

# BABY EXPO10 BRIGHTON

Show Guide June 2010



## The Publication

The BabyExpo Show Guide / Parent's Resource Guide will be a 32 page\* full colour glossy A5 publication featuring the exhibitors list, the floor plan and full information on the day's programme of events. (\*flexible pending advertising commitment)

Event sponsors, supporters and exhibitors will receive priority on highly sought after editorial coverage and the option of limited advertising space within the Guide.

## Distribution

Specifically designed to offer prolonged exposure before and after the event the Show Guide will be distributed in May 2010 to:

- All pre registered visitors (over 2500 in 2008)
- The Brighton and Hove National Childbirth Trust (NCT) members (approx 1200)
- NCT members from major surrounding branches e.g. Mid Sussex, Worthing & Eastbourne
- All exhibitors, sponsors and supporters
- Other 'mother and baby' venues to include libraries, babygroups, NCT 'drop ins', doctors' surgeries etc

The Guide will also be available on the BabyExpo website as well as on sponsor and supporter sites.

The pre show distribution is in addition to onsite distribution on the day of the show to all visitors (over 3,250 in 2008).

In excess of 10,000 copies of the Show Guide will be distributed from May 2010 onwards.

## Editorial & Advertising Options

Appearing in the Guide is a proven method to raise product and brand awareness.

90% of visitors attend exhibitions to purchase, research a purchase, or find a solution to a problem and we know from our own and industry research that attendees decide in advance who are the 'must visit' stands on the day.

By securing editorial space or placing an advert within the Guide exhibitors can significantly increase the opportunity of being identified by thousands of visitors as a 'must visit' stand, especially if you maximize the opportunity by highlighting a special show offer, on the day discount or prize competition—thereby ensuring your stand is actively sought out on the day by visitors.

Full page	£250
Half page	£150
Quarter page	£79

Please note: only half and full page spaces are suitable as editorial features with accompanying images

Eighth page	£39
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An affordable and effective way to ensure visitors are aware of your presence, where to locate you and with the opportunity of a small amount of text to entice them.

### Prime positions

Inside front cover	£300
Inside back cover	£275
Back cover	£400

Space in the show guide is strictly limited so please book your space early to avoid disappointment

To book your space or for more information please email [nicky@smbevents.co.uk](mailto:nicky@smbevents.co.uk)

Organised by:



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