



# calgary baby & tot show

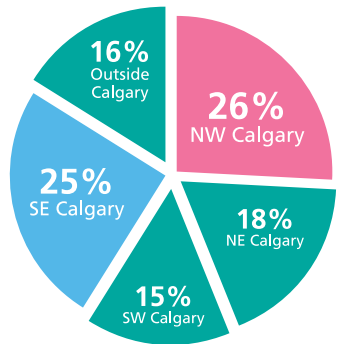
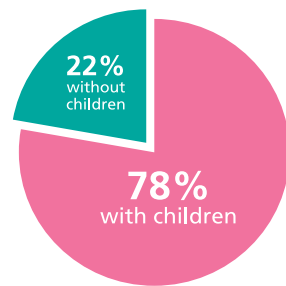
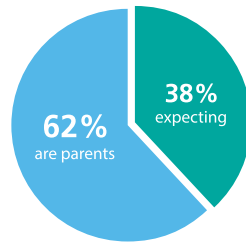
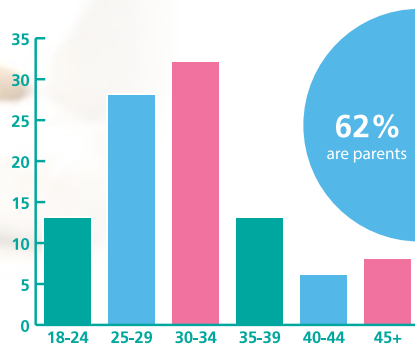
For bump baby and beyond

The **Calgary Baby & Tot Show** focuses on all stages of parenthood from bump, baby and beyond! We provide an interactive, fun and educational environment for the entire family to enjoy. This two day event features play & fun zones for the little ones, educational seminars from the industries best, live entertainment for all ages, shopping, parenting experts and so much more.

This event attracts 8,000 in attendance and is backed by a \$140,000 multimedia focused advertising campaign. The Calgary Baby & Tot is an opportunity you don't want to miss!

## Brand Exposure & Partnership Opportunities

We are thrilled to offer the opportunity to expose your brand to our audience. *Join the Baby & Tot Family to make the most of your experience with the show!*



**60%** of attendees were between the ages of 25 and 34

**70%** of attendees were moms

**49%** of attendees reported a family income of \$75k+

**82%** of attendees came to see new products

**80%** of attendees made a purchase at the show

### Opportunities Include:

- Presenting Sponsor – the highest level of brand exposure plus inclusion in all media & print campaigns
- Seminar Theater Sponsorship
- Diaper & Nursing Lounge Sponsorship
- Admit one & online ticket branding
- Swag bag sponsorship – have your logo printed on 3,000 swag bags!
- Swag bag inclusion – place your product/sample directly in the hands of attendees
- Official Show Guide advertising
- Social Media contests, giveaways and promotions with 6,400+ followers and growing!

*Let us create a partnership package that suits your budget and needs*

Contact us for more information:

Kelly Kennedy, Show Director: [calgarybabyandtot@gmail.com](mailto:calgarybabyandtot@gmail.com)

[www.calgarybabyshow.com](http://www.calgarybabyshow.com) [CalgaryBabyAndTotShow](https://www.facebook.com/CalgaryBabyAndTotShow) P: 403.249.1270



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