

Media Kit



***The biggest and best baby and maternity
expo in the entire Pacific Northwest!***

Produced by Kx2 Enterprises, LLC

Seattle/Tacoma, WA

About

Overview

The Baby Bump Expo NW is the biggest and best baby and maternity expo in the entire Pacific Northwest! At the big event with over 50,000 square feet of booths and fun featured areas, you will find the best in baby product merchandisers, baby boutiques, doulas, baby photographers, educational opportunities, and all things maternity and baby! The event kicks off at 9:00 AM with a VIP Brunch event for special VIP ticket holders to enjoy a maternity fashion show while eating brunch. They will be treated to *mommimosas* and swag bags and gain early entrance to the exhibit hall before the doors open to general admission ticket holders at 11:00 AM. We encourage all ticket holders to come prepared to shop, learn, and celebrate! We offer many educational and fun featured areas and are seeking sponsorship and participation for these excellent opportunities to showcase the best!

The Baby Bump Expo NW is produced by Kx2 Enterprises, LLC. Above all, our goal is to produce an event that benefits ALL that are involved! We want all of our participants as well as our attendees to find coming to our event a successful and enjoyable opportunity!

Special Event Features

Mothers' Nursing Lounge

Toddler Play Park

Stroller Trial Trail with Lounge

Diaper Changing Station

Doula Desk

Car Seat Safety Zone with Car Seat Comparison Booth

Car Seat Safety Workshops

VIP Brunch

Maternity Fashion Show

Featured Family Car Exhibit

Baby Wearing Station

Healthy Families Zone with Workshops

Hello 2016!

TWO Seattle Metro Area Events!

Spring Show
May 7th

Washington State Convention Center

Fall Show
October 8th

The Greater Tacoma Convention & Trade Center



Who & what are we looking for?

We want a balance of...

Baby & Maternity Merchandisers

Innovative Products

Baby & Maternity Boutiques

Retailers That Sell Baby & Maternity Products

Healthcare Providers

Natural Health Options

Specialized Photographers

High Quality Vendors That Will Benefit Moms & Families

2015 Sponsors



MultiCare Allenmore Hospital
MultiCare Auburn Medical Center
MultiCare Good Samaritan Hospital
MultiCare Mary Bridge Children's Hospital & Health Center
MultiCare Tacoma General Hospital
MultiCare Clinics



FORD • TOYOTA • SCION



THE BIRTHING INN
Where families are born.



2015 Participants

4Moms
A Little Knitty
A Touch of Whimsy
Photography
Amazing Birth Journeys
Arms Reach Co-Sleeper
AuPairCare
Babies R' Us
Baby Banana Brushes
Baby Comfy Care
Baby Square
Babymoon
Babyzagogo
Bamboo Studio
Beautiful Earth
Belli Vita
Birth Baby and Beyond
Birth Tubs and Beyond
Birth Without Fear
Bitybean
Blue Baby Bum
Bon Vivant Baby
Bratt Décor
Britax
Bump Box
Burp Necessity
Charlie Barnes Kids
Cheski Sock Company
Clarity Chiropractic
Cori Hartunian Doula
Cozy Wozy
Daddy 'N Company
Diono
Discovery Toys
Earth Mama Angel Baby
Elonka Nicole Designs
Emily Coates Doula Services
Enfamil
Fairies & Frogs Photography
Fit4Mom
George and Joe
GET Program
Happy Baby Birth Services

Happy Family Organic
Superfoods
Hello Baby! Natural Body
Care
IKEA
Integrity Construction Group
Just Between Friends
Knit Together Births
Lala Beans Children's Designs
Lansinoh
Little Things Collective
Love the Belly Midwifery &
Women's Health
Maple Valley Pediatric
Therapy
Mary Bridge Children's
Hospital
Medela
Melon Heads
Milkies by Fairhaven Health
Moby Wrap
Mom's Essentials
Mud Pie
MultiCare Health System
My Loving Nanny
Nanny Pros, Inc.
NAPS Postpartum Doulas
Natasha Haire Photography
NENU Family
Northwest Mothers' Milk
Bank
Nuna
Nurturing Expressions
Nuzzle
Onya Baby
Oona Copperhill
Photography
Origami Owl
ParentMap
Pediped
Praba Natural Remedy
Premier Media Group
Prince Lionheart

Red Tricycle
Renaissance Chiropractic
Center
ReyMade
Safety International/Baby
Rescue
Sarah Sweetman
Photography
Seattle Relationship
Workshops
Seventh Generation
Simon Malls
Simple Wishes
Smith Brothers Farm
Sound Family Medicine
South Sound
Placenta/Blissful Bundles
Styled Seattle
SugarBabies
Suki Moon
Sweet Baby Wraps
Tacoma Mall
Tails and No Tails
The Birthing Inn
The Bump- XO Group
The Ebb and Tide Birth Doula
Services
Three Lollies
Thule Group
Titus Will Toyota & Ford
Toosh Baby
Traditional Medicinals
Ubbi
UPPAbaby
Usborne Books & More
Washington Alliance for
Responsible Midwifery
WA St. Department of Health
Newborn Screening
Water Wipes
Whole Foods Market
Yema Mamas

Event Locations



Seattle Downtown- The Urban Experience

The Washington State Convention Center

Spring 2016

The Washington State Convention Center is located in the heart of Downtown Seattle and is within walking distance of world-class hotels, restaurants, entertainment and attractions. Just 20 minutes north of the SeaTac International Airport, The Washington State Convention Center is the Northwest's premier meetings and events facility. Seattle is the largest city in the Pacific Northwest region as well as the largest metropolitan area and operates as the commercial and cultural hub of the Pacific Northwest. The area is currently ranked second for population growth in the nation!



Tacoma-South Puget Sound

The Tacoma Convention & Trade Center

Fall 2016

The new world-class Greater Tacoma Convention & Trade Center presents continuous glass walls and breathtaking views- anchored in the heart of a vibrant city. The convention center is conveniently located just south of Seattle, 20 miles south of the SeaTac airport, close to I-5, and within walking distance to two premium hotels and others nearby. The city of Tacoma is positioned uniquely on Washington's Puget Sound, 32 miles southwest of Seattle and 31 miles northeast of the state capital, Olympia. Tacoma is the second-largest city in the Puget Sound area and the third largest in the state. Tacoma also serves as the center of business activity for the South Sound region, which has a population of around 1 million people welcoming over 42,000 new babies each year!

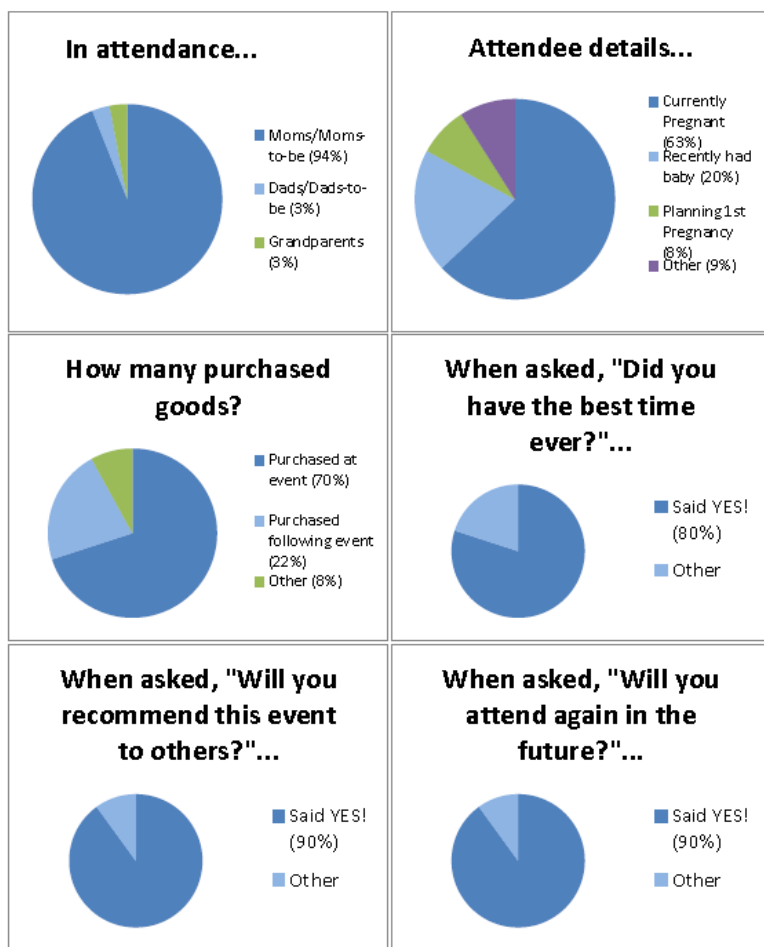
Engagement & Demographics

First Show Attendance & Statistics

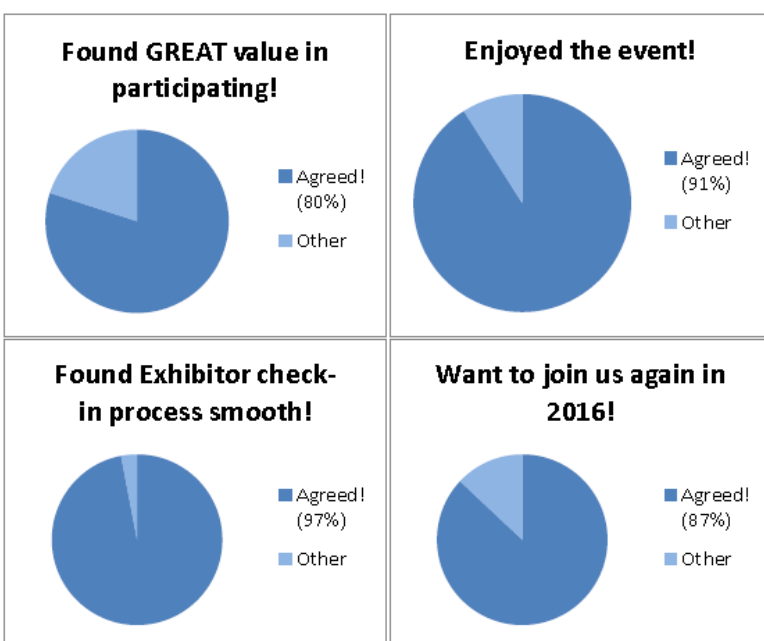
We had approximately 1,000 guests in attendance for our first Baby Bump Expo NW!

We had over 110 participating businesses and organizations!

Reponses from Attendee Surveys



Reponses from Exhibitor Surveys



My name is Emily and I work for Smith Brothers Farms, a home delivery service of local foods. This past April, we took part in the Baby Bump Expo NW. I wasn't sure what to expect because it was the first year for the event. Needless to say, I was amazed at how incredible this event turned out! Not only was the set up/take down process easy and well organized, the event itself was really fabulous, educational and profitable for our company. I left the event grinning ear to ear because of how well it went. I am looking forward to next year's event already!

Thank you,
Emily Lyman, Kitsap Territory Manager
Smith Brothers Farms

Engagement & Demographics *(cont.)*

Media & Marketing Exposure

2015 Ticket Sales Marketing Campaign *We will be utilizing and expanding many of these marketing campaigns for 2016*

2016 Plans

Expand blogger network

Possible New Day
Northwest show feature
(entire show) (King5/NBC
Affiliate)

Possible Evening
Magazine segment
(King5/NBC Affiliate)

Possible billboard
campaign (along I5
corridor)

Ad in Seattle market Bump
Magazine in print

Invite postcards in local
registry kits (retail partners
with baby registries)

Premier Media Group- South Sound Magazine & 425 Magazine
Website, social media, and Print Magazines
Estimated 125,000 in readership

Red Tricycle- Seattle
Website, social media, and email marketing
Estimated 120,000 impressions

Ticketmaster
Website and email marketing
Estimated 350,000- 500,000 impressions

Postcard Invites
OB/GYN expectant patients in MultiCare Health System
Local stores/boutiques & event participants for distribution
20,000 cards to direct target market

MultiCare Health System Campaign
Website and social media
Estimated 50,000 – 250,000 local impressions

King5 Television
Website and social media campaign
King5 and Kong television commercial campaign
Segment feature on King5 daytime show New Day Northwest
Estimated 500,000 – 1,250,000 local impressions

The Bump
Website, and email marketing- Seattle market
Estimated 150,000 impressions

Parent Map
Website, social media, and print magazines
Estimated 400,000 impressions

Facebook
Multiple ad campaigns
Estimated 50,000- 500,000 impressions

Estimated Total Impressions
1.7 – 3.5 Million

Testimonials

Loved it! Free stuff & coupons made it even better. I was really impressed with the number of vendors, exhibits, & shopping! Worth the money! - Bridget J.



The Mother's Nursing Lounge was so awesome!!! Beautiful, relaxing, and the perfect nursing oasis, and the toddler play area was pure genius!! – Katie L.



I loved that the fashion show coupled great styles with 'how to' and why it works!!! – Katie



Amazing! It is definitely a must for any new or expecting mother! – Stephanie F.

I had a great time! Loved all the vendors and lounges- The diaper lounge was perfect! Look forward to next year! - Amie H



Partner With Us!

Find our Exhibitors Packet and registration information on our website at
www.babybumpexponw.com

We are happy to discuss custom partner packages!
Just contact us!

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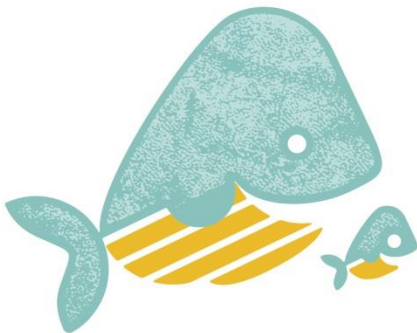


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