

Event bags are reusable totes we give to attendees when they arrive, filled with literature, special offers, and resources from event partners that are on-site or supporting us from afar.

We assemble event bags at our office in Fairport, NY. It's important to note that, since it takes a while to assemble them, and in some cases, we're on the road several weeks at a time, some of the deadlines are more than a month in advance of the event. It's essential that pieces arrive by the deadline so we can guarantee inclusion in the bags.

### Deadlines for Receipt (earlier is better)

<b>Columbus</b> APR-4	<b>Detroit</b> APR-18	<b>St. Louis</b> MAY-17	<b>Kansas City</b> MAY-17
<b>Indianapolis</b> MAY-17	<b>Nashville</b> JUN-25	<b>Atlanta</b> JUN-25	<b>Charlotte</b> JUN-25
<b>Pittsburgh</b> JUN-25	<b>Rochester</b> AUG-22	<b>Buffalo</b> SEP-12	<b>Cleveland</b> OCT-3
<b>Cincinnati</b> OCT-3	We'll email you with confirmation when we receive your materials so you know they made it to us!		



### Examples

Flyers, brochures, rack cards, business cards, postcards, stickers, coupons, class / service passes, checklists, resources, and other printed materials that aren't three-dimensional.

### Guidelines

Over the years, we've received all kinds of beautiful and creative pieces! However, there are some things that make it difficult or time-consuming for our team. Here are some of the things we're unable to accommodate.

- Items must be pre-folded (e.g. tri-fold brochures); we're unable to fold pieces by hand.
- Pieces can't have ribbons / protrusions or die cuts (e.g. door hangers) because they get caught on other materials and make it hard to stack / add items to each bag, and certain die cuts can give us a lot of paper cuts!
- If there are sheets of stickers, or something similar that needs to be separated, that must be done before sending to us.
- PRO TIP: Don't add an expiration to your offer (or make it 12-18 months, if you need to include one). Attendees are at different stages of their parenting journeys and might not be ready to purchase right away; this helps you meet them where they are.

### Quantity

Up to 400 per event / 5,000 season-wide. If there happen to be extras, we're unable to mail them back. However, if you're at the event, we'll return them to your table or have them available for pick-up at registration.

### Dimensions

8.5" x 11" or smaller (flat or folded)

### Shipping

Babies & Bumps  
1387 Fairport Road, Suite 800  
Fairport, NY 14450

PRO TIP: If you're ordering from a printer, have them ship directly to us to get them to us more quickly and save by not shipping them twice. Some people order a higher quantity to get a price break; we'll bring extras to you if you're there on event day.