



# happyMama Expo 2022

National Virtual Maternity Show  
Overview for Program Contributors

MARK YOUR CALENDAR...

# Happy Mama Expo 2022!

SAVE THE DATE  
SATURDAY, OCTOBER 22, 2022

10:00 AM to 6:00 PM Eastern Time.

1 4 2 1 8 0 8 3 6  
Days Hours Minutes Seconds

[WATCH REPLAY OF 2021 EXPO HERE](#)

Happy Mama Expo 2022  
Saturday, October 22, 2022  
10 AM – 6 PM Eastern Time  
Online Zoom Webinar Event



# Why have a maternity show?

**60%** of women felt that they did not have sufficient information about various topics on pregnancy including hypertension, pre-eclampsia, anemia, gestational diabetes (Reach 2021)

**75%** of patients are more likely to comply with their medical regimen after exposure to digital multimedia programs (Reach 2018)

Consumer Launch of **Happy Mama**, a Reach product for maternal health and wellness

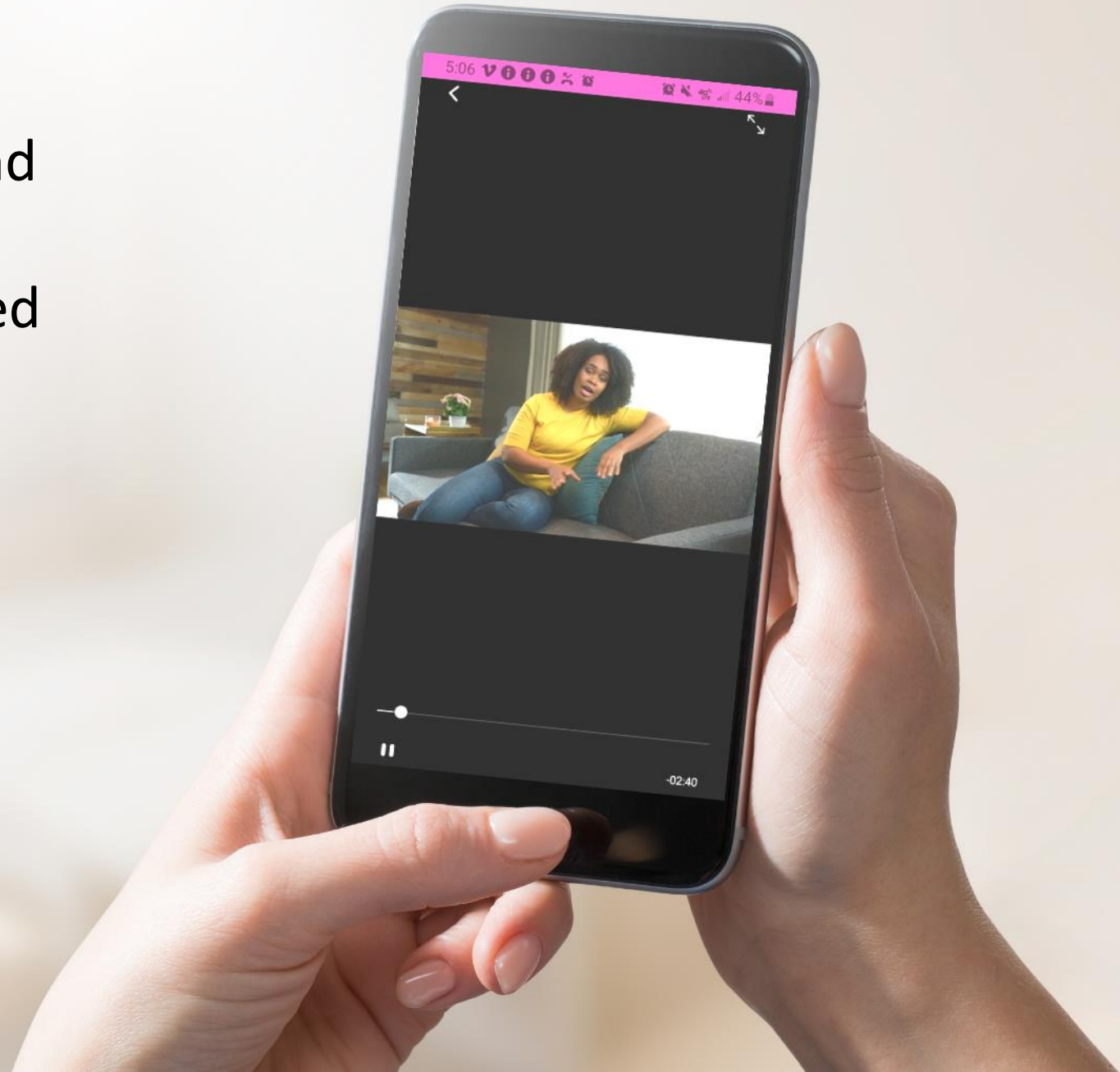


# Who can attend?

Happy Mama Expo is free and open to the public. It is a nationwide consumer focused event.



**EDUTAINMENT\***



\*Edutainment is educating and learning through entertainment

## Outreach – How will this be marketed?

- Splash Page – Live on July 1<sup>st</sup>  
<http://happymama.global>
- Social Media Outlets
- Community Health Center & Maternal Health Clinics
- Reach Podcast and other podcast venues
- Goal: 15000+ women and their families



# General Logistics

- Live streamlined across social media (YouTube, Facebook, Twitter, Instagram and LinkedIn)
- Recorded portions of the event will be available on Reach's YouTube Channel and may appear on Reach's Save Moms, Save Moms Global, and/or Happy Mama platforms.
- **How can we participate?** Directly assist with securing speakers, entertainers, giveaways, and the promotions of the event.
- **Do we have to pay?** Sponsorships and donations are always appreciated. Proceeds will be used to covering the cost of advertising and digital swag bags for all attendees
- By agreeing to participate, you agree to the listing of your company as a program contributor and agree to the use of your corporate logo (in accordance with your brand guidelines), or photo or likeness in the case of speakers.

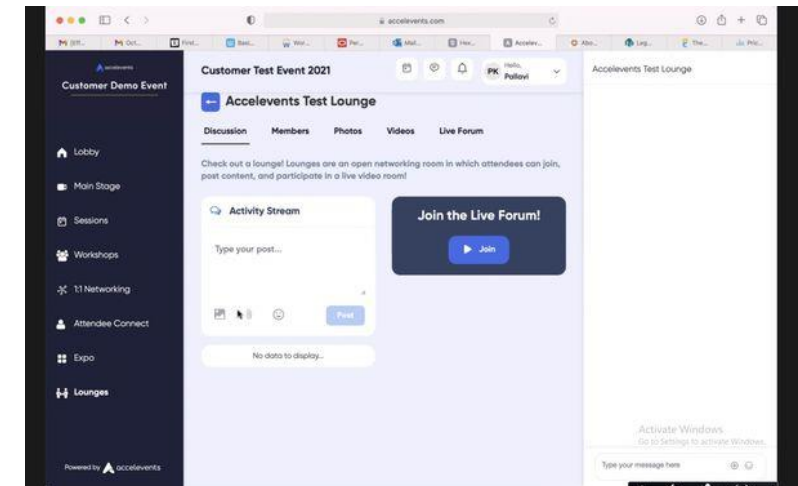
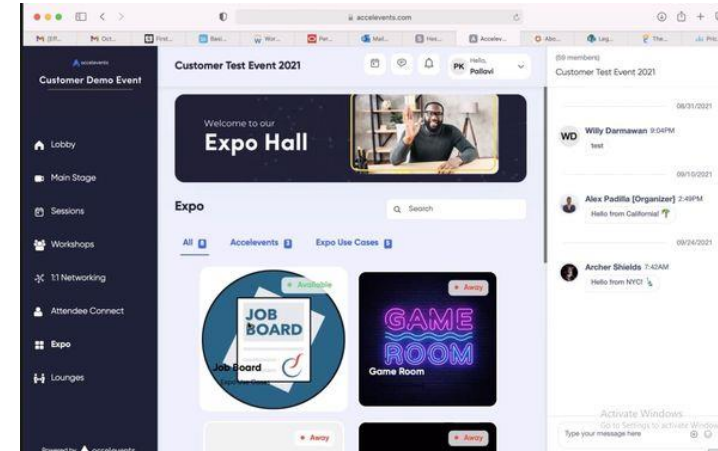


# Sponsors of Exhibit Booths and/or Lounges Receive...

Congratulations on being a Happy Mama Expo Sponsor!

All sponsor will receive:

- ❖ Logo placement on the event website: [bit.ly/happymamaexpo2022](https://bit.ly/happymamaexpo2022) (remains for 12 months!)
- ❖ Your logo will be showcased during program events
- ❖ Live interaction with attendees on the day of the event.
- ❖ Logo and booth remain accessible for 12months post event on the event site AND your logo will remain on the Happy Mama main website for 12 months
- ❖ Your company name will be included in our upcoming press release (national exposure)
- ❖ Participants will receive engagement points with prizes to win for having visited your booth and/or lounge



Haven't signed-up? Sign-up today!

VISIT:

<https://happymama.global/exhibit>

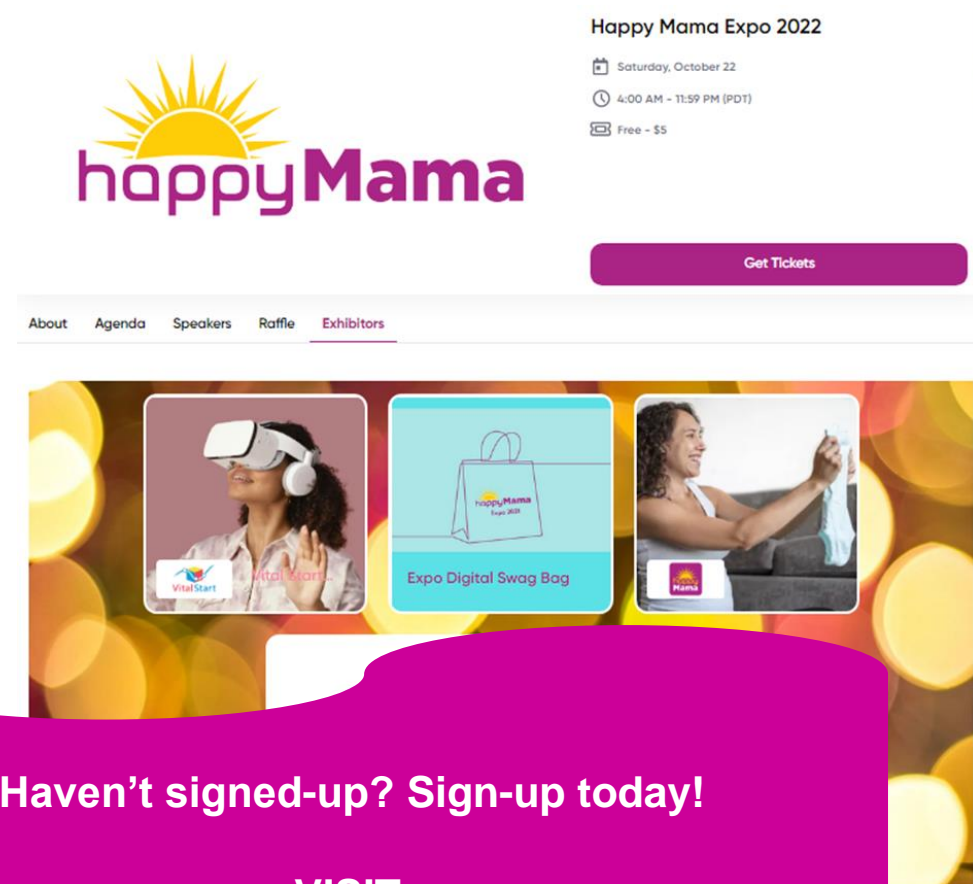


# Promote Your Products & Services for Free!

- We are honored to have you participate in our digital swag bag.
- **There is NO COST to participate.** All we ask is that you provide a discount code or freebies to our expo attendees. The deadline to submit is Thursday, October 20th.
- The swag bag will remain assessable for 12months.
- Registrants who decided to experience the OnDemand event will be able to access the digital swag bag too

## What will you receive?

- Your logo and product details can be included in the swag bag along with your coupon for free or discounted services.
- Your company logo will be
- If you would like more brand and media exposure, consider becoming a Exhibit Sponsor



Happy Mama Expo 2022

Saturday, October 22

4:00 AM - 11:59 PM (PDT)

Free - \$5

Get Tickets

About Agenda Speakers Raffle Exhibitors

Vital Start Digital Swag Bag Expo Digital Swag Bag Mama

Haven't signed-up? Sign-up today!

VISIT:  
<https://happymama.global/exhibit>





A composite image featuring a smiling pregnant woman in a white cardigan on the left and a man holding a child in front of a house on the right. The woman is wearing a white ribbed cardigan over a maroon top. The man is wearing a grey sweater and blue jeans, holding a young girl with pink hair ties. The background is a house with a green door and white trim.

## All Support is Welcome!

Feel free to move forward, reach out to those you know, and gain commitments.

What is needed? We are seeking celebrity appearances, event promotion, giveaways, and guest speakers for 10–30-minute slots.





Supporting Women  
throughout the Tender  
Moments of Motherhood

EMAIL:  
[info@happymama.global](mailto:info@happymama.global)



## About Reach

Reach, is a 501c3 global social impact organization focused on improving the healthcare experience of both patients and providers. Maternal mortality and morbidity prevention is a top priority area for us. We are the founders of the [National Save Moms Campaign](#), [Save Moms Global](#), [Maternal Application of Technology for Community Health \(MATCH\) Coalition](#), and [Happy Mama](#).