

2012
Parents Palooza
 Cobb Galleria Centre
 Atlanta Georgia

WHY SHOULD YOU EXHIBIT?

WHO?

The show will feature products, services, information and resources for parents and children from all **Stages of Family** Including:
 PREGNANCY BABY
 TODDLER KIDS TWEENS
 TEENS MOMS DADS

& CATEGORIES SUCH AS

EDUCATION & LEARNING

TECHNOLOGY & NETWORKING

HEALTH & BEAUTY

PLAYTIME & FAMILY FUN

FEEDING THE FAMILY

HOME & GARDEN

FAMILY RESOURCES

and so much more...

If Parents & Families are YOUR market, it is YOUR BUSINESS to be here.

72,000 SQ FT
EXHIBITOR SPACE

NOV 10th & 11th

Top Ten Reasons to Exhibit

1. Not Just Another Family Fair
2. Set Appointments
3. Build Trust
4. Demonstrate Your Product - Live
5. Strengthen Your Relationships
6. Launch a New Product
7. Establish or Strengthen Your Brand
8. Test Your Market
9. Do in Two Days What May Otherwise Take Months
10. Take Advantage of our Services to Enhance Your Business--Social Media, Branding, Photo & Videography. (We can help take your business to the next level)

WE ARE INVESTING IN YOU

Our Sponsors and Exhibitors essentially determine what Parents Palooza has to offer. You are the face of our Expo. In order for our event to be successful we want to help your organization reach new heights of success. That is why we are offering new, unique opportunities for our exhibitors to establish, build, or enhance their online presence, master or outsource the necessity of social media, and step out in front of the competition with a visual story. This along with a new exhibitor training resource with tips, videos, and information to guarantee that you have the tools available to make the most of your opportunity at Parents Palooza.

2 DAYS EXHIBIT What makes this THE RIGHT Way to INVEST YOUR Marketing Dollars?

An opportunity to meet existing and potential clients face-to-face to deliver your message, display, demonstrate, ask and answer questions, brand, and humanize your organization is invaluable. We create a realm of possibilities for your marketing dollar that other forms of advertising cannot deliver.

YOUR MARKETING \$\$\$	PARENTS PALOOZA	TV	RADIO	PRINT	ONLINE
IMMEDIATE SALES & APPOINTMENTS	YES	NO	NO	NO	YES
# of SENSES ENGAGED	5	2	1	1	2
MEET THE CONSUMERS	YES	NO	NO	NO	NO

OUR MULTI-MEDIA MARKETING CAMPAIGN

An aggressive advertising and promotional campaign including Television, Radio, Internet, Print, Social Media, and Daily Deal Ticket Discounts & Giveaways will make this Expo an event that families will not miss! Here's a taste of our 2011 Campaign:

- Media Partnerships (print, radio and web) = \$100,000+
- Broad spectrum of media
- **Minimum number of impressions = 1-Million+**
- Media Partners have expressed a strong interest in the 2012 event.

All forms of media are effective--which is why we use the media listed above in our campaign. If you put forth the effort to be a successful exhibitor (we provide the tools you will need), Parents Palooza is the greatest investment you could make with your marketing dollar. This is your chance to reap the benefits of a Multi-Media Marketing Campaign gaining over a Million+ impressions the only purpose for which is to lead those million+ impressions directly to you.

LOCAL MEDIA COVERAGE: Interview on Fox 5 Good Day Atlanta, Mentions & Giveaways: AJC, Star 94, Atlanta Parent, 104.7 The Fish, 11Alive News

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ajc The Atlanta Journal-Constitution

