

# The Calgary Baby & Tot Show

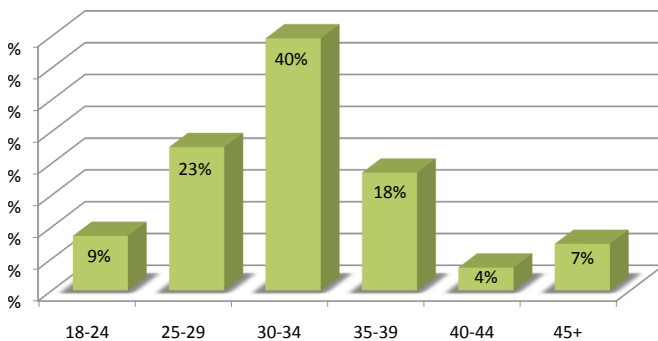
a children's show for every step of the way

## How We Measure Up

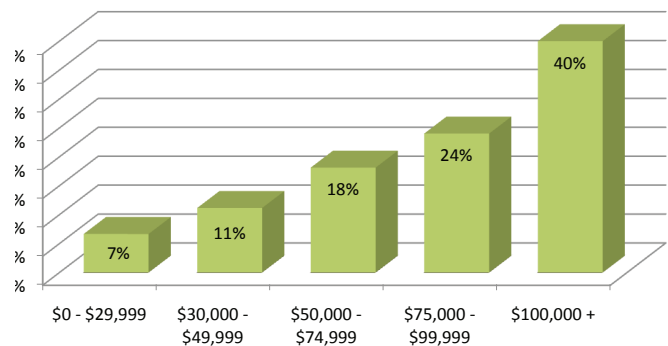
The Calgary Baby & Tot Show truly delivers a targeted segment of the Calgary marketplace. This is a prime audience with high spending potential. Reaching more than 5,000 attendees, our exhibitors, partners and visitors were thrilled with the results!

## 2011 Attendee Statistics

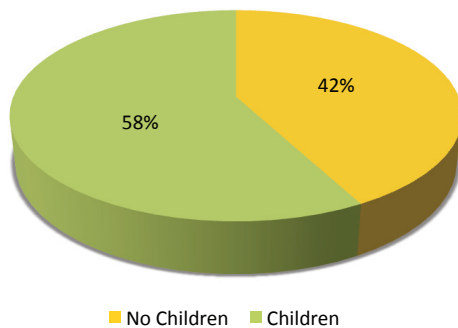
### Age Group



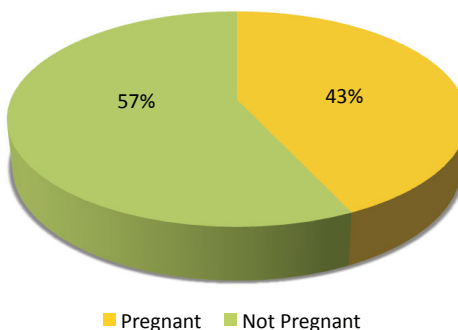
### Household Income



### 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+