

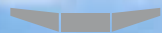
BabyExpo

www.babyexpo.at

*All for the
young family*



*12th time in
Vienna !!!*



NEH
Alete

wiener stadthalle

ein unternehmen der wienholding

May 4-6, 12

tv media nickelodeon

BabyExpo

All for the young family

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Austria's baby fair, in Vienna for the 12th time

Wide range of products

The range of products offered mainly concentrates on all needs of babies, but also appeals to the actual requirements of young families facing a new situation in almost all sectors (housing, mobility, health, shopping, leisure time and many more). Novelties and innovations meet traditional products and valuable information.

Program for the whole family

Play ground, kids' cinema and games are presented as well as a stage program including the legendary "Dads' Nappy Changing Contest". The side program offers the BabyBar with free specialities for the smallest visitor. Nappy changing and relax areas complete the high level of hospitality at the family fair.

Well-known and popular

Coverage in the local and national media (print, TV, radio, online) and cooperation with the most important media of the country increases the presence of the event. The BabyExpo is known as the only fair specialised on topics and products for babies and a "must go" for young families in Vienna and Austria.



Why exhibit at BabyExpo 2012?

The BabyExpo is highly target-group-specific. Therefore you will attract the customers you need - and the ones who need you.

- Direct contact to your customer
- Reach the exact audience you need
- Informing and consulting the audience needing you
- Strengthen your position in the business
- Opportunity to sell your products directly
- Be part of public relation and advertisement countrywide
- Be part of the show and information program
- Media presence of the fair
- Cooperative advertisement, posters, flyers, online

Austria's fair for young families

May 4 - 6, 2012: 12th BabyExpo - the young family's fair in the heart of Europe

Starting as Europe's first big baby fair in 2001, the BabyExpo grew year by year and became Austria's biggest fair focussing on products and topics for young families - with more than 150 exhibitors and around 20 000 visitors.

Manufacturers, distributors and retailers have the perfect opportunity for product placement and information as well as to sell products on site. The main public institutions provide relevant information to the customers.

The target audience consists of young families, parents(-to-be) and representatives of the trade branch. The main group is at the age of 20 - 40, highly interested in investing in the future of the family, demand- and quality-orientated on a long-term basis and potential new and loyal customers throughout an important change of life circumstances.

Show programs, fringe events and service areas complete the event.

Contact: bco GmbH
Blindengasse 46a
A-1080 Wien
Tel +43-(0)1-4032820
+43-(0)699-11978295
Fax +43-(0)1-4032820-20
eMail office@bco.co.at

CONDITIONS FOR EXHIBITORS

Exhibition area

Registration and payment	until 15.12.11	from 16.12.11
m ² aisle stand	€ 89,--	€ 105,--
m ² corner stand	€ 109,--	€ 126,--
m ² head/isle stand	€ 134,--	€ 149,--

Each price includes the plain exhibition area for the whole duration of the fair as well as the listing in the fair catalogue incl. address etc. (free to all visitors, 10 000 copies). All prices excl. VAT

No basic registration fee or advertisement fees. Promotion material (posters, flyers etc.) are free and can include the logo of the exhibiting company. Stand equipment: Equipment for the stand can be ordered at the fair organisation or provided by the exhibitor. All necessary forms will be sent to the registered exhibitor resp. are available on request.

Advertisement

1/1 page	1/2 page	1/4 page
€ 1.100,--	€ 600,--	€ 400,--

20% discount for exhibitors' advertisements

Enclosures, voucher-book

Exhibiting companies can place information into the "visitors' bag" or place a voucher in the voucher book handed out to the visitors. Prices for this and additional promotional activities are available on request.

Sponsoring, Coop-Advertising

The BabyExpo is a well known event in Austria and highly respected by the local and national media. This leads to a popular and positive public image of the event - the perfect environment for sponsors and partners in advertising the event. Contact us for more information.

Regularly updated information and registration forms can be found at

Promotion for us - publicity for you

4000 public posters, 300 000 flyers
° TV-ad on "Nick" ° advertisements
° media co-operations ° regular stories and coverage in print media, radio & TV ° direct mailings to 3500 doctors and medical specialists, 300 pharmacies, hospitals, kindergartens etc. ° ticketing-co-operation "Austria Ticket" ° direct advertisement through specialised organisations and institutions ° Coop-advertisement with media and partners (vouchers etc.) ° online advertisement and activities, conversational viral marketing

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Information and sales fair

- Pregnancy and birth
- Food, hygiene and health
- Equipment, clothing
- Toys, furniture
- Safety and care
- Leisure time and holidays
- Information on laws, taxes etc.
- Books and magazines
- and many more ...

stage program, activities

- Dads' Nappy Changing Contest
- Mums' Bottle Preparing Contest
- Daily competitions
- Nestlé Alete BabyBar
- Playground
- Kindergarten, child care center
- Nappy changing and relax areas

Contact

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partner media

nickelodeon. KURIER Kronenzeitung

Typisch Ich. WIENERIN tv media ticket

fratzco Neues Leben NEW MOM

lebens ART

QUAZ

MUTTER & KIND Schwangerschaft, Geburt, Kleinkind

12th time in Vienna !!!

