

# BABY

# EXPO

Bump to Birth and Beyond

## AUCKLAND

Visitors  
8500

Stands  
75

## CHRISTCHURCH

Visitors  
6800

Stands  
75

## WAIKATO

Visitors  
6600

Stands  
75

## WELLINGTON

Visitors  
5700

Stands  
70

### 2020 PROJECTION

Visitors  
9000

Stands  
75

### 2020 PROJECTION

Visitors  
6900

Stands  
75

### 2020 PROJECTION

Visitors  
6700

Stands  
75

### 2020 PROJECTION

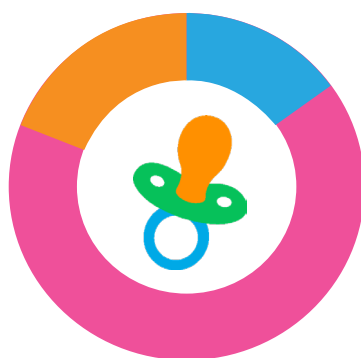
Visitors  
5800

Stands  
75



### REASONS FOR VISITING:

- Shop & Purchase: **88%**
- Gather information: **12%**



### SHOPPING & INTEREST AREAS:

- Baby & Pregnancy: **66%**
- Toddler: **19%**
- Pre birth: **15%**



### EXHIBITORS OBJECTIVES MET:

- **93%** of exhibitors were happy with show sales and also found an increase in brand awareness

## EXHIBITOR FEEDBACK

"We first went to the Christchurch Baby Expo in 2015 with quite low expectations of what we would achieve. Compared to the shows we have attended regularly in Auckland, Sydney and Melbourne, we knew numbers would be lower and so sales would be a lot less. Wow – were we blown away by the show, so much so we rebooked for Christchurch and Hamilton in 2016. The shows are very well run and very easy to be a part of. The numbers through the door were higher than we expected plus they were all coming to buy. Out of all the Baby Shows we have done in the past 10 years (and there have been a lot) the team at the Baby Expo are the best by far. Both in ease of attending and return on investment."

**DIANE  
BROLLY SHEETS**

"The Waikato Baby Expo far exceeded our expectations. It was extremely well organised and the organisers themselves were amazing and friendly to deal with. We were introduced to so many more new customers, it was well worth it for us. We will be back again next year."

**AMY  
BABY ON THE MOVE**

"The expo was very successful for us with excellent sales and public attendance. The event organisers did a fantastic job organising this expo and were extremely helpful when needed."

**CLAUDIA  
ECOSTORE**

"We exhibited at the Christchurch & Waikato Baby Shows this year for the first time and were stoked with the way the Expo was run, and the way it was marketed. Damien, Dani and Crew are great to work with, and it was lovely to meet so many awesome Mums and their gorgeous babies. We'll be back again next year!"

**TRACY  
SQUOODLES**

"The Waikato Baby Expo had a very good turnout of expectant parents looking to purchase products – more than we expected. We exceeded our sales target and will definitely be back next year."

**MARK  
EDWARDS & CO**

