



swaddle + *sn/oon*

MEDIA KIT 2019

We exist to promote small businesses and inspire moms and dads.

THE GO-TO EVENT FOR MOMS AND DADS-TO-BE

Swaddle + Swoon is a parent's go-to event for all things baby. Locally sourced and nationally respected, we do all the hard work of finding the best of the best in baby gear.

After 10 years of producing bridal show alternatives, The Big Fake Wedding is translating their expertise in live events into a killer alternative to a baby expo for new parents.

Guests can meet local small businesses, see nursery inspiration, discover new products and find everything they need for their registry in a stress-free environment.

from the makers of The Big Fake Wedding





THE BIG FAKE WEDDING REACH

500,000

impressions per event

150+

events and counting!



OUR EVENTS CONSIST OF

Guests: 200

Age: 30

Female: 89%

Local vendors: 35

SOCIAL REACH

Instagram Followers: 26K

Annual Event Guests: 5K

Annual Vendors: 900+

Email Subscribers: 8,000



JAMIE JONES PHOTOGRAPHY

INDUSTRY LEADERS INCLUDE

white

100
Layer Cake

junebug
WEDDINGS

WEDDING
CHICKS

the knot

HOORAY!

Dear Guy
MAGAZINE

CEREMONY
MAGAZINE

Here Comes
THE GUIDE

NATIONAL PRESS INCLUDES

TODAY

YAHOO!

Daily Mail

98% of people agreed that seeing a product or service through experiential marketing makes them more inclined to purchase it.

-EventTrack

APPLY TO BE A VENDOR

As a participating vendor, here's what to expect:

IN-PERSON INTERACTION WITH POTENTIAL CUSTOMERS

Guests will experience your product or service first-hand, allowing you to provide a strong first impression you might otherwise not have through other marketing efforts.

CONSISTENT BRANDING

Since our vendors tend to have a similar aesthetic and clientele, the event is great for brand association.

WEB PRESENCE

Your logo and link to your website will be included on the city-specific event page on Swaddle + Swoon's website that will be accessible even after the event.

NETWORKING OPPORTUNITIES

You'll receive the contact information for the participating vendors. Working alongside other like-minded businesses builds a great referral base.

ON-SITE RECOGNITION

Your information will be in the printed + digital vendor guide, and you'll receive the lead list of opt-in guests.

POST-EVENT COVERAGE

The event will be shared by The Big Fake Wedding blog and website and will be submitted to our national media partner for editorial consideration. You will also be able to use photos from the event in your own marketing efforts.

NATIONAL PARTNER

National Partner benefits:

PRE-EVENT

- Logo and direct link on the webpage
- Mention as event partner in the guest email
- Opportunity for a social media giveaway

DURING EVENT

- Recognition on the social accounts
- Staff tickets to attend the event
- Additional giveaway tickets to the event
- Logo inclusion on the event Vendor Guide (printed version for each guest + digital version on event webpage)
- Opportunity to provide printed collateral or giveaways to be pre-stuffed in guest swag bags
- Table in the "Baby Boulevard" (booth section at the event)
- Signage at guest check-in

POST-EVENT

- Opt-in guest lead list from the event
- Vendor contact information
- Access to professional photos from the event
- National post-event blog coverage

CONNECT WITH SOON-TO-BE PARENTS

In addition to all the vendor benefits mentioned above, you'll also have the opportunity to build relationships with vendors and guests in what we call the "Baby Boulevard".

You will be given a high-boy table in the Baby Boulevard area, so plan for about 30-36" of surface area.

You can creatively style your table in a way that will engage guests. You can showcase your work, collect emails, offer free gifts, coupons, or raffles.

The Baby Boulevard also gives the opportunity to product vendors to sell goods to guests.

Investment fees for participating as a vendor range from \$495 to \$695.

Get Involved

National Partners: jennifer@thebigfakewedding.com

Vendors: austin@thebigfakewedding.com

