Sponsor Now](#)

### Designed for You Sponsor – Starting at \$1,000

Don't see a sponsorship that quite fits your needs? Let us help you make one that puts your company's best foot forward! (Price based on included features.)

[Email Us Your Sponsor  
Needs Now](#)

### Booth/Table Only Options

#### STANDARD

- ~10 x 10 in-line booth\* - \$500
- ~10 x 10 corner booth\* - \$650

#### EXTRA LARGE

- ~10 x 20 in-line booth\* - \$750
- ~10 x 20 w/1 corner booth\* - \$850
- ~10 x 20 w/2 corner booths\* - \$950

#### CUSTOMIZED

- ~Looking for something more?  
6' table and 2 chairs only, or  
custom booth sizes and  
island options (limited  
availability)

[Sign Up for Your  
Booth Now](#)

**\*All 10 x 10 booths include 1 table, 2 chairs, and a tablecloth  
All 10 x 20 booths and up include 2 tables, 4 chairs, and tablecloths**



## 2024 Exhibitor à la Carte Options

### **VIP Goody Bag Placement – FREE**

Place 1 full size product in each VIP Goody Bag at no additional cost. 200 Products must be received no later than 3 weeks prior to show

### **General Admission Attendee Bag – FREE to Exhibitors/\$100 for Non-Exhibitors**

Include samples, coupons, and/or other small promotional material in each bag received by general admission attendees. 1,200 items must be received no later than 4 weeks prior to show.

[Sign Up for VIP Goody/General Attendee Bags Now](#)

### **Include Product in Show Giveaway – FREE**

Your item will be prominently displayed on the Giveaway Table and your company announced on-stage during the giveaway. All giveaway items and participating companies will also be included in each marketing piece promoting the giveaway! All items must be received no later than day before show. Exceptions for vendor to ship large items directly to winner may be made, upon request.

[Sign Up for Giveaway Participation Now](#)

### **VIP/Show Grand Prizes – FREE**

Just what everyone waited for – the Grand Prize! VIP and General Show Attendees will each be entered for the chance to win a prize valued at \$250 or more. Sponsorship includes prize, ability to announce winner on stage, signage at Grand Prize Table, and company/logo prominently displayed on Little Luvs' website and in show program. Item must be received 1 week prior to show. Exception for vendor to ship large items directly to winner may be made, upon request.

[Sign Up for VIP/Show Grand Prize Participation Now](#)

Your website linked from [www.littleluvsca.com](http://www.littleluvsca.com) - \$50

[Email To Link Website Now](#)



### **Participation in Attendee Scavenger Hunt - \$150**

Encourage all attendees to stop by your booth by participating in the Show Scavenger Hunt!

[Sign up to Participate in Scavenger Hunt Now](#)

**Advertise in the Show Program** – handed out to each show attendee and full color, placing an ad is a great way to get in front of everyone at the show.

- Quarter page Ad - \$150
- Half Page Ad - \$300
- Full Page Ad - \$600

[Click Here to Order Ad Space Now](#)

### **Place Company Name on Directional Sign – \$300**

Attendees are sure to find your booth quickly with your company's name, booth number and a directional arrow pointing the way on our 6 foot tall directional sign.

[Click Here to Order Directional Sign Placement Now](#)

### **Let customers know you'll be at Little Luvs – Baby Fair and Kids Expo – FREE**

Download the Little Luvs logo to include in your promotional marketing materials, letting customers know where to come find your booth!

[Email Us for Little Luvs' Logo Now](#)

Questions? Please contact [info@littleluvsvca.com](mailto:info@littleluvsvca.com)

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