

“Mom doesn't  
want a brand  
spankin'  
new iron...”



**Mother's Day Expo**  
Saturday, May 5th  
Sheraton Bradley Hotel  
[www.gomom.me](http://www.gomom.me)



**Marketing  
Options  
Guide**

# Mother's Day Expo

Saturday, May 5<sup>th</sup>, 2012

9am to 3pm

Sheraton Bradley Hotel

[www.gomom.me](http://www.gomom.me)

On Saturday, May 5<sup>th</sup>, 2012 gomom.me will produce its third annual Mother's Day Expo, a fun and memorable experience planned, produced and promoted in partnership with local and national businesses and organizations.

The Mother's Day Expo's focus is simple - to celebrate moms and provide their loved ones with amazing gift options just in time for Mother's Day. This year, Mother's Day Expo will attract over 2,000 guests and feature mom's favorite products, services and activities.

Mother's Day is the third largest holiday for spending. In 2011, loved ones spent an average of \$140.73 on gifts aiming to make it a memorable day for their moms, wives, daughters, grandmothers, godmothers, sisters and friends. Mother's Day Expo offers sponsors, exhibitors and advertisers a great opportunity to gain visibility and market to moms and their loved ones.

## Mother's Day Expo Highlights:

- 7,000+ sq ft Exhibit area featuring exclusive shopping from 65+ exhibitors offering amazing Mother's Day gift selections
- 2,500+ sq ft Moms Rock! Entertainment Lounge featuring fashion show, comedy, dancing, makeovers and more!
- Wine Lounge featuring world-class wine selections, complimentary wine tastings and delectable desserts
- Spa Lounge featuring spa services including manicures, facials and massages
- Kidz Korner featuring FREE hand-made gifts that children can create especially for Mother's Day
- Mother of the Year Award for a deserving mom who also receives a Mother's Day To Remember package including luxury dining, limo service, spa getaway and more!
- Over 100 giveaways including grand prize; vacation package for two including roundtrip airfare and accommodations to a select US location
- On site gift wrapping with free gift wrapping for first Mother's Day Expo purchase
- Mother's Day Guide which is a free magazine for moms and their loved ones, designed to inform them about great Mother's Day gift ideas as well as local and national retailers and restaurants offering Mother's Day sales, events and more.
- Eco-Friendly gift bags filled products and samples that moms love
- Free admission passes to children 12 and under and Seniors 65+

# Sponsorship Opportunities

## Summary of Sponsor Benefits

	<b>Moms Rock! Lounge</b>	<b>Spa Lounge</b>	<b>Wine Lounge</b>	<b>Kidz Korner</b>	<b>Grand Prize Giveaway</b>	<b>Mother of the Year Award</b>
<b>Media Benefits</b>	\$7,500	\$4,500	\$4,500	\$2,500	\$1,500	\$1,500
Print ads (Est. 500,000+ MI)	X					
Online ads (Est. 1,000,000+ MI)	X	X	X			
Flyers/Postcards (Est. 50,000+ MI)	X	X	X	X	X	X
Mother's Day Expo Home Page	X	X	X	X	X	X
Inclusion in Press Releases	X	X	X	X	X	X
<b>Mother's Day Expo Benefits</b>						
Title Sponsor	X	X	X	X	X	X
Mother's Day Guide Ad	Full Page	1/2 Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page
Exhibitor Level	Diamond	Diamond	Diamond	Platinum	Platinum	Platinum
Exhibitor Passes	6	4	4	2	2	2
Parking Passes	6	4	4	2	2	2
Lunch Break Passes	6	4	4	2	2	2
Regular Admission Passes	Unlimited	60	60	40	20	20
VIP Admission Passes	20	15	15	10	5	5
Logo on Eco-Friendly Gift Bags	X					
Logo on Regular Admission Passes	X					
Database of Opt-In registrant emails	X	X	X	X	X	X

\*MI - Media Impressions

## Detailed Sponsor Benefits

### Moms Rock! Sponsor | \$ 7,500

#### Media Benefits

*Prominent placement of sponsor name and/or logo on:*

- Print Ads (Est. 500,000+ media impressions)
- Online ads (Est. 1,000,000+ media impressions)
- Flyers/Postcards (Est. 50,000+ media impressions)
- Mother's Day Expo home page with link to sponsor website
- Press Releases with link to sponsor website, when allowed

#### Mother's Day Expo Benefits

- Title sponsor of the Moms Rock! Entertainment Lounge featuring fashion show, comedy, dancing, makeovers and more!
- Prominent full-page color ad and sponsor description in the Mother's Day Guide
- Diamond Exhibitor Booth located at entrance of Exhibit Hall, including 8ft table with two chairs surrounded by pipe and drape, electricity and wireless internet access
- Parking Passes for six (6) vehicles

- Six (6) Exhibitor Passes for booth attendants
- Six (6) Lunch Break Passes for booth attendants
- Unlimited FREE Regular admission passes for employees and clients
- 20 FREE VIP admission passes for employees and clients
- Logo on all Mother's Day Expo eco-friendly gift bags (Est. 2,000+ bags)
- Logo on all Mother's Day Expo regular admission tickets
- Database of Opt-In Mother's Day Expo registrant emails

## **Spa Lounge Sponsor | \$4,500**

### **Media Benefits**

*Prominent placement of sponsor name and/or logo on:*

- Online ads (Est. 1,000,000+ media impressions)
- Flyers/Postcards (Est. 50,000+ media impressions)
- Mother's Day Expo home page with link to sponsor website
- Press Releases with link to sponsor website, when allowed

### **Mother's Day Expo Benefits**

- Title sponsor of the Spa Lounge featuring spa services including manicures, facials and
- Prominent half-page color ad and sponsor description in the Mother's Day Guide
- Diamond Exhibitor Booth located at entrance of Exhibit Hall, including 8ft table with two chairs surrounded by pipe and drape, electricity and wireless internet access
- Parking Passes for four (4) vehicles
- Four (4) Exhibitor Passes for booth attendants
- Four (4) Lunch Break Passes for booth attendants
- Sixty (60) Regular admission passes for employees and clients
- Fifteen (15) VIP admission passes for employees and clients
- Database of Opt-In Mother's Day Expo registrant emails

## **Wine Lounge Sponsor | \$4,500**

### **Media Benefits**

*Prominent placement of sponsor name and/or logo on:*

- Online ads (Est. 1,000,000+ media impressions)
- Flyers/Postcards (Est. 50,000+ media impressions)
- Mother's Day Expo home page with link to sponsor website
- Press Releases with link to sponsor website, when allowed

## **Mother's Day Expo Benefits**

- Title sponsor of the Wine Lounge featuring world-class wine selections, complimentary wine tastings and delectable desserts
- Prominent half-page color ad and sponsor description in the Mother's Day Guide
- Diamond Exhibitor Booth located at entrance of Exhibit Hall, including 8ft table with two chairs surrounded by pipe and drape, electricity and wireless internet access
- Parking Passes for four (4) vehicles
- Four (4) Exhibitor Passes for booth attendants
- Four (4) Lunch Break Passes for booth attendants
- Sixty (60) Regular admission passes for employees and clients
- Fifteen (15) VIP admission passes for employees and clients
- Database of Opt-In Mother's Day Expo registrant emails

## **Kidz Korner Sponsor | \$2,500**

### **Media Benefits**

*Prominent placement of sponsor name and/or logo on:*

- Flyers/Postcards (Est. 50,000+ media impressions)
- Mother's Day Expo home page with link to sponsor website
- Press Releases with link to sponsor website, when allowed

## **Mother's Day Expo Benefits**

- Title sponsor of the Kidz Korner featuring FREE hand-made gifts that children can create especially for Mother's Day
- Prominent half-page color ad and sponsor description in the Mother's Day Guide
- Platinum Exhibitor Booth at premium location including 8ft table with two chairs, electricity and wireless internet access
- Parking Passes for two (2) vehicles
- Two (2) Exhibitor Passes for booth attendants
- Two (2) Lunch Break Passes for booth attendants
- Forty (40) Regular admission passes for employees and clients
- Ten (10) VIP admission passes for employees and clients
- Database of Opt-In Mother's Day Expo registrant emails

## **Grand Prize Sponsor | \$1,500**

### **Media Benefits**

*Prominent placement of sponsor name and/or logo on:*

- Mother's Day Expo home page with link to sponsor website

- Press Releases with link to sponsor website, when allowed

### **Mother's Day Expo Benefits**

- Title sponsor of the Grand Prize Giveaway featuring vacation package for two including roundtrip airfare and accommodations to a select US location
- Prominent quarter-page color ad and sponsor description in the Mother's Day Guide
- Platinum Exhibitor Booth at premium location including 8ft table with two chairs, electricity and wireless internet access
- Parking Passes for two (2) vehicles
- Two (2) Exhibitor Passes for booth attendants
- Two (2) Lunch Break Passes for booth attendants
- Twenty (20) Regular admission passes for employees and clients
- Five (5) VIP admission passes for employees and clients
- Database of Opt-In Mother's Day Expo registrant emails

### **Mother of the Year Award Sponsor | \$1,500**

#### **Media Benefits**

*Prominent placement of sponsor name and/or logo on:*

- Mother's Day Expo home page with link to sponsor website
- Press Releases with link to sponsor website, when allowed

### **Mother's Day Expo Benefits**

- Title sponsor of the Mother of the Year Award for a deserving mom who also receives a Mother's Day To Remember package including luxury dining, limo service, spa getaway, makeover and more! Also includes the following:
  - Presentation of Mother of the Year Award to recipient by sponsor representative
  - Voting rights of the selected Mother of the Year Award recipient
- Prominent quarter-page color ad and sponsor description in the Mother's Day Guide
- Platinum Exhibitor Booth at premium location including 8ft table with two chairs, electricity and wireless internet access
- Parking Passes for two (2) vehicles
- Two (2) Exhibitor Passes for booth attendants
- Two (2) Lunch Break Passes for booth attendants
- Twenty (20) Regular admission passes for employees and clients
- Five (5) VIP admission passes for employees and clients
- Database of Opt-In Mother's Day Expo registrant emails

# Exhibitor Opportunities

## **Platinum Exhibitor | \$450**

### **Mother's Day Expo Benefits**

- Eight (8) foot table with linen and two chairs, at premium location
- Parking passes for two (2) vehicles
- Wireless internet access
- Listing as Mother's Day Expo exhibitor on Exhibitor Page
- Listing as Mother's Day Expo exhibitor in Mother's Day Guide
- Two (2) Exhibitor booth attendant passes
- Five (5) VIP admission passes for employees and clients
- Twenty (20) Regular admission passes for employees and clients

## **Gold Exhibitor | \$375**

### **Mother's Day Expo Benefits**

- Eight (8) foot table with linen and two chairs
- Parking passes for one (1) vehicle
- Wireless internet access
- Listing as Mother's Day Expo exhibitor on Exhibitor Page
- Listing as Mother's Day Expo exhibitor in Mother's Day Guide
- Two (2) Exhibitor booth attendant passes
- Two (2) VIP admission passes for employees and clients
- Fifteen (15) Regular admission passes for employees and clients

## **Silver Exhibitor | \$300**

### **Mother's Day Expo Benefits**

- Six (6) foot table with linen and two chairs
- Parking passes for two (1) vehicle
- Wireless internet access
- Listing as Mother's Day Expo exhibitor on Exhibitor Page
- Listing as Mother's Day Expo exhibitor in Mother's Day Guide
- Two (2) Exhibitor booth attendant passes
- Ten (10) Regular admission passes for employees and clients

## Exhibitor Add-On Services| \$25+

- Electricity Access | \$30 per booth
- Hard Line Internet Access | \$60 per booth
- Hotel Accommodations (incl. room tax) | \$130 per night
- Lunch Break Pass | \$25 per person

## Additional Marketing Opportunities

### Mother's Day Guide | \$100+

Mother's Day Guide is a free magazine for moms and their loved ones, designed to inform them about great Mother's Day gift ideas as well as local and national retailers and restaurants offering Mother's Day discounts, sales, events and more. **Registration Deadline: April 25<sup>th</sup>, 2012**

#### Ad Rates\*

Size	Dimensions	Price
Full Page	4 3/4" w x 7 1/2"h (H)	\$250
1/2 Page	4 3/4" w x 3 3/4" h (H)	\$150
	2 1/4" w x 7 1/2" h (V)	\$150
1/4 Page	4 3/4" w x 1 3/4" h (H)	\$100

*\*All ads are printed in color. Only high resolution (300 dpi) ads are accepted in pdf, png or jpg formats. A minimum \$50 will be charged for required file reformatting/design to meet specs (approval required).*

### Giveaway Sponsor | FREE

Giveaways are a key component to the thrill of attending Mother's Day Expo. Not only do deserving moms get a chance to win great products and services, their loved ones can also win Mother's Day gifts. Sponsoring a giveaway is an affordable opportunity to gain visibility during Mother's Day Expo. **Registration Deadline: April 25<sup>th</sup>, 2012**

#### Giveaway Options\*

- Gift certificate OR Gift card valued at \$50 or more
- Voucher, to be exchanged for a specific product/service, valued at \$50 or more

*\*gomom.me does not accept products as giveaways. Only gift certificates, gift cards and or vouchers will be accepted and distributed to winners at Mother's Day Expo.*

## **Mother's Day Expo Benefits**

- Listing as a Giveaway Sponsor in Mother's Day Guide including sponsor and giveaway description and link to sponsor website.

## **Gift Bag Sponsor | \$250**

Providing samples is a great way to get your product in the hands of potential customers. At Mother's Day Expo, each guest will receive an eco-friendly gift bag filled with products and samples that moms love. **Registration Deadline: April 25<sup>th</sup>, 2012**

## **Gift Bag Options\***

- Full or sample size products, minimum 1,000 items

*\* gomom.me does not accept products and samples that are for consumption unless they are sealed, approved by the FDA and the Gift Bag Sponsor accepts all liability related to its distribution at Mother's Day Expo.*

## **Mother's Day Expo Benefits**

- Placement of product in Mother's Day Expo gift bags (Est. 1,500+ gift bags)

## **Registration**

Register online at [www.MDEpayments.gomom.me](http://www.MDEpayments.gomom.me).

# Floor Plans

## Exhibit Hall – First Floor.

Visit [http://www.gomom.me/MothersDayExpo\\_Floorplan.pdf](http://www.gomom.me/MothersDayExpo_Floorplan.pdf)

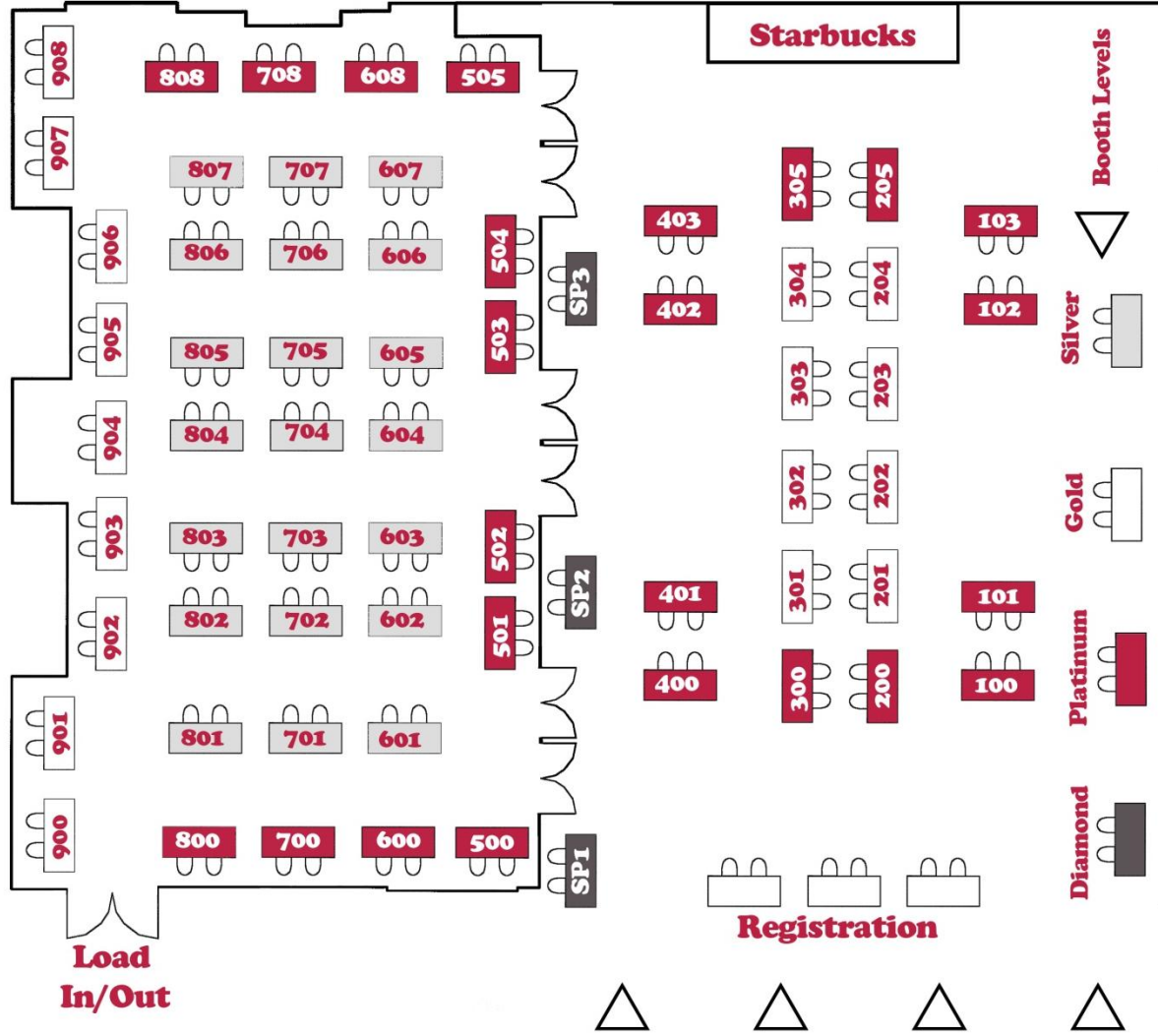


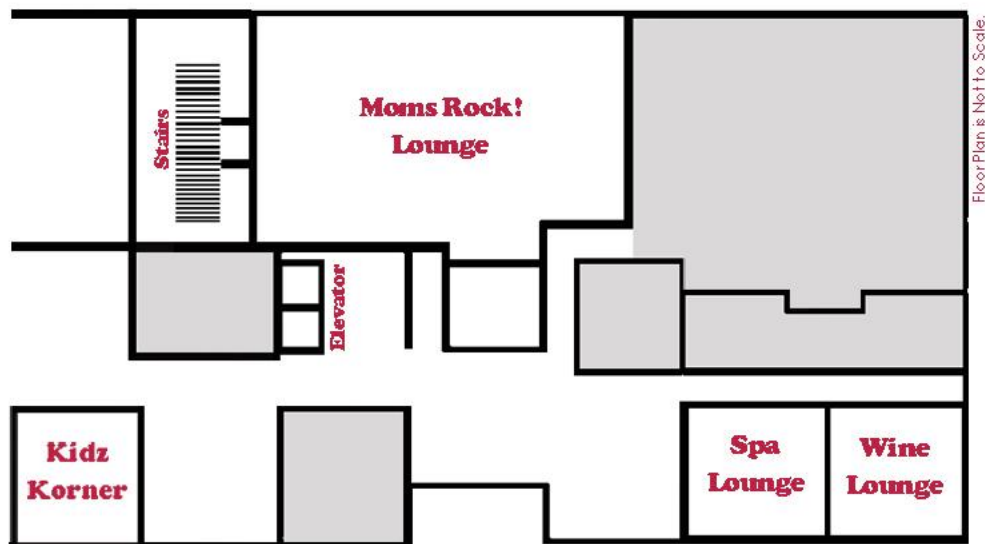
Exhibit Hall – First Floor  
Floor Plan is Not to Scale.

**Mother's Day Expo**  
Saturday, May 5th  
Sheraton Bradley Hotel  
[www.gomom.me](http://www.gomom.me)

**Entrance**

## Activity Area – Second Floor

Visit [www.gomom.me/MothersDayExpo\\_Floorplan\\_2ndfl.pdf](http://www.gomom.me/MothersDayExpo_Floorplan_2ndfl.pdf)



**Mother's Day Expo**  
Saturday, May 5th  
Sheraton Bradley Hotel  
[www.gomom.me](http://www.gomom.me)

Activity Area  
Second Floor

## About gomom.me

gomom.me (pronounced "Go Mommy") is a social network and resource for moms on the go, founded by Tricia Brunton in 2010. gomom.me offers mom-centric events and an online community that energizes and reinforces moms to achieve personal success while being great moms.

Each year gomom.me produces the Mother's Day Expo which celebrates moms and provides their loved ones with amazing gift options just in time for Mother's Day and the Baby & All Expo which offers family-friendly winter fun and the latest in products and services that make family life easier.

Tricia Brunton is a mom on the go. In addition to over 10 years of experience in corporate and non-profit industries, Tricia holds a Bachelor of Science degree in Finance and Marketing from Northeastern University, a Master of Science degree in Finance and an MBA from Indiana University. She continues to succeed as an entrepreneur and is actively engaged in community outreach, specifically among women and girls.

For more information about gomom.me, please visit [www.gomom.me](http://www.gomom.me) or contact us at [info@gomom.me](mailto:info@gomom.me).