



BUMP TO BABY EXPO

Tampa's leading Pre & Postnatal fitness community invites you to our first annual Bump to Baby Expo featuring:

- Free Workouts for Moms
- Local Wellness Resources
- Educational Sessions
- Free Kids Activities
- Mama Marketplace
- Giveaways & more!



Sunday, September 22nd
11AM-3PM at WestShore Plaza

WESTSHORE
PLAZA

JOIN US FOR A BUMP TO BABY EXPO!

On Sunday, September 22nd, we are excited to partner with WestShore Plaza for our first annual Bump to Baby Expo, presented by Painless Pregnancy!

Event highlights include free FIT4MOM workouts, prenatal and postnatal wellness resources, kids activities, giveaways, a Mama Marketplace, educational seminars, swag bags for first 100 moms and so much more!

Expecting families and families with children are welcome! We have something for everyone!

- Stroller Strides workout for moms with stroller-aged kids
- FIT4BABY Workout + Prenatal Yoga Options
- Kids Activities including Soccer Demo, Crafts, and Music
- Wellness Resources + Mama Marketplace
- Lineup of Educational Q&A Sessions

The event is free and open to the general public.



BUMP TO BABY EXPO 2024





ACCESS TO MOMS IN THE COMMUNITY

What other Tampa event can gather fitness-minded moms together like we do? This is your chance to strategically target this key demographic in one day, one location, and one event.

A POSITIVE PLATFORM

The names say it all - our events celebrate Mom and give back to the one who gives so much of herself to others. In doing so, we make sure and she remembers that positive feeling and associates that with your business, too. We can't think of a better platform to build a strong consumer relationship from!

THE ULTIMATE INFLUENCER AND DECISION MAKER

Moms make 85% of household purchase decisions! Meet this key influencer, connect with her and form that face-to-face relationship. If she chooses you, her family chooses you. It's then up to you to foster and encourage her loyalty.

A PART OF THE EXPERIENCE

We hear the same feedback time and time again - that our sponsors and vendors truly add to the overall experience of this event. Attendees walk away with this feeling and right there, a powerful, enduring connection is made. We encourage interactive activations to make a lasting impression on Mom. She doesn't get pampered often, but how grateful she is when she does...we know from experience. ;)



A KEY MARKETING OPPORTUNITY



SPONSOR AND VENDOR PACKAGES



GOLD SPONSOR (\$250)

Featured sponsor section in event eblast • Dedicated social media campaign
Mention on all social media campaigns • Linked on website/RSVP page
Prime Booth/Table Space • Promotional items in swag bags

SILVER SPONSOR (\$150)

Mention in newsletter • Mention in select social media campaigns
Booth/Table Space • Promotional items in swag bags

MAMA MARKETPLACE (\$75)

Mention in select social media campaigns
Booth/Table Space for Selling Handmade Goods

BRONZE SPONSOR (\$25)

Mention in select social media campaigns
Promotional items in swag bags

DOOR PRIZE DONOR (FREE)

Donate a prize worth \$100 or more and have your business displayed at our registration table. Moms earn raffle tickets by visiting wellness partners and attending classes and seminars.

FIT4MOM TAMPA BAY

FIT4MOM is the nation's leading company for pre and postnatal health, wellness, and fitness programs for every stage of motherhood. From pregnancy through postpartum and beyond, our fitness and wellness programs help make moms strong in body, mind, and spirit.

Since our launch in 2012, FIT4MOM Tampa Bay has supported over 6000 moms through fitness programs at dozens of locations across Tampa Bay under the care of nationally certified fitness instructors, specially trained for the pre and postnatal client. This allows moms to experience safe, yet challenging, workouts throughout their motherhood journey. In addition to an array of workout programs, we offer a full calendar of social activities for members ranging from weekly children's playgroups, Mom's Night Out events, field trips, community service projects and more!



WESTSHORE PLAZA

WestShore Plaza has been the home of FIT4MOM Tampa Bay for over 12 years!

WestShore Plaza is a destination for exclusive dining and shopping favorites in Tampa, Florida, serving residents and tourists of the surrounding area. Located in the Westshore Business District right off of I-275 and close to the Tampa International Airport, this enclosed Tampa mall is conveniently located near attractions, making it an easy drive from hotels and rentals in the area.

Offering over 100 retailers, including anchors Macy's, JCPenney, and Dick's Sporting Goods, and specialty retailers like Francesca's, H&M, and Old Navy, WestShore Plaza offers something for everyone.

Then end your day with a delicious meal at Maggiano's Little Italy or Besito Mexican. For something quicker, visit the food court.

WestShore Plaza has just what you need, For Every Occasion.



All vendors must be approved by WestShore Plaza as non-competing with any of their tenants. As such, we require that all potential sponsors and vendors submit an application for review. As always, we are happy to help with any questions and can discuss and advise on any potential activation/participation ideas for these events or any of our other pop-up events throughout the year!

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FIT4MOM
APPLICATIONS



 **SIGNUP HERE**