

BIRMINGHAM PARENT'S
happy, healthy kids fair

**Our 10th
Annual Event**

THE PREMIER PARENTING MAGAZINE FOR CENTRAL ALABAMA

Birmingham Parent

JULY-AUGUST 2023



**Sponsor and Exhibitor
Opportunities**

**Saturday, August 24
10:00 a.m.- 2:00 p.m.
Vestavia Hills Civic Center**

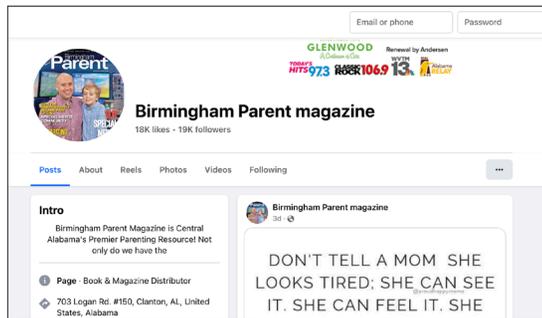
Birmingham
Parent

Family

BIRMINGHAM PARENT'S happy, healthy kids fair

COMMUNITY

Facebook, Twitter, and Instagram



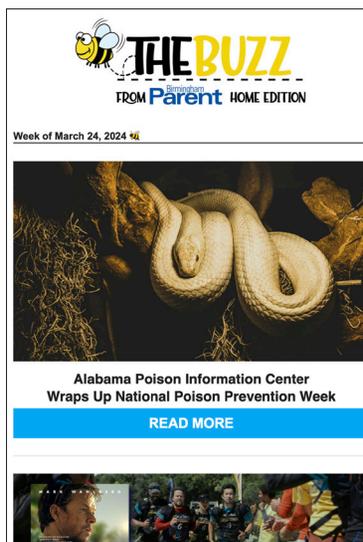
ONLINE

The most engaging network



E-NEWS

Weekly events, news, updates, and giveaways



Hear Them Click

This event specializes in reaching parents. We deliver a highly-engaged audience, a friendly voice, and a buzzing community.

PRINT

15,000 copies



Swag Bags filled with great discounts & gifts inside given to the first 100 attendees!

BIRMINGHAM PARENT'S
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Customers For Life

Sponsors wanting to attach their brand to a wholesome, family event will find endless, creative partnership opportunities.

PRESENTING SPONSOR

\$3,495

- Business listed as presenting sponsor on all advertisements marketing the event
- Prominent display of your banner at the event
- Logo on all print advertisements in *Birmingham Parent Magazine* marketing the event
- Complimentary full-page advertisement in the July/August issue of *Birmingham Parent Magazine*
- 300px x 600px, 300px x 250px, 728px x 90px, digital advertisements on every page of birminghamparent.com, runs in July through August
- 728px x 90px digital advertisement in e-newsletter
- Logo prominent on 100 premium tote bags
- Complimentary tote bag insert
- Opportunity for company representative to speak on-site at the event
- Premium placement 6' table, Internet, and electricity
- Curb-to-Booth—we will unload your materials and bring to your booth and return to curb following the event
- Logo displayed as sponsor on event banner

GOLD SPONSOR

\$2,495

- Prominent display of your banner at the event
- Logo on all print advertisements in *Birmingham Parent Magazine* marketing the event
- Complimentary half-page advertisement in the July/August issue of *Birmingham Parent Magazine*
- 728px x 90px digital advertisement on every page of birminghamparent.com, runs July through August
- 728px x 90px digital advertisement in e-newsletter
- Logo on 100 premium tote bags
- Complimentary tote bag insert
- Logo displayed as sponsor on event banner
- Opportunity for company representative to speak on-site at the event
- Premium placement 6' table, Internet, and electricity
- Curb-to-Booth—we will unload your materials and bring to your booth and return to curb following the event

SILVER SPONSOR

\$1,495

Logo on all print advertisements in *Birmingham Parent Magazine* marketing the event

- Logo on 100 premium tote bags
- 728px x 90px digital advertisement on every page of birminghamparent.com, runs in July through August
- 728px x 90px digital advertisement in e-newsletter
- Complimentary tote bag insert
- Logo displayed as sponsor on event banner
- Opportunity for company representative to speak on-site at the event
- Premium placement 6' table, Internet, and electricity

TOTE BAG INSERT

\$150

- Option to include one marketing item in 100 tote bags given to registrants upon arrival

FOOD SPONSOR

\$1,495

- 728px x 90px digital advertisement on every page of birminghamparent.com, runs in July through August
- 728px x 90px digital advertisement in e-newsletter
- One premium or collateral item to be inserted in 100 tote bags
- Logo prominent on 100 tote bags
- Premium placement 6' table, Internet, and electricity
- Logo featured on the "Lunch presented by" signage in the food area
- Complimentary 1/4 page advertisement in the July/August issue of *Birmingham Parent Magazine*

PREMIUM BOOTH

\$495

- 6-foot table
- Included is two chairs
- Complimentary tote bag insert

PRIOR TO THE EVENT

1. Exhibitors must complete Happy, Healthy Kids Fair Vendor registration. You may pay in full or a 50% deposit at the time of registration. Invoices will be emailed upon contract signing, and balances must be paid in full by **August 1st, 2024**. Your booth space will be confirmed after completed and deposit is received.
2. If you prefer to pay deposit by check, email the accounting office at arc@familyresourcegroupinc.com for instructions.
3. Exhibitors that have an electrical outlet must provide their own multiple outlet power strips, tape, and extension cords. All cords must be taped and kept under table at all times.
4. Exhibitors and vendors can set up their booth on Saturday, **August 24, 2024** beginning at 7:30 a.m. All exhibits close at 2 p.m. on Saturday, **August 24, 2024**. No exhibits are to be taken down before this time.
5. All exhibitors will receive an event packet which will be sent via email one week prior to the event. This packet will have specific instructions for unloading and setup.

DAY OF THE EVENT

6. The exhibit area will be open at 7:30 a.m. A *Birmingham Parent Magazine* representative will be on hand to offer assistance.
7. Items may not be taped, nailed, tacked, or glued to any facility structure, wall, or equipment.
8. Exhibitors and vendors may sell products and services. No subletting,

- assigning, or apportioning to others is allowed. Exhibitors and vendors may collect deposits and/or fees.
9. Exhibitors and vendors must have at least one representative at their booth during all hours of the event. It is recommended that a minimum of two representatives staff each booth.
 10. Exhibitors and vendors must confine all activities to their provided booth space. No part of displays may extend into the traffic flow of the event. Exhibitor will be held responsible for the cleaning and/or replacement of any damaged property.
 11. All materials must conform to local building and fire department codes and regulations. Exhibitors and vendors, at their own expense, must maintain and keep in good order their provided booth space. Exhibitors and vendors are responsible for the transporting of display materials, unless otherwise stated.
 12. Exhibitors and vendors must make provisions of the safeguarding of their own products, materials, equipment, and display at all times. *Birmingham Parent Magazine* will not be responsible for loss of any material by any cause.
 13. Stickers of any kind are prohibited (includes peel-and-stick badges, child-friendly stickers, and labels).
 14. No outside food or drinks are allowed.
 15. ***Birmingham Parent Magazine* reserves the right to rearrange the floor plan due to unforeseen conflicts regarding space requests or conditions beyond our control.**