



# Family FUN EXPO 2016

Presented by:  
 swfi **parent & child** 

A FUN,  
 affordable  
 indoor event  
 for the entire  
 family!

**Sunday, May 29, 2016, 11 a.m. – 4 p.m.**

**GERMAIN ARENA, ESTERO, FLORIDA**

Admission: \$7 • 3-12 years \$3 • 2 years and under free • Free Parking

## MARKET TO SOUTHWEST FLORIDA'S MULTI-MILLION DOLLAR FAMILY MARKET!

Family Fun Expo, presented by Southwest Florida Parent & Child magazine, provides a fun-filled day of activities, family entertainment, vendors, interactive exhibits and exciting stage presentations. The expo also showcases the latest products, services and advice for parents and offers a one-stop shopping experience for families.

**The expo is the right show for your marketing dollars:**

- **Target audience.** Moms make the majority of major buying decisions for the family.
  - **Family entertainment.** Parents are always looking for fun things to do with their family. When the kids are having fun, you have the opportunity to connect with mom and dad.
  - **Parent resources.** Parents are looking for useful parenting information.
- The Expo offers affordable family fun with free parking and reasonably priced admission.

**The News-Press  
 media group**  
 news-press.com A GANNETT COMPANY

**DEADLINE FOR PARTICIPATION: Wednesday, May 18, 2016**  
 FOR SPONSORSHIP OPPORTUNITIES CALL 239.335.0457



**THOMAS  
 & FRIENDS**

Look who's  
 coming to  
 town with  
 two live  
 stage shows.



# 2016 Family FUN EXPO

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**DEADLINE FOR PARTICIPATION:**  
**Wednesday, May 18, 2016**

The power of Southwest Florida Parent & Child magazine, swflparentchild.com and Germain Arena to market the Expo including:

- E-blast to promote event to swflparentchild.com database of local moms
- Promotional ads in The News-Press and news-press.com
- Promotional ads in Southwest Florida Parent & Child magazine and on swflparentchild.com
- Promotional ad spots on NBC-2
- Editorial mention in Southwest Florida Parent & Child magazine and weekly newsletter
- E-blast to Germain Arena subscribers

**For sponsorship opportunities call 239.335.0457**

## SPONSORSHIP OPPORTUNITIES:

*Note: All exhibitors are encouraged to provide an interactive activity at their table*

### Diamond Sponsor

*\$3,250 (Parent & child contract advertisers \$2,750)*

- Full-page, full-color ad in the May 29th Gulf Coasting prior to the event (10" x 10")
- Half page editorial space in event program guide (copy and photos provided by business)
- Opportunity for (2) 15-min stage presentations (not required)
- Twenty complimentary entrance passes for clients or employees
- Four tables and eight chairs (or equivalent floor space for exhibit)
- Premium placement at the Expo
- Eight complimentary staff badges

### Platinum Sponsor

*\$1,650 (Parent & child contract advertisers \$1,350)*

- Half page, full color ad in the May 29th Gulf Coasting prior to the event (vertical 4.94" x 10", horizontal 10" x 5")
- Quarter page editorial space in event program guide (copy and photos provided by business)
- Opportunity for 15 minute stage presentation (not required)
- Ten complimentary entrance passes for clients or employees
- Two tables and four chairs
- Premium placement at Expo
- Six complimentary staff badges

### Gold Sponsor

*\$875 (Parent & child contract advertisers \$750)*

- Quarter page, full color ad in the May 29th Gulf Coasting prior to the event (4.94" x 5")
- Eighth page editorial space in event program guide (copy and photos provided by business)
- Six complimentary entrance passes for clients or employees
- Two tables and four chairs
- Premium placement at Expo
- Four complimentary staff badges

### Booth Participant

*\$440 (Parent & child contract advertisers \$350)*

- Eighth page, full color ad in the May 29th Gulf Coasting prior to the event (4.94" x 2.5")
- Two complimentary entrance passes for clients or employees
- One table and two chairs
- Four complimentary staff badges

## BOOTH PLACEMENT ON FLOORPLAN

- Companies (except sponsor level participants) are placed on the floor plan based upon when we receive your payment. We finalize the floor plan one week prior to the event.
- Add \$50 for electric to all packages to be billed directly by Germain Arena (fill out electric request form)