



La Leche League of Ocean Springs/Biloxi 6th Annual Baby & Child Expo

August 12, 2017 10:00 am - 2:00 pm
Edgewater Mall

La Leche League of Ocean Springs/Biloxi is hosting the 6th annual **Baby & Child Expo** at the Edgewater Mall on Saturday, August 12th. The purpose of the event is to increase awareness of breastfeeding support in our community, while raising funds to support La Leche League, a 501c3. This event celebrates World Breastfeeding Week and is a Live,Love,Latch site. The funds raised are used locally to improve breastfeeding support.

Each year we have over 100 registered families attend and 30 exhibitors. Past exhibitors have said that this is a great crowd of interested families – not just the general public looking for freebies (although giveaways are always fun)

The expo will include:

- ❖ Exhibitor tables
- ❖ Swag Bags for attendees
- ❖ Free Raffle
- ❖ Kids Korner
- ❖ Live, Love, Latch site
- ❖ Mothers Nook (nursing, pumping and baby care)



We have several levels of participation to match your business and budget. All Exhibitors and Donors will be listed on our website, promoted via social media and a directory will be provided to all attendees.

Exhibitors must be approved by Edgewater Mall management. Direct competitors of mall businesses and direct sales/multi level marketing companies are not allowed as exhibitors. However, we have a special package just for you!!!

2 Ways to Register by July 28

- Mail paper registration form with check to:
Bianca Wooden, 136 Siowan Ave, Ocean Springs, MS 39564
- Register & pay online www.lalecheleagueoceanspringsbiloxi.com/exhibitor-info.html

Donations and Marketing Materials for Raffle or Swag Bag (Due July 28)

Mail to: South MS Baby & Child Expo

c/o Danielle Hamburg
84576 Diamondhead Dr.
Diamondhead, MS 39525

Please contact me with any questions,
Bianca Wooden
La Leche League Leader
228-233-0686, me@biancawooden.com
www.lalecheleagueoceanspringsbiloxi.com



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Registration Closes July 28

Return completed form with payment to:
La Leche League of Ocean Springs/Biloxi
c/o Bianca Wooden
136 Siowan Ave
Ocean Springs, MS 39564

Business Name: _____

Product/Service Description (to be included in exhibitor list):

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Website or Page to link from our website: _____

Electricity Needed at Table: No or Yes (please bring extension cord, electricity is limited)

Amount Enclosed: _____

Select Sponsorship Level

_____ Platinum Sponsorship, \$200

_____ Gold Sponsorship, \$100

_____ Silver Sponsorship, \$50

_____ Bronze Sponsorship, \$25

_____ Direct Sales/Multi-Level Marketing Special, \$25

Ala Carte Items

_____ Donate items for swag bags

_____ Donate item for raffle

_____ Cash donation, any amount is helpful

_____ Advertise in swag bags, \$50

I have read and understand the Expo Information, including that this is an event to raise money and awareness of breastfeeding support, this event complies with the WHO International Code of Marketing of Breastmilk Substitutes. All participation is pending final approval by Edgewater Mall management.

Sign: _____



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Donation Levels

Platinum \$200	Gold \$100	Silver \$50	Bronze \$25	
★				Exhibitor tables at preferred location
★				Double Exhibit space
★				Business featured on signage and website
★	★			Database of all attendees with contact information provided after the event
★	★	★		Your business advertisement (flyer/pamphlet/business card) placed in swag bags
★	★	★	★	6 foot table with skirt and 2 chairs

Ala Carte or Add-On Items

- Donate Item for Swag Bags:** We need samples, coupons, and goodies for our swag bags. Quantity of 100. (Deadline for items July 28)
- Donate Item for Raffle:** We will be giving away all kinds of goodies, gift certificates and products. The raffles are a big part of making this event a success. We will promote your products on our website, social media and printed materials. (Deadline for items July 21)
- Advertise in Swag Bag (without an exhibitor table), \$50.** Please provide a quantity of 100 flyers/brochures/business cards by July 21.
- Cash Donation:** There are expenses associated with this event and we appreciate any donation to help makes this fund raiser a success.

Direct Sales and Multi Level Marketing Special

Unfortunately, we cannot offer exhibitor space to direct sales or MLM businesses. We really appreciate your desire to support La Leche League. We have a special package just of you.

- \$25 **and** donate a product(s) valued at \$25 or more for our raffle
- Your logo and link to your page will be placed on our website and your business will be promoted on social media
 - Your marketing material (brochure, flyer, etc) will be included in Swag Bags (qty 100)



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Expo Information for Exhibitors

- The Expo will be open from 10:00 am - 2:00 pm. Please arrive early to set up. Set up begins at 8:30a and may be dismantled after 2:00 pm. Please do not break down earlier than 2pm.
- As an exhibitor, you will be provided a table with skirt and 2 chairs. You can set up a false wall or display behind your table. You are not provided with a “booth” space.
- La Leche League and Edgewater Mall reserves the right to decline a booth or sponsorship. We can not accept exhibitors that are direct competitors with any Edgewater Mall stores. Edgewater Mall will review our exhibitor list prior to the event. If you are unsure if your business will be accepted, please contact us. We will discuss it with the Edgewater Mall representative.
- No breastfeeding information or products may be displayed that is published or provided by makers of artificial baby food, or which contains ads for artificial baby foods (ie. baby formula). We will not accept exhibitors if your products/services conflict with the La Leche League mission.
- Sponsors, partners, donors, and co-hosts must be in compliance with the International Code of Marketing of Breast-milk Substitutes (aka, The WHO Code). Visit our website to learn more.
- If you choose to sell at your booth you are responsible for collecting applicable sales tax.
- La Leche League and Edgewater Mall are not responsible for any articles left unattended.
- No refunds will be issued.
- Table locations are decided by Expo organizers. Layout of Expo is subject to change. We will do our best to accommodate any requests.
- We will be distributing **swag bags** to the first 100 attendees. If you are donating coupons, samples or goodies for the bags OR if you are providing a flyer (ad) for the bags, a quantity **of 100 must be provided no later than July 28** South MS Baby & Child Expo

c/o Danielle Hamburg
84576 Diamondhead Dr.
Diamondhead, MS 39525

- The Baby & Child Expo is a fundraising event organized by La Leche League volunteers. We appreciate your patience as we do our best to deliver a professional event.

If you have any questions or need more information please contact
Bianca Wooden 228.233.0686 me@biancawooden.com

La Leche League of Ocean Springs/Biloxi Contact Bianca Wooden: (228) 233-0686