

# BABY EXPO

## AUCKLAND

### 2024 PROJECTION

Visitors 8,500  
Stands 80

## WAIKATO

### 2024 PROJECTION

Visitors 6,500  
Stands 70

## WELLINGTON

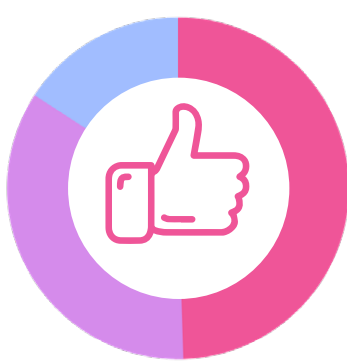
### 2024 PROJECTION

Visitors 5,800  
Stands 60

## CHRISTCHURCH

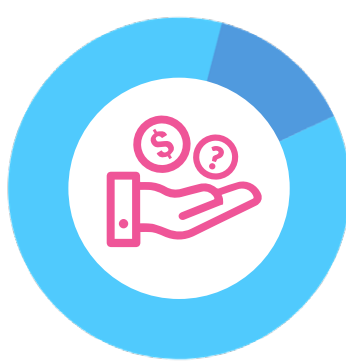
### 2024 PROJECTION

Visitors 7,500  
Stands 75



### 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



5,276 following



16,581 following



73,611 total subscribed



## EXHIBITOR FEEDBACK

"We started working with Baby Expos in 2018 and can say that being part of this team is like an extension of our family. They are so friendly and organized with everything and nothing is too much trouble. They have an excellent marketing team and advertising program and there is nothing nicer than turning up to an event away from home and seeing banners and advertising all around the city for the upcoming expo - they really put in the effort to attract the visitors."

- DAVE, CHILDS PLAY

"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."

- LISA, 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