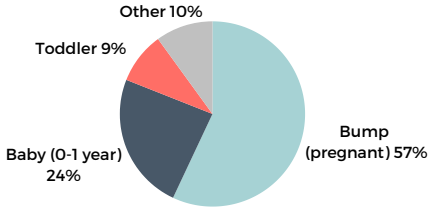


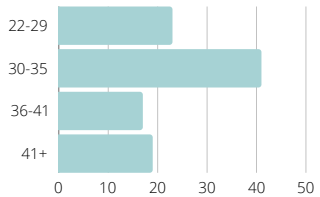


REACH NEW & EXPECTING PARENTS

81% of our audience is pregnant or has a baby up to one year old.



2500+ EXPECTED ATTENDEES - TWO DAY



VENDOR PACKAGES



10 x 5 Booth: \$475 +hst

- 50 sq. ft. 10' wide x 5' deep
- 8' rear drape, 3' side drape
- one chair included
- offer in post show e-blast
- Vendor Master Training + Connector Private Event, pre-show
- 4 complimentary tickets
- insert in swag bags
- affiliate link



10 x 10 Booth: \$595 +hst

- 100 sq. ft. 10' wide x 10' deep
- 8' rear drape, 3' side drape
- one chair included
- offer in post show e-blast
- affiliate link
- 8 complimentary tickets
- insert in swag bags
- Vendor Master Training + Connector Private Event, pre-show

Small Business 8' x 6' space: \$199 +hst, this option is reserved for 1st-time exhibitors (emerging brands/small businesses/handmade) with 2 employees or less. No drape between booths.

MARKETING: 2.5 million viewers, listeners, impressions



LET'S GET SOCIAL, DIGITAL OPPORTUNITIES

EXPO A-LA-CART MEDIA PACKAGE

POST SHOW E-BLAST

\$75

- offer in post show e-blast, 600 px x 50 px
- sent to all attendees
- 74% open rate, 9% click rate

Note: this is included with booth fees

SOLO E-BLAST

\$500

- pre-show or post show dedicated e-blast
- 7800 active subscribers
- 44% open rate, 2% click rate

GIVEAWAY

\$300

- prize donation of \$100 min value
- entry submission with landing page
- leads from giveaway in excel spreadsheet
- 15 days

estimated 100 to 2,500+ entries

SOCIAL SPOTLIGHT

\$50

- Instagram 11.8K followers
- Facebook 6.4K followers

INFLUENCER BAG

\$0

- 20 full sized product donations (min \$25 value)
- Minimum 20 influencers attending
- Influencer contact details, provided before the expo
- each influencer will do an unboxing post/reel
- each influencer will tag brands

SAMPLES, SWAG BAG OR VIP BAG

\$0

- samples in swag bag (min. 200)
- Company logo + link website
- VIP Gift bags (full sized products)
- Company logo + link website

PRIZE SPONSOR

\$0

- prize donation for Giveaway Lounge during the expo, value min. \$100
- Company logo + link to website
- Social Media Post

PAST PARTNERS

**buy buy
BABY**

HealthyTimez®

hello
bello

WaterWipes®

Cetaphil

BUMP, BABY
& Toddler expo®

aleva®
NATURALS



cst
SAVINGS



Bio-Oil®

orange
NATURALS

Dr. Brown's
Natural Flow®

FREQUENTLY ASKED QUESTIONS:

When is the next Bump, Baby & Toddler Expo?

Saturday June 1, 2024 & Sunday June 2, 2024, 10:00 a.m. – 4:00 p.m. &
Saturday November 9, 2024 & Sunday November 10, 2024, 10:00 a.m. – 4:00 p.m.
at the Hamilton Convention Centre, 1 Summers Lane, Hamilton Ontario

When is load in for vendors the Bump, Baby & Toddler Expo?

Friday May 31, 2024, 2 p.m. – 7 p.m. or Saturday June 1, 2024 8:30 a.m. – 9:45 a.m.

What is included in my booth fees?

The booth is a draped booth with 8' rear drape, 3' side drape between booths. One chair is included. Six foot tables can be rented for an additional fee of \$15 each.

Your booth fee also includes an offer in post show e-blast, affiliate link, promotional piece in our swag bags, complimentary tickets and a mention on our website.

Is there carpet for my booth?

No, carpeting is not included. You are welcome to bring your own floor coverings. Carpeting is not a requirement of your booth.

What is the anticipated attendance?

We anticipate 2500 attendees for our two-day expo (2019: 2675 attendees @ Hamilton Convention Centre; 2023: 2025 attendees @ Ancaster Fairgrounds).

What is the target demographics of the Expo?

Targeted Audience of new and expecting parents from Hamilton, Burlington, Ancaster, Dundas, Stoney Creek, Cambridge and Brant region.

- 57% Bump (pregnant), 24% Baby (under 1 year old), 9% Toddler (1-3 year old)
- 64% aged 22 – 35 years old
- 70% first time parents

How will the expo be promoted?

TV via CHCH, CHCH Morning Live, radio, event signage, email marketing to our 8000 active subscribers, partner email campaigns, social media influencers, paid and organic social media, postcard distribution and community partners.

What will happen at the Vendor Master Training + Connector Private Event?

- Sales Tips that work “how to get the most out of your vendor experience”
- How is your booth going to interact with attendees
- Best practices to get a return on your investment