



Start-Up Central Pavilion FAQs Tabletop Display Opportunity

Limited Availability

Whether you have a crowdfunding campaign going on Kickstarter or you've launched organically with the support of blogger's and influencers, JPMA wants to show some start-up love! Start-Up Central is a special Pavilion area located on the show floor where our tabletop display partners will be featured. Space and availability are 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*)
- 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 2020 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"> • one (1) 6' ft. draped table • two (2) chairs • one (1) wastebasket • identification sign • standard show carpeting 	<ul style="list-style-type: none"> • 8' ft. high back wall and 3' high side walls with solid color pipe and drape • one (1) 6 ft. draped table • two (2) chairs • one (1) wastebasket • identification sign • standard show carpeting
Location	Start-Up Central will be located in a special Pavilion area on the show floor	No defined or enclosed area
Audience	Trade, Media and Consumer	Trade, Media and Consumer
Access to the JPMA VIBE Hosted Buyer program	Yes, at the 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

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24-hour security guard service in the hall	Yes	Yes
Access to JPMA 2020 Show functions and features, such as the Industry Party, Innovation Awards and other special attractions	Yes	Yes

Renderings for Example Only

