



**28 ~ 29 Nov 2015**  
**Weltevreden Estate**  
**Stellenbosch**

**JOIN US FOR THE *exciting* NEW**

## **MOMMY & ME EXPO AT WELTEVREDEN ESTATE.**

Through exhibiting at THIS event, you are ensured of reaching YOUR target market!  
You are hereby cordially invited to promote your business or service at this exhibition.

### **WHY EXHIBIT WITH MOMMY AND ME EXPO?**

The Mommy and Me Expo is all about the bond between a mother and child. We aim to create an Expo that celebrates the relationship and memorable moments between parents and grandparents with our babies, toddlers or children. From the growing bump to the 'pitter patter' of feet to the growing giggles. Each stage and milestone should be cherished. The Mommy and Me Expo is all about understanding, celebrating, capturing and enjoying the lives of our little ones. From healthy advice and nourishing tips, to cute products and fun services, to educational and learning activities. Clothing and shoes, nursery décor and furniture, toys and useful equipment are only a few to mention. For the more serious side we have financial solutions, security options, CPR education and safety programs and much more. Not just another Expo, but a way of making your life a little easier.

#### **OBJECTIVE**

The Mommy and Me Expo will present a variety of products, services, support, advice and tips to mothers, fathers and grandparents. Each stage will be provided for, from maternity, baby, toddlers and children. We focus on all aspects concerning a child's wellbeing, health, entertainment, security, education and products. We provide support for parents and grandparents, services to make their decisions easier, trustworthy day-cares, programs, medical options and financial solutions. We aim to give trustworthy options and solutions to our parents.

### **EXHIBITORS PROFILE**

Birthing Options and Support | Beauty and cosmetics | Health | Skincare & Beauty Products | Cord Blood services | Children's / Babies' clothing | Community Support | Day Care and Childcare Options | Educational Products and Services | Entertainment | Spa / Resort | Financial and Insurance services | Health and Fitness | Infant and toddler programs | Nursery and toddler décor | Wellness | Musical education | Photography | Prenatal and pregnancy supplies | Publications | CPR Education | Safety and security | Strollers and Furniture | Toys | Jewellery and Accessories | Fashion Boutiques | Children Parties and Supplies | Outdoor Activities | Swimwear and Safety | Gifts and Keepsakes | Travel and Vacations | Websites and Forums and much more

### **VISITORS PROFILE**

#### **PRIMARY AUDIENCE**

0 – 70 Ages

Parents, Grandparents,  
Godparents, Babies, Toddlers  
and Small Children.

### **ADDED ATTRACTIONS**

#### **FASHION SHOWS**

12h00, 14h00, 16h00

#### **COMPETITIONS**

- WIN-4-YOUR FAMILY
- LUCKY DRAW PRIZES

#### **CARNIVAL PLAY PARK**

### **MARKETING CAMPAIGN**

#### **RADIO & NEWSPAPERS MAGAZINES**

- Parenting & Child Related

#### **OTHER**

- SMS/E-MAIL
- Own Website/Event Websites
- FB/Twitter/Pinterest/Instagram
- Posters/Pamphlets at local crèches, preschools etc.
- Parenting & Children Forums/Blogs
- In-house Venue Marketing



# BOOK NOW

## STAND SIZE & RATE

## ADDITIONAL COST

|                                      |            |                                       |           |
|--------------------------------------|------------|---------------------------------------|-----------|
| 2x1m Stand                           | R 3 200.00 | +2m <sup>2</sup> Shell Scheme Package | R 600.00  |
| 3x1m Stand                           | R 3 800.00 | +3m <sup>2</sup> Shell Scheme Package | R 900.00  |
| 2x2m Stand                           | R 4 400.00 | +4m <sup>2</sup> Shell Scheme Package | R 1200.00 |
| Outside Activities (Open Space Only) | R 2 000.00 |                                       |           |

**INCLUDES:** badges x 2, comps x 2, flooring      **EXCLUDES:** tables, chairs, cloths, covers & extras

## SHELL SCHEME STRUCTURE

Shell scheme package includes the following:



1. White fascia beam
2. Company name in straight forward green vinyl lettering at the top of your stand
3. White shell scheme panels (melamine cubicle - walls on 2/3 sides of your stand)
4. 1 x 15 Amp Plug point (only 1 double adaptor allowed - please bring own 10m/15m long lead/multi plug)
5. 2 x 150 watt Spotlights
6. Quarter 30 Amp single phase DB board

### BUILD UP:

27 November 2015: 13h00 - 20h00

### EXPO DAYS:

28 November 2015 from 10h00 - 18h00

29 November 2015 from 10h00 - 17h00

### BREAKDOWN:

29 November 2015 from 17h00 onwards

### PARKING:

FREE

### PAYMENT TERMS:

Deposit (50%) to be paid immediately.

Balance to reach us on or before 30 October 2015.

### SHARING OF STANDS:

*Not more than 2 exhibitors are allowed to share on a 2x1m, 3 x 1m, 2 x 2m stand. Information of the business sharing a stand with the contract signatory must be forwarded to us on completion of the participation contract. No exhibitor will be allowed to distribute any information of non participating businesses either by means of electronic device, business card, word of mouth, display cards on tables or any other way!*

## HOW TO BOOK

- Please see floorplan.
- Choose a stand size & nr.
- Let us know your preferred stand and we will send you a booking form.
- Fill in the booking form – sign all the pages and send back to confirm your stand.
- An invoice will then be sent to you.
- Please send proof of payment to [desiree@donatoevents.co.za](mailto:desiree@donatoevents.co.za) or fax to 086 627 8656.

## ADDED EXPOSURE

### **BREAST FEEDING AREA & BABY CHANGING AREA:**

Contact us for details.

### **BRANDED GOODY BAGS:**

Printed goody bags with relevant branding to all visitors.

### **GOODY BAG INSERTS:**

Discount coupons @ additional cost of R250.00

### **MARKETING & SPONSORSHIP OPPORTUNITIES:**

Contact us for details.

### **SOCIAL MEDIA COVERAGE:**

Any latest news or pictures can be sent to us and featured on our facebook page.

### **WEBSITE ADVERTISING - DONATO EVENTS:**

Your product or service can feature specials with a description and link to your website @ additional cost of R250 per month.

## VISITORS INFO

### **ENTRANCE FEE**

- Tickets can be bought at the entrance of the expo.
- Adults - R50
- Children - R20
- Under 1 year - FREE

## BOOKINGS & ENQUIRIES DONATO EVENTS

Do not hesitate to contact us, as you might have your own requirements in terms of stand size.

*Jeanne-Marie Lambrechts*

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[sales@donatoevents.co.za](mailto:sales@donatoevents.co.za)

<http://www.donatoevents.co.za>

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