

BABY EXPO

AUCKLAND

2022 PROJECTION

Visitors
9,000

Stands
80

WELLINGTON

2022 PROJECTION

Visitors
6,250

Stands
65

CHRISTCHURCH

2022 PROJECTION

Visitors
7,700

Stands
80

WAIKATO

2022 PROJECTION

Visitors
6,700

Stands
70

BAY OF PLENTY ^{NEW!}

2022 PROJECTION

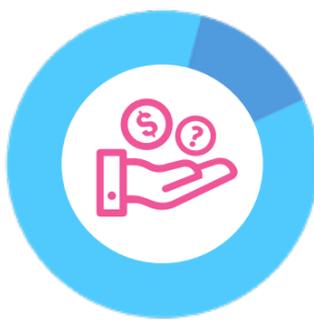
Visitors
6,000

Stands
65



VISITOR AREAS OF INTEREST

- 50% Pregnancy
- 35% Baby
- 15% Toddler



REASONS FOR VISITING

- 80% Shop & Purchase
- 20% Gather Information



RETURNING EXHIBITORS

- 90% Returning Exhibitors

WHY EXHIBIT WITH US?



Increase brand awareness



Attend networking function



Launch a new product/service



Meet new customers and sell face to face



Present a demo or seminar



Extended reach via our exhibitor marketing options

CONSUMER ENGAGEMENT



2,747
following



13,165
following



54,234
total subscribed



EXHIBITOR FEEDBACK

"We find the Baby Expo's to be a very well organized event, staff are very helpful and the overall vibe during the lead up and at the Expo's is very friendly & supportive. Each year the visitor stats grow and this is reflected in the growth of sales and accumulation of contacts obtained from the show prize - well worth being a part of!"

With being a solely online store we find exhibiting at the Baby Expo a great way to showcase our products to customers, launch new products and get genuine feedback - we see it as a very cost effective brand building experience!"

- ROSINA, CARIBOO

"We have been an exhibitor at the NZ Baby Expo for 7 years, and see great value in continuing to book the Edwards & Co stand. Brand building was essential to us as a smaller business and as we grow, it's important that we maintain that face-to-face contact with potential and returning customers.

As an Auckland-based company, we love getting to other regions nationwide (even simply as a team building exercise for our staff!)

Arada Promotions are easy to deal with, have excellent communication, and always go above and beyond to help us with the finer details of booking, setting up and packing down our stand."

- AIMEE, EDWARDS & CO

Working as an exhibitor can be really daunting, particularly if you haven't done this sort of thing before. Baby Expo's (Arada) takes out all the stress and makes everything very simple. The team are so organised, prepared and really friendly, always willing to help if need be, this makes the event so successful for everyone involved."

- SHEREE, FLUFFY DUCKS

"When I first started The Lactation Station, I would envision having a bright, colourful stand at the Baby Expos. Showcasing my business and meeting potential customers. I am now in my third year of attending the Baby Expos with The Lactation Station and they have exceeded what I could have ever dreamed of.

The expos are extremely well organised, communication lines are always open, and the team are very helpful before, during and after each show.

The opportunities these Baby expos have given my businesses are like no other. Networking with other businesses in the industry, connecting with customers and being able to reach other potential connections that would have never arisen if I was not at the shows.

- RENEE, LACTATION STATION

"We've been exhibiting for 3 years and will always come back. The expos are so well run, they're great value for money and the team go above and beyond to make them a great experience for both exhibitors and visitors. There are so many opportunities to enhance your advertising and site without spending the earth. Nothing is ever too much trouble and the whole team are so wonderful to work with. We look forward to the expos every year!"

- HANNAH, BEAR AND MOO

"The New Zealand Baby Expos are a great marketing tool for UPPAbaby. It has increased our customer reach across the country and year on year we see an increased number of sales as a direct result of having a stand at the baby expos. For us, it is also a great opportunity to engage with our suppliers while we are in town and speak with potential new suppliers."

- REBECCA, UPPABABY