



ORANGE COUNTY CONVENTION CENTER • APRIL 10 – 13, 2019 • ORLANDO, FL

## Start-Up Central Tabletop Display Opportunity

### ***Limited Availability***

Whether you have a crowdfunding campaign going like Kickstarter or you've launched organically with the support of blogger's and influencers, JPMA wants to show some start-up love by making this special opportunity available for the first time at the 2019 JPMA Show. Start-Up Central is an enclosed 60x40 sq. ft. Pavilion area located in the heart of the show floor where our tabletop display partners will be featured. Space and availability is limited.

Cost: \$1,800

### **Criteria for Participation:**

- Must fit JPMA's definition of a start-up which is a corporation, co-partnership or individual intending to be engaged in the manufacture, importation or distribution of juvenile products for general sale to retail distribution channels
- Company must be less than two (2) years old
- Must be a new, first year exhibitor at the JPMA Show
- Must have a product that launched within the previous twelve months or is in early to late prototype stage
- Annual revenue of \$500,000 or less

### **Package Benefits:**

- Package includes one (1) 6' ft. draped table, two (2) chairs, one (1) wastebasket and standard show carpeting
- Use of your own table covering is permitted and all display items must be confined to your assigned table (*use of backdrops and banners are not permitted*)
- One (1) complimentary Poken Token per company for data capture, lead retrieval and digital content share, which can be used for all audiences (*additional tokens are available for purchase*)
- Access to the VIBE Hosted Buyer Program (*optional and additional costs apply*)
- Educational sessions geared towards trade
- Web portal for exhibitor services
- Listing in official JPMA Show print directory
- Listing on website at JPMAShow.org
- Listing on the mobile app and interactive digital floor plan
- Two (2) trade badges for company representatives
- Final post-show attendee list of trade and media delegates
- 24-hour security guard service in the hall
- Access to JPMA 2019 Show functions and features, such as the Industry Party, Innovation Awards and other special attractions



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How does this opportunity compare to a standard 10x10 exhibit?

	Tabletop Display in the Start-Up Central Pavilion	Standard 10x10 Exhibit on the Show Floor
Package Inclusions	<ul style="list-style-type: none"> <li>• one (1) 6' ft. draped table</li> <li>• two (2) chairs</li> <li>• one (1) wastebasket</li> <li>• identification sign</li> <li>• standard show carpeting</li> </ul>	<ul style="list-style-type: none"> <li>• 8' ft. high back wall and 3' high side walls with solid color pipe and drape</li> <li>• one (1) 6 ft. draped table</li> <li>• two (2) chairs</li> <li>• one (1) wastebasket</li> <li>• identification sign</li> <li>• standard show carpeting</li> </ul>
Location	Start-Up Central will be located in an enclosed 60x40 space in the center of the show floor	No defined or enclosed area
Audience	Trade, Media and Consumer	Trade, Media and Consumer
Poken Token for data capture, lead retrieval and digital content share	One (1) Token	One (1) Token
Access to the JPMA VIBE Hosted Buyer program	Yes, at the non-exhibitor rate	Yes, at the exhibitor rate
Educational sessions geared towards exhibitors	Yes	Yes
Web portal for exhibitor services	Yes	Yes
Listing in official JPMA Show print directory, on Show website, on the mobile app and interactive digital floor plan	Yes	Yes
Trade badges for company representatives	Two (2) registrations	Unlimited registrations
Complimentary temporary staff badges during set-up and dismantle hours	No	Yes
Final post-show attendee list of trade and media delegates	Yes	Yes
Co-marketing opportunities and social media posts on JPMA channels	No	Yes
24-hour security guard service in the hall	Yes	Yes
Access to JPMA 2019 Show functions and features, such as the Industry Party, Innovation Awards and other special attractions	Yes	Yes

### **Tabletop Exhibitor Rules**

- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- Floor standing banner stands are not permitted in front or on the side of the tabletop. Any pop up banner MUST be behind your table. There will be approximately three (3) feet behind the table which includes the space needed and room for your provided chair.
- Exhibitors are encouraged to display promotional items on the tabletop. Table display banners must not exceed 5' in height and 4' in width and/or floor standing display banner stands (behind your table) must not exceed 8' in height and 3 ½' in width
- Exhibitors may not solicit in the aisles or in any other location in, around or outside the Start-up Central location except at their tabletop booth
- If you require electricity and/or Internet for your tabletop, please order these services directly from the official contractors of that's service.
- Exhibitors may be asked to remove any display items not in compliance with these guidelines
- Storage will not be provided. Please place any items under your skirted table display

**Tabletop Assignment Policy:** Requests for table locations will be handled on a first-come, first-served basis. If extra space is needed, it may require purchase of a second space. Tables will be assigned only after full payment has been received. Show Management reserves the right to determine final exhibit table assignments. JPMA reserves the right to relocate table top displays to ensure maximum exposure for exhibiting companies to the event attendees. This may include relocation to a different meeting space/location and may include being located in a different area on the exhibit floor. Exhibitors will be notified in advance.

Renderings for Example Only

