



**Company:** \_\_\_\_\_ **CBA ID:** \_\_\_\_\_ **Booth#:** \_\_\_\_\_\*

**Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Sponsorship:** Children's Product Trends  
**Date/Times:** Monday, July 16<sup>th</sup>, 3:00pm - 4:30pm  
**Total:**  \$200  
**Includes:**

- Sponsor recognition in all pre-show, onsite, and post-show marketing
- Pre-registered event registrant list available by request
- Complimentary registrations (4 for sponsor company - each additional \$25)
- Display Table - Product distribution to attendees. (Approximately 200, Suppliers are encouraged not to take product.)
- Costumed Character Option: Costumed character available 20 mins prior to the event for photo opportunities
- Tell Me Something I Don't Know Option: A 1-2 sentence element highlighting a fresh, new fact about the children's market or CBA retail

**Additional:**  \$100 per speaker (Must purchase at least one \$200 spot to participate)  
**Includes:**

- 3 minutes of stage time to discuss product. The stage time opportunity is available on a first-come, first-served basis to 10 companies.
- Stage time is interview-style with Dr. Mary Manz Simon asking questions like:
  - o What one product will make a difference in the stores this year and why?
  - o What should frontliners know about this product to make sure it sells?
  - o How should this product be merchandised?

**Deadlines:**

**May 30, 2012** - To CBA, Stephanie Minkus, [sminkus@cbaonline.org](mailto:sminkus@cbaonline.org)

- Signed confirmation and logo to CBA for inclusion in on-site graphics and program.

**June 6, 2011** - To Dr. Mary Manz Simon, 410-672-3929

- Product name and graphic for mention in Powerpoint. No zip file.
- Single sample shipped to: 2402 Chestnut Terrace Ct #304  
Odenton, MD 21113-0739
- Names of costumed characters to be present prior to event.
- Name of presenter and content for "Tell me something I don't know" segment.

**June 11, 2012** - Advance Warehouse Shipping or  
**July 12, 2012** - Show Site Shipping

Storage and delivery of products is **responsibility of the exhibitor**. Freeman Decorating will store product and deliver to event room by 12 pm - 7/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**- Office Use Only -**

**Rcvd:** \_\_\_\_\_  Chk  Chg Amt: \_\_\_\_\_

**ICRS 2012 Payment Info**

**Full Payment Required**

Sponsorship: **Children's Product Trends**  
Company: \_\_\_\_\_

Amount: \$ \_\_\_\_\_  
CBA ID#: \_\_\_\_\_

Payment Info:  **Check Enclosed: #** \_\_\_\_\_ (Made payable to 'CBA' and in U.S. Funds drawn on a U.S. Bank)

or  **Visa**  **MC**  **AMEX**  **Discover**

Cardholder's Name (Please Print): \_\_\_\_\_

Card #: \_\_\_\_\_

Exp: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_