

The Calgary Baby & Tot Show

a children's show for every step of the way

presented by

BABIES R US

2012 Sales Package

Oct 13 & 14, 2012
Hall B, BMO Centre,
Stampede Park



Delivering Opportunity

We are pleased to invite you to be a part of the 2012 Calgary Baby & Tot Show. Designed to meet the needs of every child for every step of the way, the Calgary Baby & Tot Show promises to be a rewarding experience for all participants. With special guest speakers, interactive workshops, play stations and a host of exhibitors all carefully selected to provide parents and moms and dads-to-be with the knowledge, resources and tools to assist them in raising their family.

Why Exhibit

Calgary is responsible for one of the strongest economies in Canada, positioned in the top 10% of gross income and spending per capita. With a median age of 34, there is a large population of young families in this marketplace. The Calgary Baby & Tot Show gives you the opportunity to position your operation to a large group of attendees eager to purchase and learn about the products and services you have to sell.

From product launches to increasing sales opportunities and/or raising awareness of your organization, the Calgary Baby & Tot Show gives you the opportunity to directly interact with your target audience at the most cost-effective means possible.

Exhibitor Profile

The Calgary Baby & Tot Show is committed to coordinating a diverse group of exhibitors in order to deliver a well-rounded show that offers a wide variety of products and services to assist parents in every aspect of raising a family. These will include:

- Children's Apparel
- Financial Institutions
- Personalized Merchandise & Services
- Programs Designed for Children
- Parenting Aids
- Safety Products
- Education
- Games & Toys
- Sports & Recreation
- Furniture
- Child Care Centres
- Health Care
- Maternity Care
- Fitness
- Family Friendly Vacation Destinations
- Photography
- Maternity/Women's Wear

Spreading Your Message

The Calgary Baby & Tot Show is committed to executing an aggressive advertising and promotions campaign that will effectively maximize attendance at the event. We work closely with parenting organizations, government programs, hospitals, community associations and retailers to ensure awareness of the Calgary Baby & Tot Show is properly communicated to this distinct target audience. Our strong advertising campaign achieves an extensive reach within Calgary and surrounding areas and includes outdoor, city magazines, television, radio, newspaper, mall advertising, web and direct mail.



Pricing Guide

The Calgary Baby & Tot Show is pleased to provide you with a variety of booth options to choose from.

A Style Booth

10' x 20'

\$2,100.00 + \$105.00 GST = \$2,205.00

Included in the A style Booth: 2 – 8' skirted tables, 4 folding chairs, booth & isle carpet, 1 garbage can, 4 exhibitor passes and 4 attendee passes.

B Style Booth

10' x 10'

\$1,350 + \$67.50 GST = \$1,417.50

Included in the B style Booth: 1 – 8' skirted table, 2 folding chairs, booth & isle carpet, 1 garbage can, 4 exhibitor

B Style Booth End or Corner

10' x 10'

\$1,450 + \$72.50 GST = \$1,522.50

Included in the B style Booth: 1 – 8' skirted table, 2 folding chairs, booth & isle carpet, 1 garbage can, 4 exhibitor passes and 4 attendee passes.

C Style Booth

10' x 5'

\$750.00 + \$37.50 GST = \$787.50

Included in the C style Booth: 1 – 6' skirted table, 2 folding chairs, booth & isle carpet, 1 garbage can, 4 exhibitor passes and 4 attendee passes.

C Style Booth End or Corner

10' x 5'

\$850.00 + \$42.50 GST = \$892.50

Included in the C style Booth: 1 – 6' skirted table, 2 folding chairs, booth & isle carpet, 1 garbage can, 4 exhibitor passes and 4 attendee passes.

Little Shoppers Lane

10' x 8'

\$850.00 + \$42.50 GST = \$882.50

Included in the Little Shoppers Booth: 1 – 6' skirted table, 2 folding chairs, booth & isle carpet, 1 garbage can, 4 exhibitor passes and 4 attendee passes

Little Shoppers Lane End or Corner

10' x 8'

\$950.00 + \$47.50 GST = \$997.50

Included in the Little Shoppers Booth: 1 – 6' skirted table, 2 folding chairs, booth & isle carpet, 1 garbage can, 4 exhibitor passes and 4 attendee passes

Please Note: Little Shoppers Lane spaces are reserved for home based internet businesses with products to sell at the show. No consultant based businesses are allowed into this area.

Registration

Registration is only available online at www.calgarybabyshow.ca under the exhibitor info / registration. Or email Jennifer James at info@calgarybabyshow.ca for a hard copy application.

Contact Information:

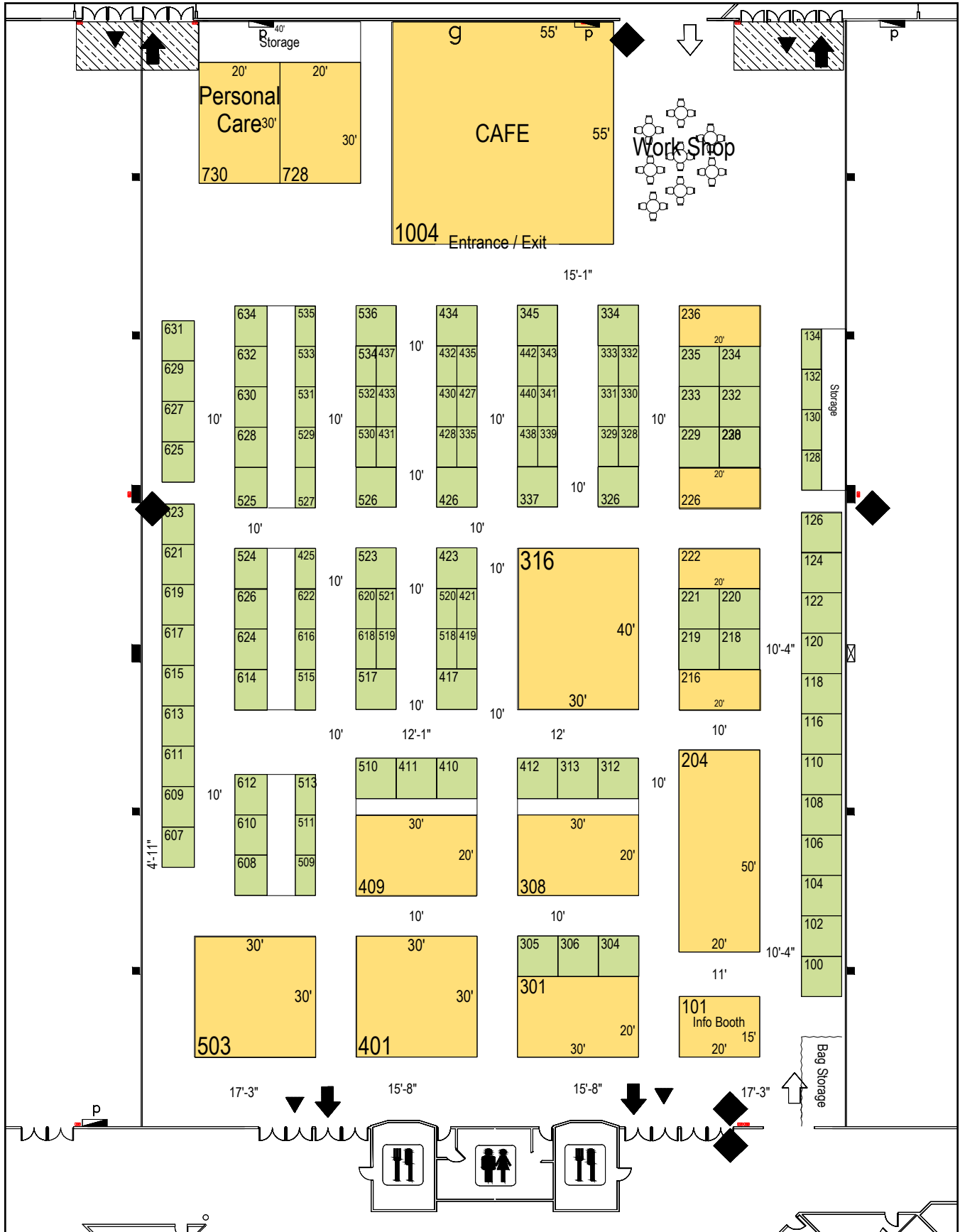
For Show Info & Sponsorship Inquires please contact:

Jennifer James

(403) 294-1644

Info@calgarybabyshow.ca

Calgary Baby & Tot Show Map



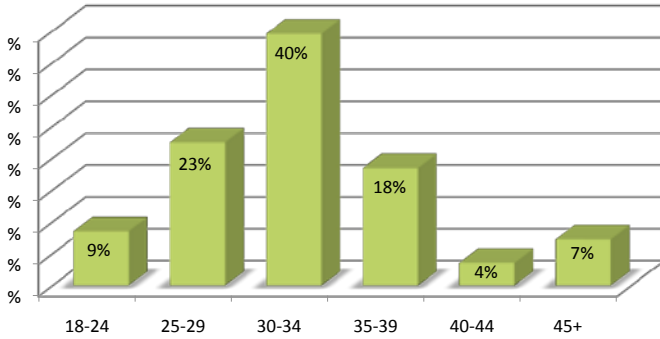
Important Note: Configuration may change based on the final number of exhibitors registered.

How We Measure Up

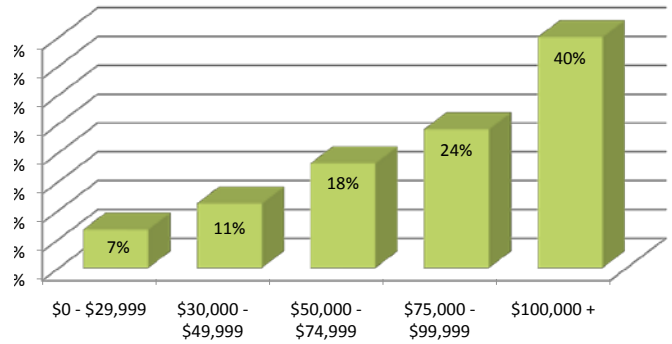
The Calgary Baby & Tot Show truly delivers a targeted segment of the Calgary marketplace. This is a prime audience with high spending potential. Reaching more than 5,000 attendees, our exhibitors, partners and visitors were thrilled with the results!

2011 Attendee Statistics

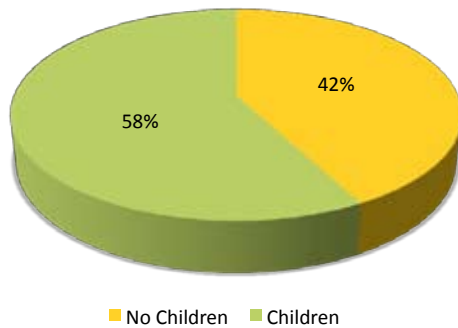
Age Group



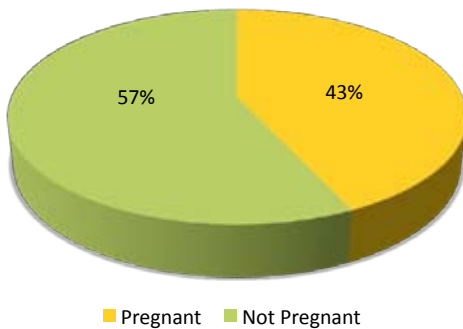
Household Income



Number of Children



Pregnancy Status



65% of our attendees came to the show for the first time

43% of attendees were pregnant

54% of attendees had children under the age of 2

28% of attendees had children aged 3 – 5

81% of attendees came to see new products

85% of attendees made a purchase at the show

40% of attendees reported a family income of \$100k+

