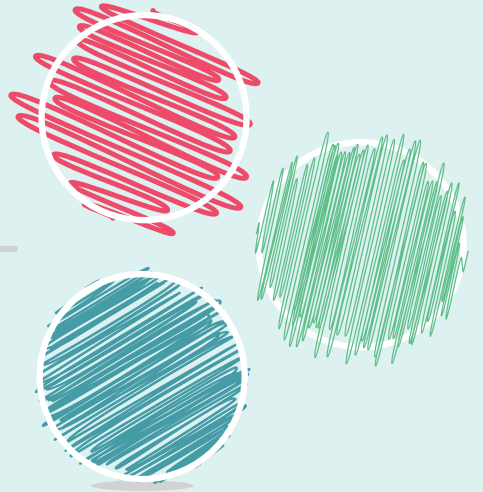


LAKE GENEVA kids
expo



January 4, 2020

Badger High School, Lake Geneva WI

10 a.m. - 4 p.m.



Why Exhibit?

Get face to face with thousands of families who will attend the Lake Geneva 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 Lake Geneva Kids Expo is the place to be! You will have the opportunity to engage and interact with local 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 and Milwaukee area and has expanded to bring the Kids Expo to Lake Geneva. Our aggressive marketing plans include, digital, television, email and magazine advertising with a variety of media companies in and around the Lake Geneva market. We consistently deliver over 8,500 adults and kids to the Madison & Milwaukee Kids Expo each year and expect a large turnout for the Lake Geneva Kids Expo. 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!

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

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



LakeGenevaKidsExpo.com

Who Attends?

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

You'll find 20,000 square feet featuring more than 100 exhibitors and interactive fun such as free bouncy houses, and performances at the Spotlight on Youth Stage. It is the perfect cure for cabin fever!

Families, grandparents and parents-to-be from the Walworth County area will attend to:

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



"The best activity was the bounce house. The young staff were terrific with the kids."

"It was our first visit and we were very impressed with the variety of activities, the organization of the activities and booths, and the welcoming atmosphere!"

"We look forward to this event each year!"

SPONSORSHIP/ NAMING OPPORTUNITIES

Being a Lake Geneva 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 \$4,500

- 20'x20' floor space with premium end cap placement
- Sponsor Banner above your booth with logo + a banner at the show entrance
- Logo promotion in Lake Geneva Kids Expo ads in *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 Lake Geneva Kids Expo Exhibitor Section in the winter issue of *At The Lake* magazine.
- Display ad in a minimum of 4 event email blasts
- Logo promotion on Lake Geneva 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 Lake Geneva Kids Expo

SILVER STAR SPONSOR BENEFITS: \$1,500

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

GOLD STAR SPONSOR BENEFITS: \$2,500

- 20'x20' floor space with premium end cap placement
- Sponsor Banner above booth with logo
- Logo promotion in Lake Geneva Kids Expo ads in *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 Lake Geneva Kids Expo Exhibitor Section in winter issue of *At The Lake* magazine.
- Display ad in a minimum of 4 event email blasts
- Logo promotion on Lake Geneva 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 Lake Geneva Kids Expo

BLUE STAR SPONSOR BENEFITS: \$750

- 10'x10' floor space with premium end cap placement
- Logo promotion in Lake Geneva Kids Expo ads in *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 Lake Geneva 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



Lake Geneva Kids Expo 2020

Saturday: January 4, 2020, 10 a.m.-4 p.m.
Badger High School, Lake Geneva, WI

Exhibitor Registration & Contract

Nei-Turner Media Group

400 Broad Street, Unit D
Lake Geneva, WI 53147
p: (262) 729-4471 ext. 102
LakeGenevaKidsExpo.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		
Package	Space Description	
Standard Booth	10x10 space	\$350
Double Booth	10x20 space	\$550
Premium Double Booth	10x20 space in high traffic area such as stage, entrance or end of row	\$995
Premium Island	20x20 "Island" for most visibility in premium location	\$1795
Standard Electricity	Electricity must be provided on your own. Bring extension cords, power strips and mats.	
Each booth includes an 8' skirted table, two chairs, booth 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., Badger High School, any sponsors of Lake Geneva Kids Expo, and their officers, employees, agents, representatives, and volunteers, and any organization involved with the production of Lake Geneva 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 \$200 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 Lake Geneva 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