



5th Annual

Brought to you by Reproductive Wellness, Natural Baby Pros & Hullabaloo

Sunday September 14, 2014

**Del Mar Fairgrounds
2260 Jimmy Durante Boulevard
Del Mar CA 92014**

Keynote Speaker: TBA

2014 Sponsor Opportunities

Join us for the Re-Evolution of Community

Fill the needs of thousands of growing, health-conscious families in San Diego and beyond with your brand, product or service.



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Three Events Under One Tent

The **Natural Family Fair** is the combination of three highly successful events brought together by three passionate organizations. **Your Natural Baby Fair** has joined with **The Fertility Expo** and **The Hullabaloo Family Music Festival** for a full day of fun and learning. With a combined 12 years of event experience, Natural Baby Pros, Reproductive Wellness and Hullabaloo have their sites on education, connection and fun, no matter what part of the parenthood path folks are at.

Who Attends Our Event?

The Natural Family Fair is flooded with individuals and families interested in everything related to family planning and health, from preconception through parenting. They are a mix of natural, inquisitive, receptive, and open-minded consumers, looking for the options that best fit their family, pregnancy, birth and parenting needs.



Expected attendance this year is from 1,500 to 3,000, with online exposure well into the tens of thousands. Children in attendance usually range in age from newborn to age 10. We have tailored our sponsorship packages to appeal to local and non-local businesses to help **raise brand awareness and increase exposure of your products and/or services** among this **growing and targeted audience**. Sponsorship is open to those who share our same mission and passion for educating and connecting families to the various options available in raising a healthy and vibrant family.

What an honor it was to speak at Your Natural Baby Fair. I not only spoke to an engaging audience of families eager to be informed, but was impressed with the opportunity to reach beyond San Diego to families listening to the live streaming worldwide. I recommend any parent or soon-to-be parent to get connected with Natural Baby Pros and Your Natural Baby Fair

~ Dr. Bob Sears, Pediatrician and author of The Vaccine Book

www.NaturalFamilyFair.com

858-334-3113



FERTILITY Expo
SAN DIEGO

YOUR
Natural Baby
FAIR



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Doing Business at The Fair

The Baby Fair was fantastic! You guys did an excellent job! The venue was wonderful and the attendees seemed to really love the event. We were so happy to be a part of it.

~ theBump

Your Natural Baby Fair was a great opportunity for our business to reach our target customer. We made personal and professional connections throughout the day. ~ Kristel Boe, Kid Ventures



It was a very successful event for us. We sold some stuff--more than I have at just about any fair/ conference/ convention before this, but more importantly we did get a TON of interest in our classes. I will definitely do it again next year. This event is perfectly targeted to what I do. It's the best event to market my services.

~ Baby Sign Language Basics/Babygarten Studio

Your Natural Baby Fair was everything I expected. Great people, great vendors, great turnout and entertaining. I hope to attend next year.

~ Christina Cruz, FacePaint World

We appreciate the networking, support and information for our business, potential clients and most importantly the families that attend. Babies don't come with manuals, but at least parents can now feel empowered by the support of new moms and resources available at unctons like these. ~ The Family Guidance and Therapy Center of Southern CA



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What's In Store for 2014?

The Natural Family Fair is the combined effort this year of Natural Baby Pros, Reproductive Wellness, Hullabaloo and so many other amazing local San Diego and National organizations. We are moving to the beautiful Del Mar Fairgrounds to support the growing demand of families and businesses alike. The Fairgrounds are easy to access with ample parking, shuttles to the venue and beautiful ocean breezes. Entertainment, education and exhibitor information will be constantly flowing with pre- and day-of event marketing opportunities available through the following:



Pre-Event-Marketing Opportunities:

- Social Media Campaigns
- Online & Website Exposure
- Email & Direct Mail Campaigns
- Press Releases
- TV, Radio & Print Marketing
- Professional Interviews
- Pre-Event Vendor Mixer

Day-Of-Marketing Opportunities

- Exhibitor Area
- Keynote & Featured Speakers
- Classrooms & Workshops
- Live Demonstrations
- Goodie Bags & Swag
- Printed Program & Coupon Book
- Breastfeeding Lounge
- NEW Fertility Lounge
- NEW Daddy's Lounge
- NEW Community Clinic

Hullabaloo Festivals = authentic joy where all ages are toe tapping along to the contagious tunes that fill up your heart and soul with happiness! Every concert and festival that I have brought my girls to has left us with wanting more! Thank you Hullabaloo for bringing such joyful energy to our children's lives and to our grateful community!

~ Anne B.

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Who Are This Year's Hosts?



NaturalBabyPros.com is the online global community and platform for natural-minded fertility, maternity and baby professionals and organizations. Your Natural Baby Fair has become a mainstay in the San Diego birth, health and wellness community over the last five years, each year growing and expanding to connect more families with local professionals. Last year was the first year to have New Mommy Media offered live online streaming video of our speakers and demonstrators.

Natural Baby Pros continues to seek ways to share the important messages, products and services of our vendors and speakers in videos, articles, blogs and other content on the website. Learn more at www.naturalbabypros.com and www.yournaturalbabyfair.com.



HULLABALOO

Hullabaloo is an award winning talent offering farm-fresh, free-range, organic kid-folk music. The Hullabaloo Family Music Festival has been delighting kids and adults alike since 2011. Bringing together music, art, dance, and just plain fun, we give you a day of toe-tapping, clapping and hand-on experiences that help the whole family find their inner kid again. Come ready to listen to Hullabaloo and other parent-friendly groups that cater to both the ears of a toddler and the sanity of an adult. Learn more at www.hullabalooand.com and www.hullabalooartsfest.com.

REPRODUCTIVE WELLNESS
ACUPUNCTURE & INTEGRATIVE MEDICINE



Reproductive Wellness is a functional clinic that has helped couples in Southern California with their reproductive health for more than 10 years. With two

San Diego locations and one in Temecula, plus a growing online community, they provide high quality care and education to women and men facing reproductive health challenges. For 5 consecutive years, Reproductive Wellness has hosted and sponsored the San Diego Fertility Expo dedicated to connecting couples trying to conceive with fertility experts. Reproductive Wellness created The San Diego Fertility expo as an annual event to educate the community about fertility, explore treatment options and find support during the fertility journey. Learn more at www.reproductivewellness.com and www.sandiegofertilityexpo.com.

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Supporting a Worthy Cause

Every year the fair has partnered with a non-profit organization to help raise funds for their cause. This year, Your Natural Baby Fair has decided to launch their own non-profit organization to host the fair with proceeds aimed at empowering small businesses and non-profits providing services to parents and babies in the birth and health fields. Our goal is to provide grants and education to maximize marketing and promotion efforts to companies that otherwise couldn't afford to shout from the rooftops about how important and needed their services are. A percentage of proceeds of the fair will be the seed money for the creation of the non-profit entity and the first grants for the 2015 fair.

Event Testimonials

As a first time mom to be, I was very eager to learn from our local San Diego vendors as much as I possibly could about how best to prepare for my current pregnancy, upcoming birth and parenthood. I found some very valuable resources, products, and information, so I thank you for that. It was nice to have a place to go where I felt like one of many in regards to wanting to live and provide the healthiest lifestyle for my family.

~ San Diego Mom

We loved the festival! Our son is now 3, and one of his first words was "Steve"! We have since moved to Idaho but catch up with the festival through Hullabaloo's you tube channel...in which our son has a cameo from the first Del Mar event. Hullabaloo is on repeat in our car stereos! Fun for EVERYONE!

~ Nancy R.G.

Moms everywhere want more options when it comes to caring for their babies and families via natural remedies. (Natural Baby Pros) provides a great network for just that! They put families in touch with resources they need in the natural minded spectrum of medicine and parenting; families become educated, businesses grow.

~Joann Woolley, Sign4Baby



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Sponsorship Opportunities

FEATURES & BENEFITS	Supporting	Gold	Diamond	Platinum	Executive	Non-Profit/ Media
Booth at Event	Off-Site Only	Single Booth* 2 Lunch Tickets Name Tags (on-site only)	Double Booth* ¹ 3 Lunch Tickets 3 Name Tags	Double Corner Booth* ¹ 3 Lunch Tickets 3 Name Tags	Double Corner Booth* ¹ 3 Lunch Tickets 3 Name Tags	Single Booth Premium Location 2 Lunch Tickets
Logo on Online & Print Marketing Materials	✓ Small	✓ Small	✓ Medium	✓ Large	✓ Large	✓ Medium
Fair Program Ad	✓ Quarter Page	✓ Half Page	✓ Full Page	✓ 2 Full Pages (excl. center spread)	✓ 2 full Pages or 1 Premium location* ²	✓ Half Page
Goodie Bag Insert* ³	✓ 1 Item	✓ 1 Item	✓ 1 Item	✓ 2 Items	✓ 2 items	✓ 1 items
Social Media Marketing	✓	✓	✓	✓	✓	✓
Banner Ad on NBP Website				✓ small	✓ large or footer	
Media Inclusion (TV/Radio/ PR)* ⁴				✓	✓	
Live Broadcast Ad				✓ 1	✓ 2	
Speaking Opportunity					✓	
Listing on NBP	Premium	Premium	Premium	Premium	Premium	Premium
Inclusion in Business to Business Booklet	Pro Level	Pro Level	Premium Level	Full Page	2 Full Pages or 1 Premium Location* ²	
Tickets to B2B Mixer		✓	✓	✓	✓	✓
	\$500	\$1,000	\$2,500	\$5,000	\$7000* ⁵	\$500

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***1 Included With Each Sponsor Booth:** One 6 ft. table, two chairs, electricity, and a 10x10 space (corner booths vary). Exhibit Area is outdoors, coverings for booth spaces may be required and vary. Inquire about options. Additional lunch tickets will be available for purchase. Wifi purchased by each sponsor/vendor for \$6.60/day. Food samples/demonstrations require permitting by the health department; please inform us if you plan to provide such.

***2 Premium Locations** are the inside or outside front and back covers.

***3 All products and samples** are included FREE

***4 Press Releases** are included. Every effort is made to secure radio and television spots, but due to the nature of media, it is not guaranteed.

* Executive sponsor payment can be on a sliding scale for those companies who want to put in effort in the planning and organization of the event. Contact us for details.

We look forward to your participation in The Natural Family Fair 2014!

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Payment Form

First Name: _____ Last Name: _____

Company Name: _____ Website: _____

What is Your Service or Product? _____

Email _____ Phone _____

Address _____

Street

City

State

Zip

How would you like to pay? Check / Cash / MC / Visa

All payments are processed by JAAW Inc. dba Natural Baby Pros, Inc.

Credit Card # _____ Expiration Date _____ CCV _____

Sponsorship Level: _____ Additional: _____ Total Due: _____

Signature: _____ Date: _____

Billing Address (if different from above)

Street

City

State

Zip

Name as it appears on the card

Make and Mail all payments and registration forms to:

Natural Baby Pros
6920 Miramar Rd #203
San Diego CA 92121

Fax: 760-239-6923

Scan and Email: amy@naturalbabypros.com

Phone: 858-334-3113

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