

BIRMINGHAM PARENT'S
SPECIAL
Needs
EXPO 2024

This FREE event is where families can learn about products, support groups, recreational activities, healthcare, therapy, and many other services for children and adults with special needs.

BOOTH ONLY

ADVERTISER BOOTH: \$325
(must have display ad in March/April 2024 issue)
NON-ADVERTISER BOOTH: \$375
NON-PROFIT BOOTH: \$225
(for 501(c) organizations with less than 50 employees)

Special Kids PACKAGE

Event booth, online directory listing, and a 1/9th page logo block on the Special Needs Expo Vendors Page in the March/April 2024 issue.

\$695 or \$595 Non-Profit rate for 501(c) companies with less than 50 employees.
Deadline is February 15th for this package

Sponsorship Packages

Contributing Sponsor: \$1000
1/8-page ad, booth, logo block page

Supporting Sponsor: \$1500
1/4-page ad, premium booth and logo block page

Major Sponsor: \$2200
Half pg. ad, premium booth, logo block, BUZZ button

Presenting Sponsor: \$3200
full page ad, booth, logo block page, BUZZ button and dedicated eblast

Online Directory Listing

Increase your exposure with a listing on BP's Special Needs Resources Directory

http://birminghamparent.com/directory/special_needs_resources/

A complete web page for your business or school program that you can update regularly during the year. Listings are discounted to \$299 for one year of activation! (Normally \$399)

Our Special Needs March/April issue will deadline on February 15th. For ad rates, call 205-624-2504 or email info@birminghamparent.com

2022 WINNER OF
BEST COMMUNITY EVENT
by the
Alabama Press Association!



Our 13th Annual Event will be held Saturday, March 16, 2024 * 10am to 2pm

At The Exceptional Foundation
1616 Oxmoor Rd
Birmingham, AL



THE EXCEPTIONAL FOUNDATION

Swag Bags given to the first 100 attendees!

Presented By:



Children's of Alabama

Company Name: _____
Contact name: _____ Title: _____
Address: _____ Phone: _____
City/ST/Zip: _____
Email: _____ Website: _____

NON-ADVERTISER RATES: (NO ad placement)

_____ Please reserve my booth for \$375

ADVERTISER RATES (with a March/April 2024 AD placed)

_____ Please reserve my booth for \$325

Non-Profit Rate (Must be 501(c) & less than 50 employees)

_____ Please reserve my booth for \$225

Special Kids Package -Booth, Directory listing, logo block page

_____ \$695 _____ \$595 non-profit

_____ **Please include my booth in the designated area for adult special needs services.**

_____ **Electrical access -- limited availability!! Please check here if you require electricity.**

_____ **I would like to supply 100 promotional /coupon items for the swag bags.**

***Free for Exhibitors. Can't Join us that day? Cost for Non-Exhibitors - \$150**

_____ **Special Kids Directory - Discounted!** One-year online listing on www.BirminghamParent.com **\$299**

SPONSORSHIPS:

_____ Contributing Sponsorship, includes booth, 1/8-page ad and marketing benefits	\$1000
_____ Supporting Sponsorship, includes booth, 1/4-page ad and marketing benefits	\$1500
_____ Major Sponsorship, includes booth, 1/2-page ad and marketing benefits	\$2200
_____ Presenting Sponsorship, includes 2 booths, full page ad and marketing benefits	\$3200

*****Exhibitor Fees include one 6' table (no covering) and 2 chairs. You may bring free standing signage, tablecloths, decorations, registration materials, samples, promotional giveaways, etc. ***Set up rules & regulations will be emailed one week prior to event**NO BREAKDOWN OF BOOTHS PRIOR TO 2PM!**

Email for set-up instructions: _____

Agreement: I agree to abide by the event terms and all rules and regulations governing the event. By signing this agreement, I am stating that my organization will be present at the event. **All fees are non-refundable & there is a no-cancellation policy.** By not showing up, I understand that I am foregoing my reservation and am still held responsible for the full amount of the registration fee. I understand that the sponsors, facility managers and its employees, the staff or owners of Birmingham Parent magazine are NOT responsible for any personal injury or the loss/ damage of property. If a print ad is included, I understand I am bound by the terms of the BP ad agreement. **PAYMENT IS DUE AT REGISTRATION.**

Authorized Signature _____ Title: _____ Date ____/____/____

Return this form with your payment below to Birmingham Parent, 703 Logan Rd., Suite 150, Clanton, AL 35045

FAX: 205-403-5224

email: info@birminghamparent.com

Questions? 205-624-2405

Name on Card _____

Organization _____

Amount to be Charged \$ _____ Type of Card: ☐ MC ☐ VISA ☐ AMEX ☐ Discover

Card Number _____

Billing address for card _____ Zip _____

Exp. Date _____ Security Code (on back) _____ Receipt Needed? ☐ Y ☐ N

Email Receipt to: _____

Prefer to pay online? <http://birminghamparent.com/directory/make-a-payment-using-paypal/>



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Saturday, March 16, 2024 * 10am to 2pm

At The Exceptional Foundation
1616 Oxmoor Rd
Birmingham, AL

Swag Bags given to the first 100 attendees!

Presented By:

BlueCross BlueShield of Alabama
An Independent Licensee of the Blue Cross and Blue Shield Association

Children's of Alabama

SPONSORSHIP PACKAGES



Contributing Sponsor Benefits

- * Company NAME listed on printed promotional materials including press releases, e-blasts, mail-outs, house ads, and on BirminghamParent.com. Right to use event logo & photos to support your event sponsorship.
- * **One Exhibitor booth space** (6' table, 2 chairs), best available location at time of registration.
- * Option to purchase additional ads at signing at discounted rate.

INCLUDES: 1/8-page full color ad and a Sponsor Logo Block on our Special Needs vendor page in the March/April 2024 issue of Birmingham Parent.

CONTRIBUTING SPONSOR INVESTMENT AMOUNT: \$1000

Supporting Sponsor Benefits

- * Company LOGO listed on all promotional materials including press releases, signage, media promotions, e-blasts, mail-outs, social media, house ads, and on BirminghamParent.com. Right to use event logo & photos to support your event sponsorship.
- * **One Exhibitor booth space** (6' table, 2 chairs), premium location near front entrance.
- * Option to purchase additional ads at signing at discounted rate.

INCLUDES: Quarter page full color ad and a Sponsor Logo Block on our Special Needs vendor page in the March/April 2024 issue of Birmingham Parent.

SUPPORTING SPONSOR INVESTMENT AMOUNT: \$1500

Major Sponsor Benefits

- * Company LOGO listed on all promotional materials including press releases, signage, media promotions, e-blasts, mail-outs, social media, house ads, and on BirminghamParent.com. Right to use event logo & photos to support your event sponsorship.
- * **One Exhibitor booth space** (6' table, 2 chairs), premium location near front entrance.
- * Option to purchase additional ads at signing at discounted rate.

INCLUDES: Half page full color ad and a Sponsor Logo Block on our Special Needs vendor page in the March/April 2024 issue of Birmingham Parent.

*Button (300 x 250px) each week on The BUZZ newsletter at time of signup through event date.

MAJOR SPONSOR INVESTMENT AMOUNT: \$2200

Presenting Sponsor Benefits

- * Company LOGO listed on all promotional materials including press releases, signage, media promotions, e-blasts, mail-outs, social media, house ads, and on BirminghamParent.com. Right to use event logo & photos to support your event sponsorship.
- * **TWO Exhibitor booth spaces** (6' tables, 4 chairs), premium location near front entrance.
- * Option to purchase additional ads at signing at discounted rate.

INCLUDES: Full page full color ad and a Sponsor Logo Block on our Special Needs vendor page in the March/April 2024 issue of Birmingham Parent.

*Button (300 x 250px) each week on The BUZZ newsletter at time of signup through event date.

- * One dedicated eblast, a \$500 value, your choice of date prior to event.

PRESENTING SPONSOR INVESTMENT AMOUNT: \$3200
INDUSTRY EXCLUSIVITY : \$4200



For more info, call: 205.624.2405
Email: info@birminghamparent.com