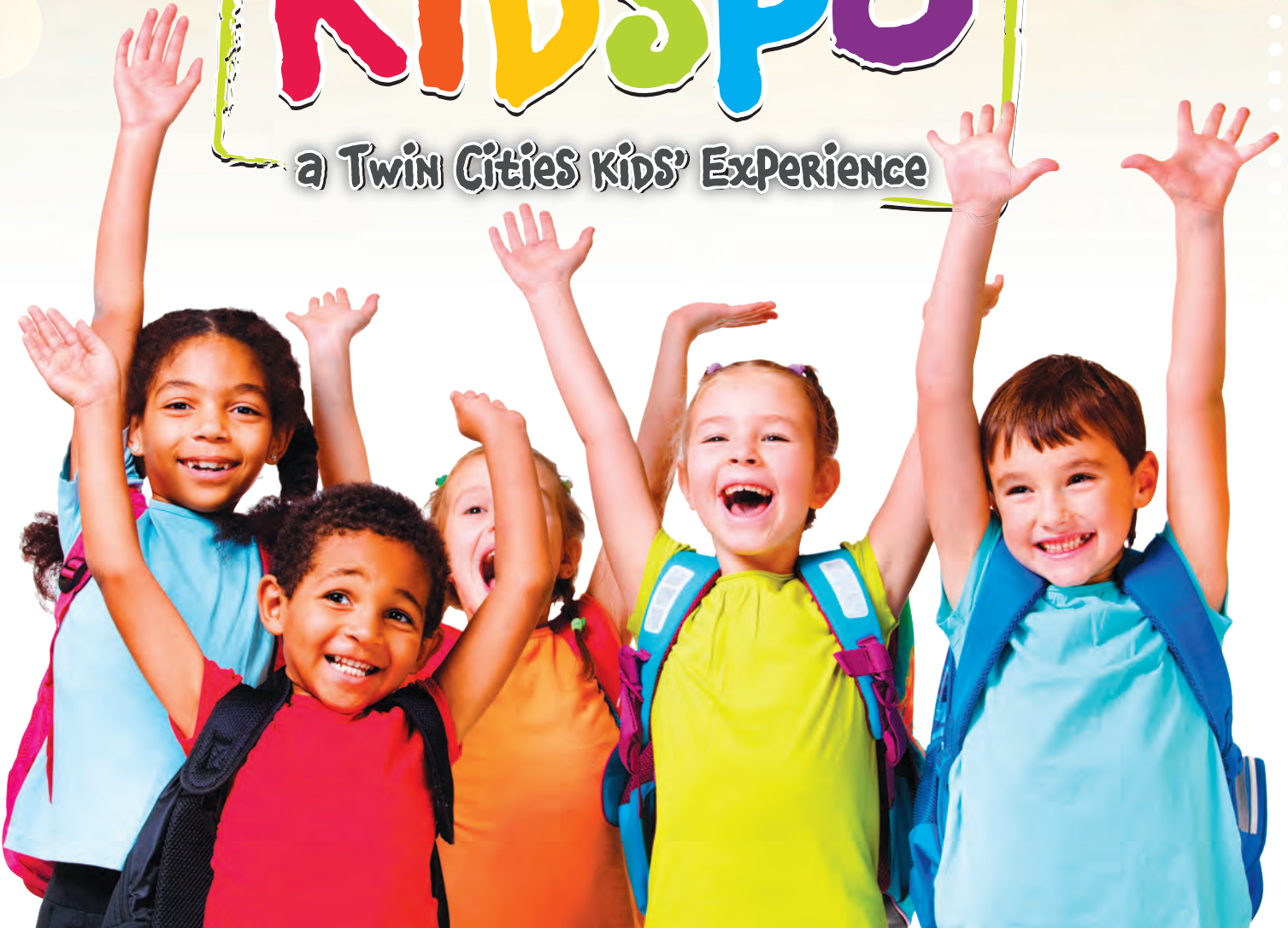


SATURDAY, SEPTEMBER 29TH, 2018

10:00am-3:00pm • Eagan Community Center



EXHIBITOR INFORMATION

brought to you by





Saturday, September 29, 2018
10:00 a.m. to 3:00 p.m.
Eagan Community Center

SPONSOR PACKAGES

	Presenting \$2,750	Gold \$1,750	Silver \$1,250	Sponsor \$200 Plus Bags	Exhibitor \$425
	2 available	4 available	Unlimited	1 available	
Exhibit Space (no pipe and drape)	20 x 8	20 x 8	10 x 8	10 x 8	10 x 8
8' skirted table / chairs	2	2	1	1	1
Booth Location	Choice	Choice	Choice	Choice	Random
Electricity (Location must be on a perimeter wall)	Yes	Yes	Yes	Yes	If Avail
Logo, short description, hyperlink & ability to place an offer on kidspomn.com	Yes	Yes	Yes	Yes	Yes
\$5 Food Voucher for ECC concessions	4	4	2	2	1
Facebook Mention	Yes	Yes	Yes	Yes	Yes
Print ad reaching 65,000 households	3 Half Page Ads	Free 1/4 Page Ad	Free 1/4 Page Ad		
1 Month Premium Billboard on SunThisweek.com (runs Sept 2018)	Yes				
Full Color ad in September 21st issue - on kidspo pages ³	4 x 4	2 x 4	2 x 2	2 x 2	
Logo on volunteer t-shirts	Yes	Yes	Yes	Yes	
Exposure on promo ads in SunThisweek/DCT (Aug-Sept)	Lg. Logo	Logo	Name	Yes	
Mention in pre and post event editorial	Yes	Yes	Yes		
Logo on general event signage	Yes	Yes			
Your business incorporated into a stage activity	Yes	Yes			
Logo on digital and programmatic marketing (Aug-Sept)	Yes				

1. Bag Sponsor must donate a minimum of 500 bags. Bags must be reusable material (no plastic) and must be minimum 10" x 8".
2. Included Sponsor ads can run any one date in all of Sun Thisweek/Dakota County Tribune prior to October 12, 2018 and is a full color ad.
3. These ads will run on the KIDSPo information pages in Sun Thisweek/Dakota County Tribune.
4. 2x2 ad will run in Sun Thisweek and the Dakota County Tribune.



EVENT ADVERTISING & PROMOTION SCHEDULE

EDITORIAL FEATURES

SunThisweek | Dakota County Tribune

August-September

SPECIAL ADVERTISING SECTIONS

June	Farmington Dew Days
June	Apple Valley Freedom Days
June	Lakeville Pan-O-Prog
July	Dakota County Fair
July	Rosemount Leprechaun Days
August	Sun Family Living/(Back To School)
September	Burnsville Fire Muster

PRINT ADS

PRIMARY MARKET - July - September

SECONDARY MARKET - August - September

TERTIARY MARKET - September

Minnesota Monthly Magazine - August - September

ONLINE

SunThisweek.com: KIDSPo ad with hyperlink (July-September)

Other ECM Websites: KIDSPo ad with hyperlink (September)

KIDSPo Website: kidspomn.com

Social Media: [facebook](#)

Programmatic Targeting Ads: August-September

Schedule subject to change without notice.

TARGET MARKETS

PRIMARY MARKET

Sun Thisweek

Apple Valley, Burnsville, Eagan, Lakeville

Dakota County Tribune

Farmington, Rosemount

SECONDARY MARKET

Sun Current

Eden Prairie, Edina, Richfield, Bloomington

Sun Sailor

Chanhassen, Deephaven, Excelsior, Hopkins, Minnetonka, Plymouth, Shorewood, St. Louis Park, Wayzata

Sun Post

Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, New Hope, Robbinsdale

Sun Focus

Columbia Heights, Fridley, Mounds View, New Brighton

Northfield News

Northfield & Surrounding Area

TERTIARY MARKET

Sun Patriot

Waconia and surrounding communities

Press & News

Osseo, Maple Grove and surrounding communities

Monticello Times

Monticello and surrounding communities

The Gazette & Valley Life

Stillwater and surrounding communities

ABC Newspapers

Anoka and surrounding communities





WHAT IS THE KIDSPo EXPERIENCE?

Connecting families, kids and communities. A one day event with over 50 activities just for kids AND featuring kids on our live stage. We will be hosting interactive activities with local non-profits, showcasing 50+ local businesses and brands, and enjoying a day of music, dancing, a fashion show and more! The event will be Emceed and facilitated by Twin Cities Road Crew (formerly Radio Disney).

TIPS FOR A SUCCESSFUL EXPERIENCE!



OPEN CONCEPT / CENTER STAGE!

We will be eliminating the pipe and drape booth separators to make way for a more open concept space. This will allow us to put the stage towards the center of the room to allow families to see the demonstrations/performances throughout the day.



YOU ARE THE ENTERTAINMENT!

We will be asking each exhibitor to host an interactive activity in their space. A list of options are available, or you are free to choose your own. This is your opportunity to connect with parents. Make sure your activity allows you the ability to talk, or that you have enough staff to handle both.

DID YOU KNOW?

We want to tell families why you are a must-see at KIDSPo. We will ask you to tell us about one product/service/feature that families will love/need. We will (1) put this on on kidspomn.com with your logo and link to your website, (2) mention this on the KIDSPo Facebook page and (3) we will create a small sign for your table.



TWIN CITIES ROAD CREW!

The Twin Cities Road Crew will be our entertainment partner during the show. They use a unique platform of music, games and prizes to people excited and participating in the fun!

- 1. Set a goal!** Do you want to collect a certain number of emails, do you want to sign a certain number of families up, do you want to hand out a certain number of brochures? Define your goal ahead of time.
- 2. Strategize!** It is not enough to set a goal. You need to determine how you will achieve it. Will you offer a free gift for families who sign up today? Will you hand out a coupon or special offer for families who sign up for your mailing list?
- 3. Pre-promote!** Make sure that you are letting your customers/social media audience know they can come visit you at the expo. You can even offer a free gift to any customers that stop by and say hi!
- 4. No sitting!** Do not sit behind your table and hand out materials as people walk by. Put your table behind you and greet people. Encourage them to come into your space if they want any of your items/information.
- 5. No Freebies!** Don't just give away free items. Make families earn it by talking with you, doing an activity or answering trivia questions about your business/industry.
- 6. Engage them!** When families come to your booth to participate in your activity, make sure you have 1-3 questions ready to ask the parents to get a conversation started.
- 7. Follow up!** This is one of the MOST IMPORTANT pieces. People are bombarded with information at a show, YOU need to reach out to them afterward. Have a way to collect contact information and add them to your mailing list, give them a special offer, or check-in with them every few months.



ACTIVITY STARTERS!

We want to help facilitate genuine connections between all of you with families that attend KIDspo. These activities don't need to cost a lot (or anything at all) – they are simple ways to start a dialogue. You are welcome to choose any idea from the list below or propose your own. We encourage new ideas that help kids think about service and their natural environment!

Additional Resources:

carnivalsavers.com/freeboothideas

kidsactivitiesblog.com

[mommypoppins.com/kids/50-easy-science-experiments-for-kids-fun-](http://mommypoppins.com/kids/50-easy-science-experiments-for-kids-fun-educational-activities-using-household-stuff)

educational-activities-using-household-stuff

abeautifulmess.com

happinessishomemade.net/45-quick-easy-kids-crafts-anyone-can-make

FREE...or almost free...ACTIVITIES

- **Guessing Game:** Guess the number of jelly beans, coffee beans, pennies etc. in a jar. Top 5 winners eligible for a prize. Materials: large mason jar + items to fill it with
- **Paper Airplanes:** Teach kids to fold and fly paper airplanes! Alternative option is to buy books that have pre-scored sheets to tear-out. Materials: white paper + markers. Optional: stencils
- **Cups:** A childhood favorite for older kids. Do you remember how to play cups (to Anna Kendrick's song)? Materials: 15-20 cups + experts who know how to play
- **Sticky Notes "Words of Kindness":** Prep a number of sticky notes with positive messages (e.g. "I hope you have a great day", "I love you" etc.) and have blanks for kids to write-on to give to people at the event (family, other vendors, people they just met)! Materials: sticky notes, pens
- **Joke Time:** Prep a number of knock-knock and/or other easy to understand jokes for kids. Have each child choose a prepared joke from a jar and tell it a friend, family member or stranger who could use a day brightener. Materials: jar, lots of jokes!
- **Invisible Ink:** Lemon juice and a few drops of water makes excellent invisible ink. Simply have kids draw pictures with cotton balls utilizing the mixture. Have a few flashlights or other heat sources available so kids can "see" their invisible drawings become visible. Materials: lemons, water, cotton balls, white paper.
- **Lego/Block Building:** If you have an excess of Lego's and/or other building materials easily available, you can create a simple station where kids can build and create. A small kids' table adjacent/in front of your booth would be helpful to have with a few chairs. Materials: Lego's. Optional: Kid's chair + table

Slightly More Involved Activities

- **Bookmarks:** Kids loving making bookmarks and they are a wonderful take-home project. You can make this as simple or complex as you'd like! Materials: blank bookmarks (can be bought on Amazon), stickers, markers. Optional: stencils and other materials (natural materials like leaves, acorns, etc.) also work well.
- **Washi Tape Bracelets:** Another nice take-home craft. Plastic bangles can be covered in duct tape or a variety of washi tape. Will need some adult supervision to help cut and wrap. Materials: plastic bangles (can be found in bulk at any craft store), different colors/patterns of Washi tape.
- **Make Your Own Bubbles:** Bubbles are fun and easy for kids to make. Simply make the bubble mix at your booth or in advance (10 cups water + 1 cup dish soap + 1 cup corn starch) and have kids fill their own bubble bottles. Materials: empty bubble bottles (can be found on Amazon), dish soap, corn starch
- **Bubble Wands:** Just as easy as making your own bubbles, bubble wands can easily be made from pipe cleaners. Create a loop with one of the pipe cleaners and thread the 2nd one through and twist for the handle. Materials: various colors of pipe cleaners
- **Paper Bag Puppets:** Simply cut out or buy sticky googly eyes – have plenty of construction paper handy and kids can make their own brown bag puppet or monster! Sticky tape squares typically work better (and are less mess) than glue! Materials: brown paper bags, googly sticky eyes, construction paper, sticky tape squares, kid scissors
- **Modified Carnival Games:** Ring toss, bean-bag toss, fish pond game and other carnival favorites can be adapted for table top purposes. Materials can be easily acquired from any Dollar/Craft store.
- **Ribbon/Fairy Wands:** This activity involves a bit more prep but will definitely be a hit. Requires wooden dowels, round hooks that you screw into one end of the dowel and a variety of ribbon, fabric etc. that kids can attach themselves. Materials: wooden dowels, hooks (we recommend buying "screw eyes") and assorted ribbon.
- **Pumpkin Pie Playdoh (via kids' activities blog):** We suggest that you make the playdoh at your booth and kids can take it home wrapped in wax paper – a great seasonal take-home craft that smells wonderful! Recipe: 15 oz can of pumpkin | 3 tablespoon pumpkin pie spice | 2-3 cups corn starch. Mix pumpkin and spice together and slowly fold in corn starch until desired consistency achieved. Materials: pumpkin, pumpkin pie spice, corn starch and wax paper for transporting.
- **Mini-pumpkin painting:** Simply buy mini pumpkins and paints and have kids go at it! Materials: mini pumpkins, paints, paint brushes and supplies for kid clean-up (e.g. wet wipes)
- **Sensory Bin Seek and Find:** Fill a deep bin with rice, beans – whatever you choose and hidden plastic prizes, small coins, tattoos or stickers. Kids take turns trying to find the "treasure" within the bin. Materials: table-top bin, rice/beans/oatmeal and small prizes
- **Pasta Necklaces:** This is a fun and easy craft for younger kids. This involves making or buying various colored uncooked penne pasta and string. Tie a large knot at one end of the string and have kids add the pasta to make a necklace. Materials: Dyed penne paste, string
- **Birthday Card Station:** Kids always know someone with an upcoming birthday – a nice way to spread some joy with a mini card station. Materials: different colored paper, markers. Optional: Stencils, stickers
- **iPads/Tech:** Apps are a great demonstration/learning tool. We recommend visiting commonsensemedia.org as a starting point for ideas and resources.

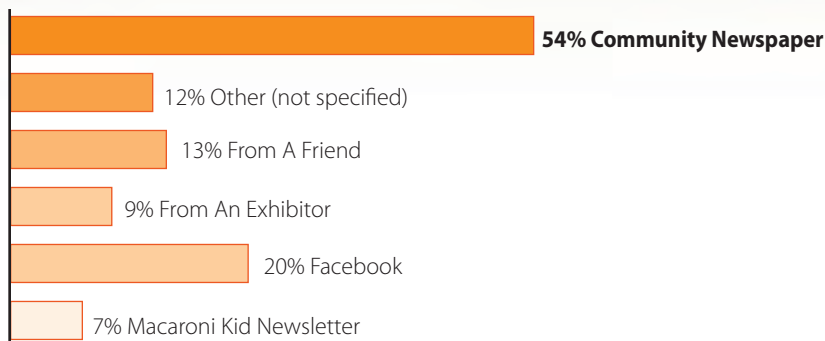


ATTENDANCE DEMOGRAPHICS

54%

OF ATTENDEES HEARD
ABOUT KIDSPo FROM THEIR
COMMUNITY NEWSPAPER!

*Sun Thisweek, Dakota County Tribune,
and/or Sun Current*



Source: 2015 KIDSPo Exit Survey

21% Of attendees said they **purchased** something from an exhibitor while at KIDSPo.

89% Of attendees said they **plan to purchase** something from a KIDSPo exhibitor in the future.

91% Of attendees liked the type of exhibitors in attendance.

96% Of attendees said they would recommend KIDSPo

96% OF ATTENDEES SAID
THEY WILL ATTEND
KIDSPo NEXT YEAR!

Source: 2015 KIDSPo Exit Survey

ESTIMATED ATTENDANCE
2,500

Average number of children
in the household: 2.5

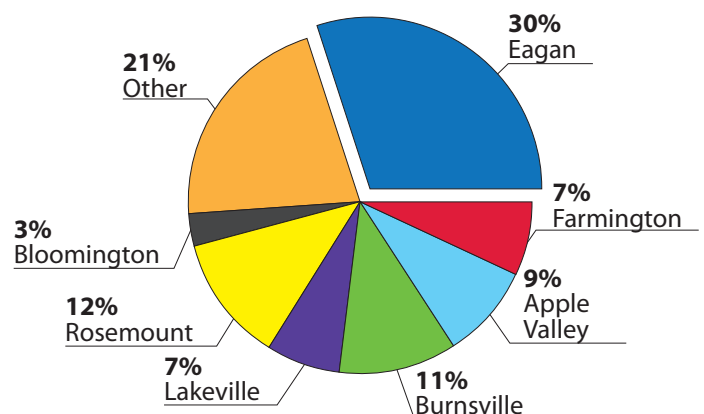
Average age of children:

6 YEARS

58% are girls | 42% are boys

Source: 2015 KIDSPo Exit Survey

WHAT COMMUNITIES DID ATTENDEES COME FROM?



WE WANT YOU!

Attendees specifically asked to see these businesses at the next event: science, henna, animals, books, jewelry, music.

Source: 2015 KIDSPo Exit Survey