



# best in baby

APRIL 1 & 2, 2020

Kay Bailey Hutchison  
Convention Center  
Dallas, TX

**DON'T JUST ATTEND...**  
Stand out! Look inside for opportunities to make the most of everything The JPMA Show has to offer. Our team can customize sponsorships to meet your goals within any budget.

## partnership opportunities

The only combination **MEDIA + TRADE** event in the U.S.

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[jpmashow.org](http://jpmashow.org)

CONNECT WITH US:    

Say  
**goodbye**  
to the old  
trade show.

JPMA WANTS YOU TO  
**BRING IT!**

Best in Baby means bringing your best. We'll showcase only the newest and most innovative products coming to, or on the market.

**This is the show of the future**  
— a curated, trend-forward event focused on showcasing the "Best in Baby." Media, influencers, retailers and industry experts will come together to learn about the top brands and products, new innovation and key trends in the baby industry.

**EVERYBODY'S TALKING ABOUT  
#THEJPMASHOW**

The 2019 show in Orlando saw:

**5.5 million**  
social impressions

**1,500+**  
mentions related to the show, Jan–April 2019

**395 million**  
media impressions

**60+**  
stories mentioning the show

**CHANNELS**  
PRINT | BROADCAST | SOCIAL

who   
attends?

The JPMA Show has received unprecedented media attention, coverage and partnership opportunities in the industry. More than 200 media and influencers attended the 2019 show and we expect even more engagement in 2020.

## Past Media Attendee Highlights



# New 2020 All-inclusive, Turnkey Exhibit Packages



## Value-added benefits included with your booth:

- One (1) non-paper insert in media and influencer swag bags
- Complimentary space for paper press kits in the press room
- Complimentary hair and makeup touch-ups in the beauty bar
- Pre-show webinar on how to prep for conversations with media and influencers
- Unlimited number of event registrations for your team

In addition, exhibitors can boost their experience by selecting from the below menu of unique opportunities at no additional cost:



<p><b>MEMBER COMPANY EXHIBITORS</b> <i>Select two (2)</i></p> <p><b>NON-MEMBER COMPANY EXHIBITORS</b> <i>Select one (1)</i></p>	<p><b>WANT TO ADD MORE?</b> Additional opportunities can be secured at the below rates.</p>
<p><b>JPMAconnect:</b> Guaranteed 1:1 meetings with media and retailers – Sign up for one (1) 20-minute meeting slot with a key media representative or retailer right in your booth</p>	<p>Price per meeting:</p> <ul style="list-style-type: none"> <li>• Exhibitor Rate: \$195</li> <li>• Non-Exhibitor Rate: \$395</li> </ul>
<p><b>Brand Asset Development:</b> Shoot brand or product photography on-site or capture photos of your booth and team. Choose one (1) – a professional product shot, booth shot, headshot or team photo – digital file will be provided</p>	<p>Additional professional photography is \$50 per photo; digital files will be provided</p>
<p><b>Media Training:</b> Professional 1:1 mini-media training session (30 minutes) from JPMA's PR team to help you prepare for meetings with media on-site</p>	<p>\$250 per session</p>
<p><b>Digital Press Kit:</b> Delivery of one (1) digital press kit to all attending media representatives and partners</p>	<p>\$150 per press kit</p>
<p><b>Best in Baby Look Book:</b> This year's Look Book will replace the physical new product display and showcase images of the latest innovation and designs in baby in a format that will live for months beyond the show. Receive one (1) full page product feature - think glossy magazine-style product photos with limited text, not ads</p>	<p>Additional Full-Page Pricing:</p> <ul style="list-style-type: none"> <li>• Exhibitor Rate: \$595</li> <li>• Non-Exhibitor Rate: \$995</li> </ul>
<p><b>JPMA's Industry Party With a Purpose:</b> Two (2) tickets to the industry's best party of the year, with this year's ticket sales proceeds donated to the newly formed JPMA Foundation</p>	<p>Additional tickets are \$30 per person</p>
<p><b>JPMA Innovation Awards:</b> One (1) entry to the 2020 Innovation Awards competition (subject to eligibility) which honor the year's most innovative products. This year's awards have been reinvented to focus on innovation in key trend areas and will also highlight products that fill specific niches or needs</p>	<p>Member pricing: \$395 Non-member: \$595</p> <p>Finalists not attending the show are required to ship product to Dallas at own expense, plus an additional handling surcharge of \$50 per product.</p>

# *giddy up,* **y'all!**

## **THE JPMA INDUSTRY PARTY IS BIGGER IN TEXAS!**

The **2020 JPMA Industry Party With a Purpose** is heading to the rodeo! Join us at Eddie Deen's Ranch in Downtown Dallas™ with all proceeds from ticket sales donated to support the newly formed JPMA Foundation!

As an industry, we're committed to making a positive impact in the lives of babies and families. That's why we couldn't be more excited to make an even bigger collective impact through a strategic giving effort.

The Foundation's primary focus is to support worthy causes within the industry that support its own, and JPMA's, core values and key messages. A General Party Sponsorship will highlight your commitment to shaping the future impact of our industry.

### **GENERAL PARTY SPONSORSHIP**

**\$3,000 PER ACTIVATION**

*Any non-exhibiting sponsors of the Industry Party will receive two (2) admission tickets.*

*Additional tickets are \$30 per person.*

### **BRAND ACTIVATION MENU**

All sponsors receive verbal acknowledgement to entire audience from stage, on-site signage, recognition on the website, mobile app and mentions over social and in promotional emails to attendees

- Drink Ticket Sponsor (50 drink tickets)
- Band/Live Entertainment
- Cowboy on Horseback Promenade
- Live Steer Photos or Green Screen Photo Station Sponsor
- Mechanical Bull Riding Sponsor
- Quick Draw Competition Sponsor

# lights, camera, action!

All sponsors receive on-site signage, recognition on the website, mobile app and mentions over social and in promotional emails to attendees

<b>Collaboration Areas:</b> Gather, meet and connect with friends and customers right on the show floor. Each area is equipped with wi-fi and will be themed with a fun and visually appealing backdrop to enhance facilitated collaboration among attendees, making these areas an ideal place to shoot photos and live video	\$6,500
<b>Beauty Bar:</b> An exciting new amenity offering complimentary hair and makeup touch-ups, keeping our exhibitor spokespeople feeling and looking their best in front of media	\$3,000
<b>Exclusive Media, Blogger &amp; Influencer Lounge (Press Room):</b> Reserved for media representatives as a meet-up place to decompress, network and review press kits	\$5,000
<b>Exclusive Media Swag Bags:</b> Distributed to all media attending the show	<b>JPMA Produces:</b> \$3,500 <b>- OR -</b> <b>Sponsor Produces:</b> \$1,500 + qty. 400 high-end swag bags
<b>Zen Garden:</b> A dedicated area on the show floor for chair massages and a bit of relaxation; great for a lifestyle company or brand!	\$7,500
<b>Satellite Media Tour:</b> Up to five brands will participate in a broadcast segment distributed to a variety of TV stations nationwide, right from The JPMA Show. Allow 3-4 hours for spokesperson participation.	\$5,000 limited availability
<b>B-roll/Video:</b> Capture professional video footage of your exhibit, products or team	Pricing based on individual needs

# Speak, advertise & drive booth activity!

PROGRAMMING & EDUCATION		
<b>New Product Introductions and Demos from the Media Hub</b> Sessions will be recorded and distributed to all attendees post-show! Topic, content and speaker subject to JPMA review and approval	10-15-minute sessions	\$1,500 per
<b>Media &amp; Marketing Panel Breakfast</b> Attendees will join us for a Media & Marketing breakfast panel directly before the Innovation Awards Announcement. Hear directly from a mix of top media outlets and influencers on media trends and how brands can make the most of their media relationships	Presenting Sponsor with Opening Remarks	\$2,500 + the cost of F&B for 100 guests
<b>JPMA Member &amp; Media Reception</b> Media can connect and network in a small group setting with JPMA Member brands during an exclusive happy hour event and learn about the future of the industry directly from JPMA	Presenting Sponsor with Opening Remarks	\$2,500 + the cost of F&B for 100 guests
MOBILE APP		
<b>Mobile App Sponsorship Exclusive</b> Includes fully branded splash screen, links to sponsored content, premium banner advertising and three (3) sponsored push notifications	Exclusive	\$5,000
<b>Rotating Banner Ad</b>	5 available	\$450
<b>Sponsored Push Notification</b>	2 available	\$250
CONVENTION CENTER "FOLDS"		
<b>Floor Decal Graphics</b> custom, 4-color floor graphics available in any shape and size help guide attendees to your booth or other sponsored attraction	Unlimited available	\$20 per sq. ft., plus labor to install and dismantle Labor fees for install and dismantle based on decal size and quantity
<b>Hall B Window Clings</b> "Your Message Here". Custom, 4-color window clings are highly visible to all audiences attending the Show	14 available Size: up to 5' x 5' Artwork needed as a high-resolution PDF file	\$20 per sq. ft. plus labor to install and dismantle Labor fees for install and dismantle based on cling size and quantity
<b>Hall B Material Banners</b> Beautiful material banners adorn the entryway into Hall B and make a stunning impression with high visibility	7 available Size: 144" x 144" (5) Size: 192" x 144" (2) Artwork needed as a high-resolution PDF file	12x12 banner: \$5,000 16x12 banner: \$5,600