


A photograph of two pregnant women walking and smiling while shopping. The woman on the left is wearing a white tank top and a dark belt, holding a shopping bag. The woman on the right is wearing a patterned dress and holding a shopping bag. The image is overlaid with a semi-transparent yellow filter.

PREGNANT and POPPED

The Baby Fair for MUMS by  Empowa

VENDOR INFORMATION PACK

Event: Saturday 13 May 2023

Trehaus. Funan Mall

Thank you so much for being part of this incredible event and network. Please read this document carefully and save a copy for your records. Payment is deemed full agreement and acceptance of these Terms and Conditions, so make sure you know them well.

The Pregnant and Popped network is growing and developing quickly; we aim to respond to the need for change and updates rapidly. Should there be any changes or updates to this information and or Terms and Conditions you will be notified by email and your acceptance is deemed automatic. Please therefore ensure that you have saved kathy@empowa.sg as a contact in your email system (we hate going in to spam folders).. Empowa cannot be held responsible if you fail to receive any communication about The Baby Fair for MUMS or Pregnant and Popped network.

*Now, let's get on and make this the most empowering, useful and essential event that all new mums and families **MUST** attend!*

TABLES OF CONTENTS

Being a Partner : page 4

Marketing Bundle : page 7

Terms and Conditions : page 10

Dates for the Diary : page 15



BEING A PREGNANT AND POPPED PARTNER

In case you haven't realised, you haven't just signed up to be a Vendor at a normal pop up fair. You have also joined a network of perinatal providers that all have one thing in common ... we help mums and families.

When you sign up for The Baby Fair for MUMS you are automatically considered to be a Pregnant and Popped Partner for the 6 month period of that Fair cycle - a **6 month cycle is:**

"May" Fair - March until August

"November" Fair - September until February

Download your Pregnant and Popped **Partner Stamp** here >>> [P&P Stamp](#) and USE it anywhere and everywhere you would like to promote that you are part of The Baby Fair for MUMS and the Pregnant and Popped Network

There are no imposed obligations on anyone in the network, because we trust that you will quickly see the benefits it provides when we all become visible to each other, and therefore we become more visible to many more families and of course, potential new clients.

Pregnant and Popped is not an exclusive network, we encourage and promote the concept of informed choice to families, therefore we actively encourage multiple brands from similar concepts to come on board and use the network, especially The Baby Fair for MUMS, as an avenue to educate more people about your expertise and the choices available to them.

Opportunities for all Pregnant and Popped Partners

1. Be the **FIRST TO KNOW** about each Baby Fair for MUMS, and first to be given the opportunity to book your space and time at the next event
2. Inclusion in the **WHATSAPP GROUP CHAT** - used for sharing information about
 - a. The Baby Fair for MUMS
 - b. New client opportunities
 - c. Exclusive training opportunities
3. Be included in The Event **Download Guide**. To be included in the Download Guide you must email kathy@empowa.sg with details of your offerings no later than 30 days prior to the release date (details to be sent separately)
4. Use the Empowa **SOCIAL MEDIA** platform to share your messaging. Simply tag [Empowa](#) and where the content is relevant to the Pregnant & Popped audience (i.e. pre and post natal) it may be shared as a story on the Empowa platforms (with a reciprocal tag back and a Pregnant and Popped Partner [Stamp](#))
5. Be included in correspondence, marketing, promotion etc regarding your **industry wide expertise** in relation to The Baby Fair for MUMS. For example if you are a Fitness Coach you will be included in Social Media and Emails highlighting this subject in relation to the event (please note these are not exclusive posts or emails, you may be featured with other similar companies and brands)
6. ACCESS to Empowa's contacts on a case by case basis for **EMAIL DISTRIBUTION and WEBINARS**. If you have an idea for an email or webinar send it to kathy@empowa.sg and we will review it for inclusion in our weekly and monthly scheduling

Please note that Social Media, Gift and Discount Guides, Email and Webinar content is always subject to Empowa's final agreement. That said, if your content is about HELPING MUMS and relevant to a pre or postnatal/postpartum audience then we are highly likely to be able to schedule it in because we absolutely love supporting the network as much as possible, and of course HELPING MUMS.

Pregnant and Popped: The Baby Fair for MUMS
VENDOR INFORMATION PACK
May 2023
ALL VENDORS

A photograph of two pregnant women walking and smiling while shopping. The woman on the left is wearing a white sleeveless top and a wide braided belt. The woman on the right is wearing a patterned strapless dress. They are both holding shopping bags. The image has a purple overlay with text.

**PREGNANT
and
POPPED**

The Baby Fair for MUMS by  **Empowa**

MARKETING BUNDLE
Event: Saturday 13 May 2023
Trehaus. Funan Mall

MARKETING BUNDLE

If you have signed up to be a vendor at the ticketed price then you have opted to be included with the full Marketing Bundle

What does this mean?

In addition to being considered a Pregnant and Popped Partner:

1. You will automatically be included in all correspondence, marketing, promotion etc regarding your **industry wide expertise** in relation to The Baby Fair for MUMS. For example if you are a Fitness Coach you will be included in Social Media and Emails highlighting this subject in relation to the event (please note these are not exclusive posts or emails, you may be featured with other similar companies and brands)
2. **PRIOR TO THE EVENT** your company will be featured a minimum of once in a **DEDICATED SOCIAL MEDIA POST and STORY combo** highlighting your brand. This is a dedicated post about your brand and the message you want to portray about how you HELP MUMS. Please note that this is subject to you providing the necessary information and imagery no later than 30 days prior to the release date (details to be sent separately)
3. Your TALK/CLINIC/STUDIO TIME will have a **DEDICATED EVENT PAGE on FACEBOOK EVENTS. PEATIX and EVENTBRITE** as managed by Empowa
4. **AFTER THE EVENT** (within the 6 month cycle) your company will be featured a minimum of once in a **DEDICATED SOCIAL MEDIA POST and STORY combo** highlighting your brand. This is a dedicated post about your brand and the message you want to portray about how you HELP MUMS. Please note that this is subject to you providing the necessary information and imagery no later than 30 days prior to the release date (details to be sent separately)
5. Be featured in the Pregnant and Popped bi-annual **GIFT AND DISCOUNT GUIDE** - this is every Mother's Day and every Christmas (depending on which 6 monthly Fair cycle you have signed up for). To be included in the Gift and Discount guide you must email kathy@empowa.sg with details of

your special offer no later than 30 days prior to the release date (details to be sent separately)

6. **YOU WILL BE INVITED TO CONTRIBUTE TO A DEDICATED EMAIL DISTRIBUTION** for your industry expertise. This will be scheduled after the event (within the 6 month cycle)
7. **YOU WILL BE INVITED TO HOST A DEDICATED WEBINAR** for Empowa contacts, and your own contacts and the wider Pregnant and Popped Network of contacts for industry expertise. This will be scheduled after the event (within the 6 month cycle)
8. Leaflets and information provided by you will be **personally DISTRIBUTED** to all Empowa Pre and Postpartum clients
9. Information provided by you will be available for any/all virtual clients, including but not limited to **Empowa's CORPORATE MEMBERSHIP or Subscription Schemes**
10. Be **FEATURED** on the Empowa website with **LINKBACKS** to your website and social media
11. At every opportunity your content that is relevant to Pre and Post natal families on Social Media will be shared with Empowa audience. Tagging Empowa will assist this process but we will also monitor your feed for content that we feel will resonate with the Empowa audience. **Sharing will be via Instagram Stories** and using the Pregnant and Popped Partner Stamp, with a linkback to your IG page

NOT GOT THE BUDGET FOR THE FULL PACKAGE THIS TIME AROUND? You can opt out of this Marketing Bundle at the time of purchasing your Vendor Ticket. Simply use discount code: 1NOMARKETING at the time of checkout and you'll receive a \$75 discount. Please note that this will mean that your participation will be as per the Pregnant and Popped Partner benefits, not including the Marketing Bundle described above



THE EVENT

Pregnant and Popped: The Baby Fair for MUMS
Saturday 13th May / 10am-6pm
Trehaus @ City Hall 109 North Bridge Road, #07-21 Singapore
179097 (Via North Bridge Road Lift Lobby A, Singapore
179097

YOUR BASIC OBLIGATIONS

- Read this policies carefully and comply
- Confirm which vendor option you would like by paying the full amount at booking
- Send high quality marketing images to kathy@empowa.sg
- Promote the event via your usual organic marketing channels using hashtags #pregnantandpopped #thebabyfairformums and #empowasg. Like, Comment and Share promotional content of the event
- Maintain (and tear down) your showcasing your amazing services or goods

EMPOWA'S BASIC OBLIGATIONS

- Provide the space and any equipment as agreed
- Send invoices and receipts in a timely manner
- Promote the event via Empowa's organic marketing channels. Like, comment and share promotional content of the event
- Assist all vendors/consignors/advertisers with promotional and logistics queries

CANCELLATION POLICY

- In the event of cancellation by the Vendor the Vendor is still liable to pay Empowa the fixed fee for period committed
- If cancellation by Empowa is necessary due to unforeseen circumstances, acts of a third party, or other circumstances which (in Empowa or the Venue's sole judgment) may compromise the safety of Vendors or customers, then this Contract will be terminated and all Fees will be returned to the Vendor, minus any outlays that Empowa, or the Venue, are not able to obtain reimbursement for or recoup
- Neither Party will be liable for any failure or delay in performing an obligation under this Agreement that is due to any of the following causes, to the extent beyond its reasonable control: Force Majeure, Acts of God, accident, riots, war, terrorist act, epidemic, pandemic (including but not limited to COVID-19 pandemic), civil commotion, breakdown of communication facilities, breakdown of web host, breakdown of internet service provider, natural catastrophes, governmental acts or omissions, changes in laws or regulations, national strikes, fire, explosion, or generalized lack of availability of raw materials or energy.

- For the avoidance of doubt, Force Majeure shall not include (a) financial distress nor the inability of either party to make a profit or avoid a financial loss, (b) changes in market prices or conditions, or (c) a party's financial inability to perform its obligations hereunder
- The Parties hereby acknowledge that while current events related to the COVID-19 pandemic are known, future impacts of the outbreak are unforeseeable and shall be considered a Force Majeure Event to the extent that they prevent the performance of a Party's obligations under this Agreement

OPENING HOURS AND TICKETING

- The opening hours for the venue to the public will be 10.00am – 6pm (subject to change)
- Set up for a business day begins 60 minutes before opening time
- Tickets will be available (as managed by Empowa)
- Walk-ins will be allowed providing the venue is not at capacity
- We will adhere to all COVID-19 Safe Distancing guidelines / safety management measures / rules and regulations

DELIVERY/COLLECTION OF YOUR EQUIPMENT

- **You may deliver your equipment to the venue the afternoon before the event Friday 12th May strictly between 3pm - 6pm. Please ensure that your delivery will arrive before 6pm, as the venue will close at 6pm and will not be able to receive deliveries after that time.**
- **A Permit To Work form IS REQUIRED IN ADVANCE for all deliveries made via the Loading Bay**
- Kindly Note: Whether you deliver your equipment by courier or yourself on Friday or Saturday morning, if you cannot carry your items by hand, you will need to use the loading bay and need to complete the online form beforehand, or you may be refused access.
- If you can carry the items on your own then you can use the guests' lifts (Lift Lobby A only)
- The details from Trehaus that they will need are as per the attached image. Contractors will also need to submit a Risk Assessment Form with this PTW (Permit To Work).
- If you have pre-agreed for Empowa/Venue to receive any items on your behalf on Friday afternoon Please ensure that every box/bag etc is clearly labeled in the event that Empowa/Venue need to identify it and move to your designated area
- Products and marketing materials kept in the venue overnight are at the sole discretion of the Vendor and under no circumstances does the Venue nor Empowa take any responsibility for any items, products or belongings of an Vendor or member of staff of any Vendor. Please note that the venue will not be air-conditioned when closed
- All Vendors must ensure they take away all equipment/items/stock/products etc at the end of the event (there is no storage available after the event)

- Vendors may contact Nicolette, the event manager at Trehaus, in case you have any questions about directions or have difficulties with the form.

OBLIGATIONS TO THE VENUE

- Vendors structure must be free-standing and should be able to come up/ down within 1hr. Kindly note that venue staff will not assist with your set-up, so please make sure to arrange assistance for setting up and tear down.
- Vendors shall not make any permanent alterations to the venue's property, nor any other vendors property
- Vendors shall not display/hang/afix anything on walls/pillars. Vendors should bring their own means to display materials (for example a poster stand)
- Vendors will be directly liable for any damage caused to the space

VENDOR DUTIES AND OBLIGATIONS

- Vendors must provide their own manpower at all times
- Set up, maintain and tear down your area showcasing your amazing services or goods in a timely manner
- Vendors will conduct all sales activity including collecting payment and tracking sales of their products/services. Vendors must ensure that their payment details are readily available / displayed for customers to easily pay for their purchases. The Vendor shall provide all point-of-sales material
- Vendors are responsible for the set up and display of merchandise in their area
- Vendors to set-up their own visual merchandising displays at the allocated space, they must be congruent with the space available
- It is the Vendor's responsibility to secure and cover displays, products etc securely outside of opening hours
- It is Vendor's responsibility to ensure that their area is clean and tidy at all times

SHARING/ASSIGNING

- Vendors/Consignors/Advertisers are forbidden from assigning, subletting, exchanging, providing complimentary or for consideration, all or any part of the location assigned by Empowa to any vendor, consignor, advertiser, business or individual
- No other business' product or service, unless identified in this agreement, is allowed to be advertised or sold

LIABILITIES

- Each Vendor / Consignor / Advertiser exhibits in his or her own legal capacity in accordance with prevailing regulations and laws of Singapore
- Empowa, &/or the Venue, shall not be responsible for any loss or damage incurred, including, without limitation, damage to Vendor's / Consignors / Advertisers property, loss of sales, or injury to or death of Vendor/Consignors/Advertisers (or its agents, employees, and/or personnel).

- Vendor / Consignor / Advertiser expressly assumes all risks of loss, damage, liability, injury, or destruction resulting from any cause whatsoever, including but not limited to acts or omissions, and hereby releases and waives any claims against Empowa &/or the venue related to such loss, damage, liability, injury and/or destruction

SUSTAINABILITY AND THE ENVIRONMENT

- Both the venue and Empowa are environmentally-responsible businesses and we hope to promote the awareness of sustainable practices by encouraging all our Vendors to go green as well
- We adhere to the three R's of Waste Hierarchy (Reduce, Reuse, Recycle). As far as practicable, we encourage Vendors to say no to single-use consumables (especially plastic) and choose reusable options instead. If single-use items are necessary, Vendors should make a conscious effort to choose paper or other sustainable materials, and practice recycling where possible

THE BOTTOM LINE

- Vendors are to abide by all directives, regulations and rules set by the venue &/or Empowa. Empowa reserves the right to decline, prohibit, or expel any Vendors or prevent any activity, displays, products, or conduct, which (in Empowa's sole judgment) is out of keeping with the character and values of Empowa or endangers the venue, any employee, or customers
- Vendors and their agents, employees, personnel, and/or independent contractors agree to be bound by this Contract and shall comply with its terms and all rules, regulations, and directives as expressed to Vendor by Empowa in any way at any time. The terms of this Contract, including any limitations and or waivers, inures to the benefit of Empowa and its affiliates
- The relationship of Vendor to Empowa is that of an independent Contractor, and nothing contained in this Contract will be construed as creating a partnership, joint venture, employment relationship, agency, or other relationship between the parties, or to make Empowa liable for the debts or obligations of the Vendor
- If any term herein is determined to be unlawful or unenforceable then the term will be severed and the remainder of the Contract will remain in force
- This Contract is non-exclusive and Empowa reserves the right to Contract with other Vendors of a similar nature or business model or similar products/services
- Any delay or failure by Empowa to exercise any right or power under this Contract shall not be construed to be a waiver of said right or power, or any other right of power under this Contract



DATES FOR THE DIARY

Date	Description	To Do
TUESDAY 28 FEBRUARY	Closing of Vendor registration	Make sure you've told all your contacts to register in time
MONDAY 13 MARCH	Start of marketing campaign and DEADLINE for Marketing Images and Content	Make sure you have submitted all required information via this like >>> https://forms.wix.com/r/7028308975988769773
MONDAY 13 MARCH	DEADLINE for Mothers Day Gift and Discount Guide	make sure you have submitted all required information via this like >>> https://forms.wix.com/r/7028322120979448577
WEDNESDAY 12 APRIL	FINAL DEADLINE for all Marketing Images and Content	

FRIDAY 5 MAY	DO YOU NEED TO USE THE LOADING BAY?	If so, make sure you have submitted your <u>Permit to Work Form</u>
FRIDAY 12 MAY	GET READY!	Between 3pm-6pm you can drop off items at Trehaus, Funan Mall, Level 7 (make sure they are clearly marked)
SATURDAY 13 MAY	EVENT DAY!	Get up bright and breezy for the very best Baby Fair for MUMS