



carryonlondon2019

Marketplace | Workshops

Saturday 2nd March 2019

www.carryon-london.co.uk

Sponsorship and Exhibitor Information

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Event organised by *Slinging London CIC*

www.slinginglondon.co.uk



slinginglondon

Following the huge successes of Carry on London 2014 and 2016, we would like to invite you to be involved in Carry On London 2019 - a one day event to celebrate and promote slings, and to raise the profile of manufacturers, distributors and work at home makers of slings and sling accessories.

The event will be held at Haverstock School which is located in Camden, north London. The venue is easily accessible from all over London as well as national and international rail terminals, being served by several bus routes and located just across the road from Chalk Farm underground station.

We're really excited that we'll be able to offer **free entry** to the event for the first time. People will be able to access the marketplace, family area and event sling library for nothing, and we hope that this will attract people who already use slings as well as people who are sling-curious! There will be a small number of VIP tickets available giving early access to the marketplace, and there will also be a small charge for attending any workshops.

Carry On London 2019 will be promoted primarily to parents in London via local press, groups, and online fora, as well as nationally via Facebook, parenting magazines and websites. We will also be redoubling our efforts to tell every Children's Centre in Greater London about the event as part of our ongoing work to build links with and provide information about slings to as many Early Years professionals as possible.

All proceeds from the event will benefit Slings London CIC, a not-for-profit social enterprise supporting parents and carers in London to carry their children in slings. Our current outreach activities include three sling libraries in north and east London, with another opening later this year.

We would like to invite you to consider getting involved in Carry On London 2019 by applying for a stall at the Marketplace, or by supporting the event through sponsorship. In 2014 and 2016 around 1,000 people came through the doors throughout the course of the day, so your brand will receive excellent exposure through sponsoring or exhibiting at the event. Your support will also help Slings London CIC achieve its goal in 2019 and beyond to introduce more parents and carers in London to slings.

If you have any questions about the event, we would be happy to answer them - just send an email to info@carryon-london.co.uk and a member of the team will get back to you as soon as possible. We look forward to working with you.

Annabelle and Andreia
Marketplace and Sponsorship Coordinators

Sponsorship Opportunities

Due to overwhelming interest in our sponsorship packages, we invite companies to express an interest in booking sponsorship for the event. The organising team will then allocate sponsorship to a range of companies that reflects the variety of slings available - from budget to high-end, and from mainstream to exclusive.

All sponsorship opportunities include your company name, logo and a link to your website from the sponsors page on the event website, mentions on social media, and you will be able to provide promotional literature to be included in the event goody bags. Sponsors are also able to book a car parking space at the venue for no extra charge.

Gold sponsorship (0 available)

Silver sponsorship (3 available) - £500 - Your company name and logo will appear on the website homepage, conference flyers and press releases. Includes a large stand at the Sling Show and a car parking space at the venue.

Bronze sponsorship (5 available) - £300 - Your company name and logo will appear on the website homepage, conference flyers and press releases. Includes a small stand at the Sling Show and a car parking space at the venue.

Event steward t-shirts (0 available)

Goody bags for volunteers and VIPs (1 available) - £TBC - Your company name and logo will appear on the website homepage, and your company logo will appear on one side of the cloth tote bag. Includes a car parking space at the venue.

Family area and quiet room - £250 (1 available) - Your company name and logo will be displayed on the door of the quiet room and throughout the family area. You will be able to provide other promotional materials to be displayed in the rooms, and your company information will be displayed on the family room page of the event website. Includes a car parking space at the venue.

Provide promotional flyers to be included in goody bags - £25

Provide product samples / gifts to be included in goody bags - FREE

To book your sponsorship, please visit www.carryon-london.co.uk/apply-to-sponsor or email exhibitors@carryon-london.co.uk for more information.

Exhibiting at the Sling Show

We welcome applications for a stall at the Sling Show from manufacturers (including work at home makers), retailers and distributors of slings and sling-related accessories, as well as training providers and sling advocacy groups.

All exhibitors at the event will have their company name, logo and a link to their website displayed on the Sling Show page of the event website, and will be promoted via social media. In order to maximise the number of companies able to exhibit at the Sling Show, this year we will only be offering small stalls (unless you are a Gold or Silver sponsor).

Small stall (2m wide) - £100

You can book your stall as space only, or with tables and chairs.

Stalls will be allocated mostly on a first-come first-served basis, although we may close applications for stalls by manufacturers of certain products if that product type is already well represented by confirmed stall holders. Priority will be given to companies whose products are likely to appeal to the wider public rather than collectors.

Donate a raffle prize

All companies who donate a raffle prize will be mentioned on social media, and will have their company name, logo and a link to their website on the Raffle page of the event website. **Please note, this is a fundraising event to promote slings to the wider public, and therefore raffles on individual stalls for the chance to buy an item will not be permitted.**

Provide a product sample for the Sling Playground

Returning for 2019 is the Sling Playground! Provide a sample of your product for sling educators and retailers to try out. A great way to get your product seen by the people who stock sling libraries and shops, especially if you can't attend in person. Samples can be donated to the raffle at the end of the day, or returned to you at your cost.

To apply for a stall, offer a raffle prize or provide a product sample for the Sling Playground, please visit www.carryon-london.co.uk/apply-to-sponsor or email exhibitors@carryon-london.co.uk if you would like more information.