



Pregnancy & Family Fair
Virtual Edition 2021

Saturday 6th & Sunday 7th March



Why Exhibit with Bonnie Bairn?



We host Scotland's largest pregnancy and family fair, sharing everything wonderful about having a family in Scotland, covering everything from pregnancy through to starting school. Our focus is to provide businesses with an affordable, interactive method of connecting with expectant and new parents and established families in every part of Scotland..

Why Should You Exhibit

- Showcase your business in a relaxed, friendly environment
- Connect with your target audience
- Choose from a variety of exhibiting options to suit your budget
- Be part of an extensive marketing campaign covering the whole of Scotland
- We have exceptionally high production values and excellent customer service.

Our Marketing Campaign

A regularly updated website detailing information about the fair, activity sessions, links to exhibitor websites & fair exclusive promotions.

An extensive and engaging social media campaign, including paid ads.

Google Adwords PPC campaign

PR including press releases and media liaison

Promoted via national and local on-line 'what's on' directories

Complimentary e-tickets distributed to parenting organisations and community groups, aswell as our exhibitors.



Whether you are a business looking to meet families in your local area or across the whole of Scotland we can provide you with a platform to connect with them.

Taking the Fair Virtual



While a virtual event cannot replace the social and interactive aspects of our fairs, or the opportunity of seeing products in real life, it will be invaluable for expectant and new parents to discover and connect with businesses that can support them through this new stage of their life, It will also provide you an opportunity to maintain your brand profile and share your services and products with families across Scotland.

As Scotland's largest Pregnancy and Family fair we have taken great care in selecting the appropriate platform to take our fair virtual. We have chosen a virtual event platform which has been specifically designed for fairs like ours, and has recently been used for similar styled events including The Scottish Wedding Show and The Digital Running Show.

Its key features include:

Main Stage - Key speaker sessions will be hosted here.

Sessions - Similar to the main stage, these will be used for informative talks, virtual taster sessions and exhibitor-led demos.

Exhibitor Stands - Visitors can click on an exhibitor booth to be shown further information, fair exclusive offers, videos and be put in real time contact with you.

Chat Facilities - There are live chat streams in each area. I have access to these chats after the event and will forward on all chat streams relevant to you within 7 days of you exhibiting.



Fair Schedule



Our Main stage will host key speakers through-out both days. Covering topics across all aspects of pregnancy and early years parenting. Headline Sponsors and Platinum Supporters will be offered the opportunity to speak on the main stage and we will be reaching out to expert speakers also to create a schedule that attracts visitors from across the country.

Sessions will also run through-out the event, and unlike the main stage, multiple sessions can be held at any one time with capacity for up to 500 visitors at any one time. These breakout spaces are ideal for talks, taster sessions, live demonstrations and interactive Q & A's. They are a great way of advertising your business and services in an engaging and less formal setting; giving the families a lasting impression on what you can offer. The unique range of activities and expert advice available at the fair are what set us apart from other fairs.

Here for You!

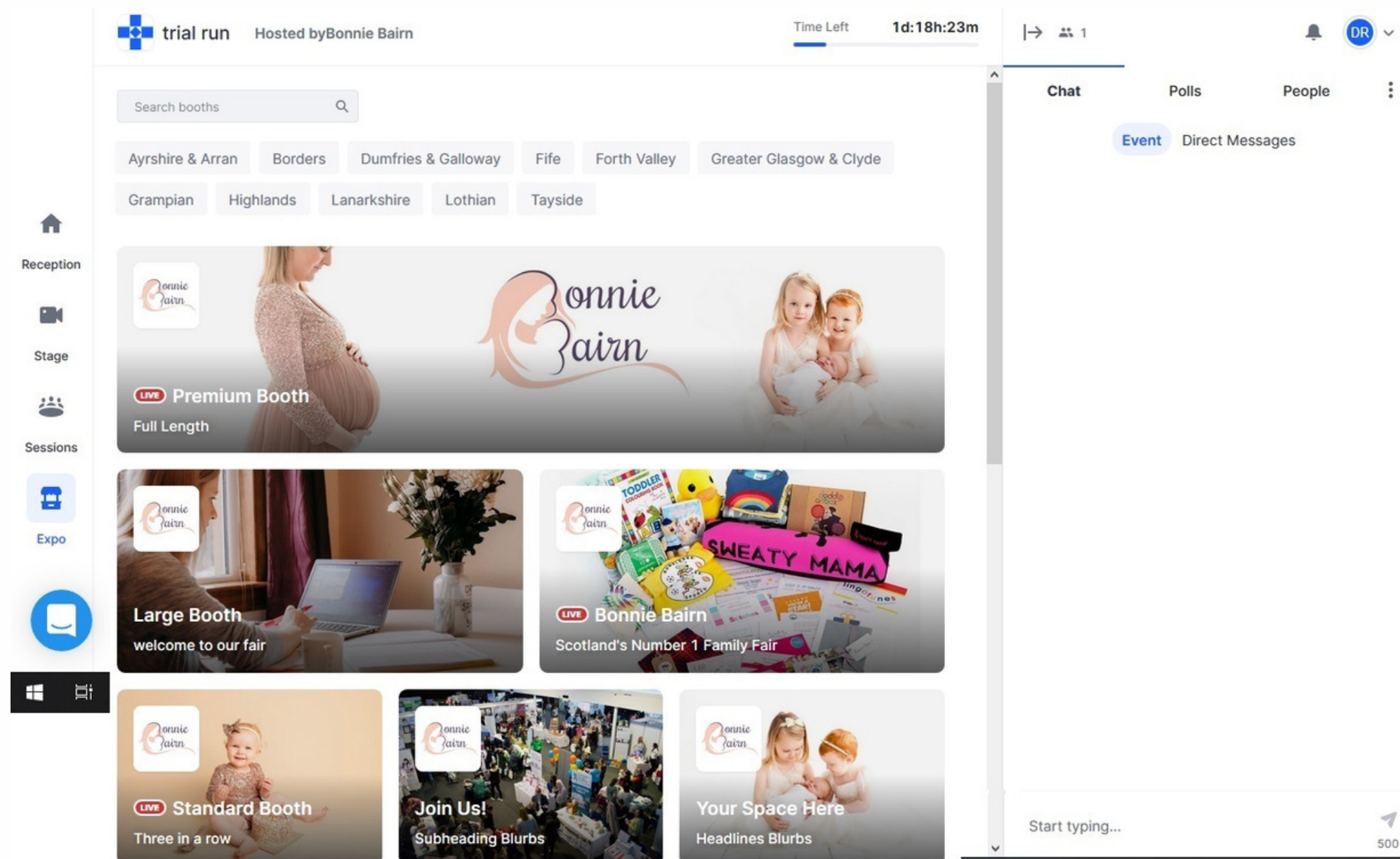
I will host a pre-fair session for all exhibitors in early February, this will be a little different to our usual pre-fair session. While I will include some pre-fair advice on preparing for the event, we will primarily use this session to ensure everyone knows how the platform works. We will cover how you access your booth, and session space if applicable, let you get a feel for what yours and other exhibitors booths will look like and how people will find you so that you can make any adjustments beforehand.

Exhibitors Page



This is an example of the Exhibitors Page

Along the top you can see the region tabs (separated by Health Board), by clicking on one of these tabs it will filter the customers view to the exhibitors that are offering their products or services to this area. You can select as many regions for your booth as you need but please be clear when booking which regions you wish to target. Exhibitor types will be monitored by region and capped to avoid over duplication so adding more regions at a later date may not be possible. Whether you offer a service to the whole of Scotland or operate closer to home this will help increase your digital reach.



There are three booth sizes and each type of booth will shuffle every time the Expo page is opened.

- The Premium booths are the full length of the section and reserved for our Headline Sponsors.
- The large booths are capped at two per line and will sit below the Premium booths.
- The standard booths are capped at three per line and sit below the large booths.

Your Package (detailed on page 7) will determine which section your booth is in.

What's in a Booth?



When you click in to a booth will see something similar to the image to the right. All booths look the same when you get into them.

You have the option to share a prerecorded video or a slide show in the presentation area. Otherwise go live and chat with visitors directly.

Under the presentation area you have the option to add additional information

Down the right column is all your key information.

Your logo, company name and subheading.

Clickable links to your website and social media pages.

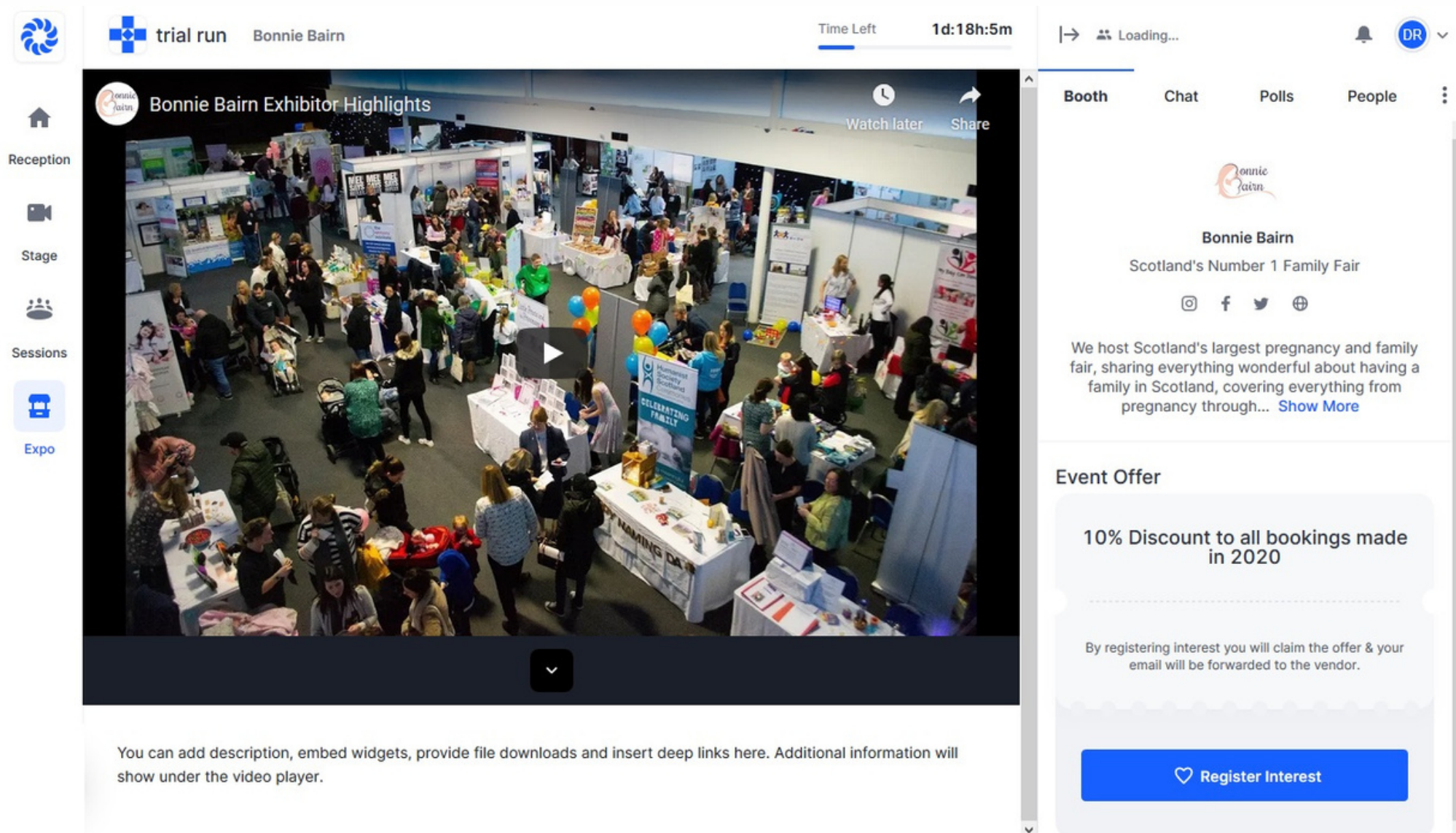
Underneath is your About section. and then your Event Offer.

The Event Offer is an optional section for any fair exclusive offers or promotions.

Positioned perfectly below the offer is your call to action button. This button can say whatever you want but can only be set for two options,

- Register Interest - when clicked by a visitor it will send you their contact details and allow you to follow up with them after the fair.
- Visit Website. This will be the same web page you provide for the website details at the top of the page.

You will have your own Booth Chat and Direct Message through-out the event and can run polls to engage visitors and get quick feedback. All of which will be downloaded and sent to you after the fair to follow up on any leads.



Sponsorship and Packages



Headline Sponsor

Please get in touch to discuss pricing

Premium Booth

Logo on all marketing material

Prominent logo and link in the Reception of the event page

Opportunity to speak on the Main Stage.

Ad in show-reel shown between sessions on main stage

Image & synopsis of company on our website

'featured exhibitor' in our e-newsletter

Social media shout-outs

Gold Package - £55

Large Booth

Opportunity to host a session

Company name and clickable link on our website

Social media shout-outs

Platinum Supporter - £100

Large Booth. positioned at the top of the large booths.

Image & mini synopsis of company on our website

Opportunity to host a session or speak on the Main Stage.

Ad in show-reel shown between sessions on main stage

'featured exhibitor' in our e-newsletter

Social media shout-outs

Silver Package - £35

Standard Booth

Company name and clickable link on our website

Social media shout-outs



Exhibitor Feedback



"The Bonnie Bairn Fair is a fantastic event to be part of. We have really enjoyed meeting prospective clients, current clients and other businesses over previous years, and are looking forward to future fairs. There is always a great atmosphere, and Deby's team is well organised so that it runs smoothly on the day" - Waterbabies

"My company Step It Up Dance exhibited at the 2019 fair and had a great day. It was definitely the best marketed and organised fair we've done in a long time and we can't wait for next year. We have had a good return on our investment too in terms of raising brand awareness and generating new bookings, thank you Bonnie Bairn" - Niki Hutchison

"My business Gymboree Play and Music Edinburgh exhibited at the 2019 fair and found it to be hugely successful. The event was well organised, well marketed & advertised and we personally found it generated lots of positive interest in our classes making it a very worthwhile day out" - Nicole Martha

Thank you for taking the time to look through the exhibitor pack, if you have any questions or would like to book to exhibit at our virtual fair please get in touch.
Deby Rainnie, Founder



Email : info@bonnie-bairn.co.uk
www.bonnie-bairn.co.uk

Mob : 07875500668
Social Media : @bonniebairnfair

Tel : 01324 646635