

Baby Fest 2009 Details

This letter contains all of the most up-to-date details for this year's event. I will try to get through them as briefly as possible.

Sponsor Sign Up page: The Baby Fest page offers you the opportunity to let me know exactly how you plan to participate and as soon as this form is submitted you will be officially added to the sponsors list. You can visit that page and fill out the sponsor form here: www.afroginmysoup.com/product-review/baby-fest-2009. Those of you who have already filled out the form and submitted the information to me do not need to do so again. I want to make sure that all of you get the best review for your site, so organization will be a key component.

Mom of Honor Info: Something you may not have known is that I hope to make this event an annual thing, honoring a different expectant mom each year. As I have mentioned before, since this is the event's first year, my sister is the mom of honor this year. She is expecting her fourth baby and found out today that it is a girl! This is a HUGE deal for our family, not only because I have 6 boys, but also because out of our parents' 10 grandchildren, 9 of them are boys! My sister is also a baby wearer, uses mainly cloth diapers on her newborns and breastfeeds them. All of this information is intended to help sponsors understand the products that may best suit this year's mom, if you have ANY questions at all though, please don't hesitate to ask.

Event Dates and Format: The event will begin January 20, 2009. I will be featuring products as we "follow" my sister through her pregnancy, baby shower, birth of the new baby (her needs and the baby's needs) and bringing home/life with a newborn. So, on January 19th we will kick off the event by inviting everyone to join us (posting our button, talking about the event, etc). We will choose what category of the event products fall in based on a couple of things Where we think they fit best, as well as where we need more (or less) sponsors featured. This ensures that everyone gets great exposure. We are also trying to make sure that each company that participates offers unique products from all other sponsors.

Review Product: I tried to give plenty of information to help all of you feel more confident when selecting a product that will receive a raving review, but again, if you have questions you are welcome to ask. Most of you are choosing to send products now rather than waiting ...especially pregnancy products. You are welcome to send review products anytime as long as they will arrive before the event. The more time you give us, the better we will be able to review the products and give our thoughts. You can just let me know when you prefer to send product and I'll make a note of that.

Giveaways and Discounts: Most of you are also choosing to offer some sort of giveaway and/or discount to get better exposure. This is how a giveaway works ...anyone interested in entering must visit your site and leave me a comment relevant to the products you offer! On the specified end date, I will choose from the commenters and contact them for the details necessary. As soon as they get back to me I will forward their information on to you so that you can handle the giveaway from there. You will not be sending giveaway products to me directly. If you are offering a discount, it would be best if the expiration date was not before the beginning or middle of March to give readers plenty of time to shop with you after the event (most sales don't take place until after the giveaways end).

I often feature companies again at a later date, if that is something you'd be interested in, I'm always happy to oblige! Again, please don't hesitate to let me know if you have any questions or concerns and don't forget to fill out the form to participate.