



Welcome to The Mommylicious Trade Fair! Thank you for your interest in becoming an Exhibitor and or Sponsor. We are very excited to present you with this fabulous opportunity to promote your business and look forward to working with you!

### *How to Win Your Next Table for Free!!!!*

We realize how powerful word of mouth is and that our Vendors are our best advertising tool. For all of your efforts in supporting us to spread the word we would like to reward you! At the Registry Table on the day of the show we will be asking people to let us know how they heard about The Mommylicious Trade Fair. After the show we will add up all of the ballots and whichever Vendor brought in the most traffic will receive a FREE TABLE at our next trade fair! To increase your chances be sure to Facebook, Twitter, Blog and scream it from the rooftops....if you invite them they will come!

### *What is the Mommylicious Trade Fair?*

This is a show primarily featuring local businesses offering products and services geared towards families. The Mommylicious Trade Fair will be held in the beautiful Carriage House Inn located in Calgary, AB. There will be over 60 Vendor tables as well as various bonus areas such as stroller check and a private mother's area for nursing, changing and snack time.

Mommylicious is organized and supported by **Fusion Events** and we are working hard to bring you a wonderful venue to present your amazing business to your target market.



## *What is Fusion Events?*

Fusion Events is an event planning company owned and operated by **Hali Wheeler of Sugar & Spice Photography** and **Deanna Stroud of Uberlicious**. Both having been in various trade fairs as Vendors with our own businesses, we decided that we wanted to bring a timeless, fresh and bold new option to the trade fair industry.

We are dedicated to putting on amazing events at affordable prices to enable local businesses to showcase what they have to offer. Our goal is to make our Vendors experience from booking their table right through to after the day of the event a fun, exciting and easy process.

We have created 4 individual events to offer a unique and diverse variety of trade fairs to suit the needs of our Vendors. We hope that one or more of these will be a perfect fit for you and that you'll be able to join us!

Mommylicious ~ A Trade Fair with Flair  
Naturally ~ Mother Nature's Trade Fair  
Bliss ~ Wedding Fair Extraordinaire  
So Chic ~ A Trade Fair Boutique

## *How will this show be promoted?*

We will be promoting the Mommylicious Trade Fair through various media outlets in Calgary and surrounding areas. These include radio advertising, community newspapers, local TV community events calendars, Breakfast Television and various online advertising sites. We know this will be a great way to gain lots of exposure for The Mommylicious Trade Fair, Vendors and our Sponsors. We want you to receive the value you deserve for all of the hard work we know you do each day!



### *How many people attend?*

Based on the amount of advertising and overwhelming interest we've received for this and our past events we are anticipating between 750-1000 attendees.

### *What is provided when I rent a booth?*

Every table is \$275.00 plus GST and includes the following:

- One 8' x 2.5' table draped in a chocolate brown covering
- Two chairs
- Wireless internet
- Power (if you do not require power only pay \$250.00 plus GST)
- The opportunity to include promotional items in our swag bags (500 items needed)
- Business name and website shown in our visitors booklet directory to be handed out to the show attendees
- Your own full page on the website [www.Mommylicious.ca](http://www.Mommylicious.ca) that you can have any or all of the following info on:
  - your logo
  - description of your business, products & services
  - any show specials you'd like to promote
  - images or photos (max 3)
  - contact info
  - a link to your own website

Simply provide us with your info either in a Word Document or an email and we will create a fabulous personal online advertising tool for you and your business.

Should you require pipe and drape to create a private area please inquire for a quote.



### *May I decide where my table will go?*

Yes, during the registration process you will be able to select your table using our interactive booking tool on our website [www.Mommylicious.ca](http://www.Mommylicious.ca)

### *May I sell food?*

If your business is food related you may sell or serve samples of food at the show however it must be pre-approved by Fusion Events prior to your table confirmation. You must also follow guidelines provided by Alberta Health Services. Fusion Events will provide you with the necessary paperwork and information. There will be an additional \$20 fee for the hand wash station at the show which will be provided for you.

### *May I demo Personal Services?*

If your business is providing personal services ie) massage, hairdressing, make-up, face painting, henna etc. you may sell or provide demos of your services at the show however it must be pre-approved by Fusion Events prior to your table rental confirmation. You must also follow guidelines provided by Alberta Health Services. Fusion Events will provide you with all of the necessary paperwork and information. There will be an additional \$20- fee to cover the hand wash station at the show which will be provided for you.

### *Sponsorship Opportunities*

We would like to invite you to become a Sponsor at our show for even more amazing exposure for your business. If you are interested in sponsoring our event or want to know about sponsorship options please see below or feel free to contact one of the following Mommylicious team members @ 403-452-8852 or 403-829-4775

Hali Wheeler - [hali@mommylicious.ca](mailto:hali@mommylicious.ca)

Deanna Stroud - [deanna@mommylicious.ca](mailto:deanna@mommylicious.ca)

[www.Mommylicious.ca](http://www.Mommylicious.ca) 403-452-8852  
4564 Elgin Ave SE Calgary, AB T2Z 0E8



## *Vendor Information*

**Vendor Setup:** 8:00am – 9:30am

**Show Hours:** 10:00am-4:00pm

**Vendor Takedown:** 4:00pm-5:30pm

**Mommylicious Wrap Party:** 4:30pm-6:00pm

Please be considerate of the booths surrounding yours and follow the guidelines listed below.

Inside Perimeter: Please keep your display under 6' high and stay within your 8'x6' space.

Outside Perimeter: Small shelving units or clothing racks are permitted as long as they do not exceed the width of your table. The shelving units must not obstruct other merchants and or customers. Large signage may be used however it must be free standing and not attached to the wall.

Please do not move your tables.

## *Mommylicious Wrap Party*

We know you will spend your entire day focusing on your customers and won't have the chance to meet the other fabulous Vendors. We would like to invite you to join the Mommylicious team for some complimentary snacks and conversation (at a location to be determined) between 4:30pm-6:00pm, once you have taken down your booth. This is also our way of thanking you for making this show such a great success!!



## *Registration Information*

Each booth rental includes an 8' x 2.5' table draped in chocolate brown covering, power (unless otherwise specified), 2 chairs and wireless internet.

**You may pay for up to 4 spaces.** Please note that your additional spaces will be situated side by side, unless otherwise indicated.

Full payment is due when your registration has been received and registration will be confirmed once payment has been made by email transfer, cash, cheque or Pay Pal. Once registration and payment are complete you will receive confirmation of your table number.

**You will not be registered if you send a post-dated cheque.** Cheques are required to be deposited upon receiving them in order for you to be registered. A \$30.00 fee for NSF cheques will be imposed.

**Please make all cheques payable to “Mommylicious”**

**Email, mail or drop off your cheque and registration to:**

Mommylicious Trade Fair  
4564 Elgin Avenue SE  
Calgary, AB  
T2Z 0E8

## *Refund/Cancellation Policy*

If any cancellations need to be made the Vendor must notify Fusion Events in writing a minimum of 60 days prior to the show date. A 10% administration fee will be held and the remainder will be credited back to the Vendor. Any cancellations made less than 60 days prior to the show or any Vendor who does not attend the day of the show for any reason will not receive a refund.



## *Mommylicious Trade Fair Rules and Regulations*

### **The Exhibitor/Vendor will:**

- a) Complete all necessary online forms and provide full payment upon registration (no post-dated cheques) to validate this agreement;
- b) Release Mommylicious, The Carriage House Inn, the City of Calgary and the merchants of The Mommylicious Trade Fair from any liability for any damage, loss, theft, breakage or injury to property or persons;
- c) Unload and load at the requested times of 8:00 am and 4:00 pm respectively, and shall adhere to parking instructions. Exhibitors **must** be situated at table location by no later than 9:00 am to set-up. Failure to do so will automatically release booth location back to the producer and no refund will be issued. Exhibitor may not dismantle before 4:00 pm;
- d) Keep area clean and tidy with extra stock and personal items stored under tables, behind the skirting and out of public view.

If your online booking has been approved the agreement will become effective upon receipt of full payment, dated at the time of registration.



## *Sponsorship Packages*

The cut off date for Sponsorship Packages is 3 weeks prior to the show.

**All** Sponsorship Packages include the following:

- The opportunity to include promotional items in our swag bags (500 items needed)
- Your own full page on [www.Mommylicious.ca](http://www.Mommylicious.ca) that you can have any or all of the following info on:
  - your logo
  - description of your business, products & services
  - any show specials you'd like to promote
  - images or photos (max 3)
  - contact info
  - a link to your own website

Simply provide us with your info either in a Word Document or an email and we will create a fabulous personal online advertising tool for you and your business.

### **Platinum Sponsor:**

**\$3500**

- Full back cover page full color ad (5.5" x 8.5") in visitors booklet (graphic design included)
- Banner & Skyscraper Ads on the Mommylicious website
- Sponsor to be presented in all show advertisement (both logo and name)
- 3/4 page write up in our visitors booklet
- Trade show to be named after company

**The Mommylicious Trade Fair brought to you by  
"Put your company name here"**



**Gold Sponsor**

**\$800**

- Large sized full color ad (5.5” x 4.25”) in the visitors booklet (graphic design included)
- Banner & Skyscraper Ads on our website
- 1/2 page write up in our visitors booklet
- Sponsors logo to be presented in all show advertisements

**Silver Sponsor**

**\$600**

- Medium sized full color ad (5.5” x 2.83”) in the visitors booklet (graphic design included)
- Banner Ad on our website
- 1/4 page write up in our visitors booklet

**Bronze Sponsor**

**\$400**

- Small sized full color ad ( 5.5” x 2.12”) in the visitors booklet (graphic design included)
- Skyscraper Ad on our website
- 1/4 page write up in our visitors booklet

**Swag Bag Sponsor**

**\$1000**

- Have your logo printed on 500 eco friendly reusable fabric bags to be handed out to the 1st 500 show attendees
- Medium sized full color ad (5.5” x 2.83”) in the visitors booklet (graphic design included)
- Banner Ad on our website

\*The bag will be filled with promotional info and samples provided by the show Vendors. This will be an amazing opportunity to have your logo prominently wondering all over the show and used for years to come.

**Display Sponsor**

**\$250**

- Have your products and or service items and info displayed in a vignette at the entry near the sign in table
- Company logo on small banner in area (provided by you)
- Company brochures or business cards placed on table area promoting your business
- Skyscraper Ad on our website



**Door Prize Sponsor**

**\$150**

- Provide a door prize of \$300.00 or more
- Company logo on draw box
- Company brochures or business cards placed on prize table area promoting your business
- Skyscraper Ad on our website

**Bag Promo Sponsor**

**\$150**

If you would like to have the opportunity to include promotional items in our swag bags (500 items needed).

**Videos (For Vendors and Sponsors Only)**

**\$150**

- 30-60 seconds of promotional material
- Graphic, titles and editing in true HD
- Completed and delivered within 14 days of the Trade Fair
- Posted on Zenn Media website, You Tube Channel and Facebook Page
- Posted on the Mommylicious You Tube Channel, Facebook Page and website under your Vendor and or Sponsor pages

**Visitors Booklet Ad Pricing**

All Vendors will receive a basic listing in our booklet. This default directory will include the business name and website.

Full Page Ad (5.5" x 8.5")	<b>\$600</b>
Extra Large Ad (5.5" x 4.25")	<b>\$475</b>
Large Ad (5.5" x 2.83")	<b>\$300</b>
Medium Ad (5.5" x 2.12")	<b>\$175</b>
Small Ad (2.75" x 2.83")	<b>\$100</b>

**\*all above options include Graphic Design**

Banner & Skyscraper Ads	<b>\$75/mo</b>
Banner Ad	<b>\$50/mo</b>
Skyscraper Ad	<b>\$40/mo</b>

**\*all above options include Graphic Design**

If you are looking for a form of advertising that you are interested in but do not see listed please feel free to contact us to discuss your needs.

[www.Mommylicious.ca](http://www.Mommylicious.ca) 403-452-8852  
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