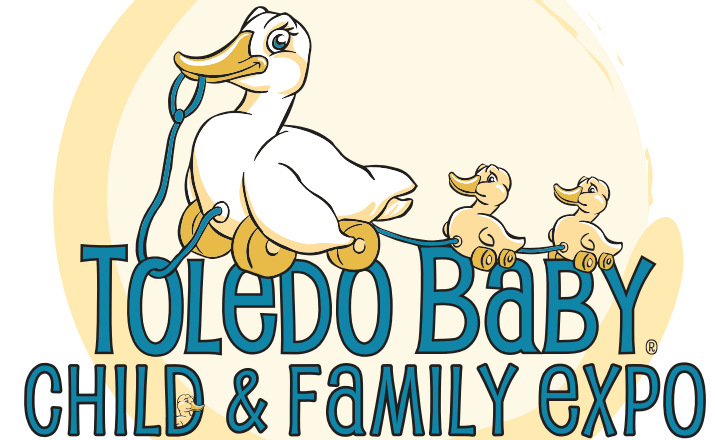


A SPECIAL THANK YOU

TO OUR PAST EXHIBITORS AND SPONSORS

AA Balance	Heartandsoul Wellness Center	Red Cross
Adelante Inc.	Heatherdowns Preschool	Renewal by Anderson
Affordable Massage of Toledo	Hero's the Party Experience	Safe Kids Greater Toledo
American Income Life	Hour Backyard	Sassy Belly
Arbonne International	Jem Photography	Saving Money in Toledo
Autism Association	Jon Frankel Dentistry	Scentsy Wickless Candles
Babies R Us	Keep it Simple with Sue	Scrappin' Up!
The Baby Chef Store	Kids Are Heroes	Seymour & Associates/Mass Mutual
Baby Crazy	KinderCare Learning Center	Shutterlove
Baby Treads and Threads	La Leche League	Sofi Stella
Baby Qubes	Lifestyles for Ladies Only	Squishy Tushy
BG Lincoln Mercury Jeep	Lifestyles for Women	Starbound NYC
BirthNetwork	lil sassa frass	Target
Blockhead	Lindy Creations	Tastefully Simple
Bluegreen Resorts	Little Sprouts Academy	Tender Loving Cloth Diapers
Body Factory	Lutz Attorneys	The Baby Scene
BodyWise International	Major Magics	The Executive Nanny
Buckeye Community Health Plan	Make-A-Wish Foundation	The Toledo Zoo
Bumble	Mary Kay	The Vitality Shoppe
Chixie and Honey Artistic Imagery	Mass Mutual	This Week In... Events
Cookie Lee	Miracle League of Northwest Ohio	TLC Custom Decor
Cord Blood Registry	Monkey Jump	Toledo Area Humane Society
Covert Wilkins Studio	Mothers Ctr. of Greater Toledo	Toledo Audiology
Creative Memories	Mountain Top Resorts	Toledo Basement Systems
Dinner by Design	MouseKeepers Vacation Home	Toledo ENT
Discovery Toys	Music for Me	Toledo Gymnastics Academy
Dream Messengers	Covert Wilkins Studio	Tropical Retreat
Dr. Kyle Brody	My Storybook Treasure	Turning Leaf Soap Company
EcoRemedi	NAPPS	Ultra Sound
Enchanting Entertainers	New York Life Insurance Co.	Usborne Books & More
Equilibria By Diana	oh 'zilly me!	Warehouse Club
Evolv	Ohio Tuition Trust Authority	Waterville Wellness Center Day Spa
Fidgy Bridgy	Papas Wood Working Shop	Welles Bowen
Floral City Images Photography	Peekaboo Posies	Western and Southern Financial
Geralyn Brock	Petit Fours Patisserie & Cafe	Westfield Franklin Park
Gold Ribbon Studio	Pilot Club of Greater Toledo	WLMB TV 40
Grogans Towne Chrysler	Pinkies and Piggies	Wurzell Photography
Hansons	Primerica Financial Services	YMCA

The 6th annual



SUNDAY, APRIL 3RD, 2011

11:00 AM - 6:00 PM

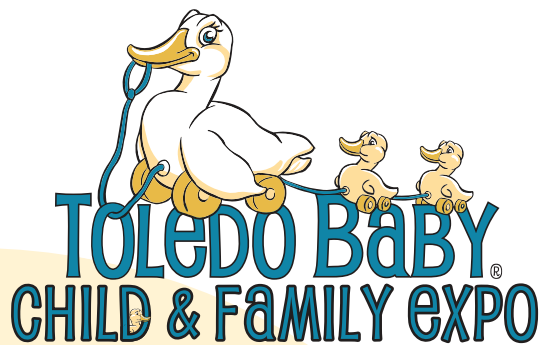


TOLEDO BABY™
 P.O. BOX 776
 SYLVANIA, OH 43560
 419.309.4834
 INFO@TOLEDOBABY.COM
 WWW.TOLEDOBABY.COM

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EXHIBITOR'S PACKET

WADDLE YOU WAITING FOR?
 REGISTER ONLINE! WWW.TOLEDOBABY.COM



**THE AREA'S LARGEST CELEBRATION
FOR EXPECTING PARENTS & FAMILIES
WITH CHILDREN OF ALL AGES.**

It's that Time Again!

Toledo Baby's 6th Annual Child and Family Expo will be held on **Sunday, April 3rd** at Sylvania's Tam-O-Shanter. The Child and Family Expo is the perfect opportunity to meet new and expecting parents and families. Where else can you get cost-effective exposure, showcase your products or services, increase your business opportunities, and give hands-on demonstrations all in one place?

The Child and Family Expo offers YOU an extensive marketing campaign including radio coverage, posters, online advertising, and more.

Our unique "Quack Passport" encourages traffic to your booth. Visitors receive the passport upon registration at the event.

They need to visit all of the exhibitor's booths to complete the passport and be entered to win. You'll also receive our exclusive list of Toledo Baby™ registered attendants to expand your mailing list following the show.

Don't Miss Out!

If your products or services are targeted to new and expecting parents and families with children of all ages, you should not miss this event. This event encourages maximum traffic and we're offering even more contests, prizes, and giveaways than ever before! The 2011 Toledo Baby™ Child and Family Expo is sure to be another success. Don't miss out...**Register today!**

WADDLE YOU WAITING FOR?

Booth spaces and sponsorship opportunities are limited and available on a first come first serve basis. Please see attached sheet for detailed information and rates.

This offer won't last long. Give your company the targeted exposure you've been looking for.

REGISTER TODAY!

visit us online at
WWW.TOLEDOBABY.COM

2011 ADVERTISING SCHEDULE

Billboards

Radio Commercials

Posters

Located in various offices and local exhibitor locations

Online Advertising

Online listings with Toledo.com, DoToledo.com, and other local event websites

Media Releases

Including local major television, radio, and newspapers publications

ToledoBaby.com

Our website attracts thousands of visitors every year

Toledo Baby Mailing List

We have a growing and exclusive email list of expecting parents and families with young children

**Advertising subject to change.*

HEAR WHAT EXHIBITORS ARE SAYING ABOUT TOLEDO BABY!

"Thank you for allowing me to participate in the Toledo Baby Event! You put a lot of work into the event and it showed. It looks like a lot of preparation went into it and it went very well!!!"

"What an absolutely wonderful event, I had no idea that day I would meet so many people. The contacts we made that day are still paying off. Thank-you Toledo Baby for providing us with this opportunity. We're looking forward to next year!"

"You did a wonderful job on the Toledo Baby Fair. I was very proud to be one of your vendors. It was wonderful exposure and I received many many leads. Everyone I talked to was very excited... Great Job. Well Done."



2011 EXHIBITOR OPPORTUNITIES

Toledo Baby's **6th Annual Child and Family Expo** will be held on **Sunday, April 3rd** at Sylvania's Tam-O-Shanter. The Child and Family Expo is the perfect opportunity to expose your company to thousands of new and expecting parents and families. Where else can you get cost-effective exposure, showcase products or services, increase your business opportunities, and give hands-on demonstrations all in one place?

EXHIBITOR BOOTH OPTIONS

● ARTISANS

Local artisans are encouraged to be a part of this event. Enjoy all of the benefits of a single booth for a special reduced rate! Retail sales are welcome. The number of artisan booths are extremely limited and available on a first come first serve basis. You must qualify. For complete list of requirements, please visit toledobaby.com/artisan.html.

● NON-PROFIT

We support non-profit agencies and offer 25% off published rates. Please call us for more information.

● SINGLE BOOTH

For less than the cost of a few small print advertisements, you can take advantage of a one-on-one opportunity to expose your company to new and expecting parents and families with children of all ages.

● DOUBLE BOOTH

Showcase your products, services, or even vehicle with extra elbow room.

● ACTIVITY BOOTH

Draw additional traffic the day of the event by providing an activity booth. Examples include Inflatable Games, Coloring or Building Area, and more. Must provide something fun and interactive for children.

SPONSORSHIP OPPORTUNITIES

TOP SPONSORSHIP LEVELS

Extend your involvement and set yourself apart at the area's largest celebration for expecting parents and families with children of all ages. Media sponsorships are also available. Please call for further details.

● DAISY SPONSORSHIP

● DONALD SPONSORSHIP

● PRESENTING SPONSOR*

*Only 1 spot is available at this level.

DONATE PRIZES!

Give your company additional recognition! Get involved in the day's activities by offering prizes and giveaways! Help us encourage participation, excitement and registration. Opportunities include prizes for the Grand Prize and additional Quack Passport prizes. Anyone involved will be given additional recognition on ToledoBaby.com. Prizes should have a minimum value of \$30. Open for all exhibitors involved in this year's show.

PHOTOGRAPHY SPONSORSHIP PACKAGE

Don't miss out on the incredible attention from visitors and recognition this contest has brought to the Expo - both during and building up to the event! Participation is limited to two NON-competing exhibitors and will be placed on a first come first serve basis. Includes logo recognition on toledobaby.com and photo contest online. Call for rates and details. Don't miss out!

Call for details and rates on these additional sponsorship opportunities:

ACTIVITY AREA(S)

STORYTIME SPONSORSHIP PACKAGE

DIAPER DASH SPONSOR



*DISCLAIMERS

Retail sales are welcome. Nature of items MUST be approved by Toledo Baby™. Protective flooring, if needed, will need to be provided for the activity booth. Exhibitors must have appropriate artwork (logos) provided prior to promotional deadlines. Name recognition, logo recognition and associated links may remain on toledobaby.com until November 1, 2011. Any information, listings, logos, and links may be removed earlier from the toledobaby.com website at the discretion of Toledo Baby™. For a complete list of rules and regulations, please visit online at toledobaby.com or www.toledobaby.com/expo/rules.html.



2011 EXHIBITOR BOOTH RATES

- 2011 registered attendants list provided following the show.
- Retail sales, hands on demos, and activities are welcome.
- Company exposure and one on one marketing experience.

TABLE SPACE

- One 8' table, table linens, & 1 chair.
- Two 8' tables, table linens, & 2 chairs.
- 15' x 15' approximate area.

TOLEDOBABY.COM

- Name recognition on exhibitors page on toledobaby.com.
- Additional link on exhibitors page on toledobaby.com.
- Logo recognition on exhibitors page on toledobaby.com.
- Logo recognition & link on activities page on toledobaby.com.
- Logo recognition & link on home page on toledobaby.com.
- Featured name in business & events listings on toledobaby.com.
- Primary logo recognition on all pages of toledobaby.com.

DAY OF EVENT

- Exhibitor name recognition on Quack Passport.
- Exhibitor logo recognition on Quack Passport.
- Activities name recognition on Quack Passport.
- Prime booth location.
- Primary on-site recognition day of event.

MEDIA

- Name recognition included in radio commercials.
- Logo recognition on posters.
- Name recognition on distributed posters.
- Logo recognition on distributed posters.
- Presenting logo recognition at toledobaby.com, distributed posters, & newsletters.
- Specific mention in all media releases as presenting sponsor.

● BOOTH RATE INFORMATION ●					
SINGLE BOOTH \$300	DOUBLE BOOTH \$500	ACTIVITY BOOTH \$600	DAISY SPONSORSHIP \$900	DONALD SPONSORSHIP \$1400	PRESENTING SPONSOR \$1900
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Some items subject to change. For complete rules and regulations, visit toledobaby.com or <http://www.toledobaby.com/expo/rules.html>. © 2011 Toledo Baby™



EXHIBITOR'S 2011 APPLICATION

Company Name: _____

Contact Person Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____

Website Address: _____

Email Address: _____

Briefly describe the products or services you intend to display:

EXHIBIT SPACE RENTAL:

- Yes, I need electricity. *(Available on a first come first serve basis.)*
- Non Profit/Artisan Booth: \$ 200.00 *(Restrictions apply.)*
- Single Booth: \$ 300.00
- Double Booth: \$ 500.00
- Activity Area: \$ 600.00
- Daisy Sponsorship: \$ 900.00
- Donald Sponsorship: \$ 1,400.00
- Presenting Sponsor: \$ 1,900.00

Total Payable: \$ _____

PAYMENT TERMS:

50% deposit due with application. Remaining balance is due **March 21st**. Late payments may result in loss of exhibitor space and loss of deposit. Applications received after March 21st must be accompanied by full payment. Special payment arrangements may be made by calling 419.309.4834 or emailing info@toledobaby.com.

Event day unloading information, booth space, and event day schedule will be provided no later than 72 hours prior to the event.

ACCEPTANCE:

By submitting this application, both you and your company are agreeing to the rules and regulations set forth on toledobaby.com at <http://www.toledobaby.com/expo/rules.html> and understand that failure to comply may result in penalty fees or removal from the grounds with loss of fees paid. You and your company also release Toledo Baby™ and its representatives of any and all liabilities for any loss, injury, or damage to persons or property.

This application is considered valid only if accepted by a Toledo Baby™ representative. Once accepted, you will receive a confirmation. Rejected applications will be notified with returned deposit. Contracts accepted by Toledo Baby™ may be declared null and void if it is discovered that the exhibitor misrepresented himself/herself or his/her company during the application process.

APPLY ONLINE!

For your convenience, we also accept online applications at toledobaby.com. This exhibitor application form can also be mailed and must be accompanied with proper payment.

You may mail your payment by check to:

Toledo Baby™
P.O. Box 776
Sylvania, OH 43560

Exhibitor Signature _____

Date _____

Contract Accepted by Toledo Baby™ _____

Date _____

QUESTIONS? EMAIL INFO@TOLEDOBABY.COM OR CALL 419.309.4834.