



parent,
baby
& toddler
expo

Aurora Community Centre - June 2022

The Team

Kevin LeGallais

Owner- Operations Manager

Over 25 years experience within the trade and consumer show industry including operations , developement and management.

Proud member of the Aurora and Newmarket Chamber

Becky LeGallais

Owner - Show Manager

Over 25 years experience within the trade show industry specializing in custom design and management.

Proud member of the Aurora and Newmarket Chamber

Our Mission

To provide an event that aims to create a memorable experience through education and entertainment by connecting exhibitors and attendees in a comfortable, engaging and interactive environment



Support Team

- A dedicated team of 4 full time employees
- A friendly group of 10 part-time employees
- Student volunteers



Why York Region?

Growing Market

York Region is growing. The number of children 0-6 is estimated to grow from 60,630 in 2016 to 73,579 by 2021. (York Region Early Years Centre stats)

Accessibility

By bringing a show to York Region, moms to be, caregivers and families with small children do not have to travel long distances to enjoy the benefits of a Parent, Baby & Toddler Expo. Attracting families from York Region and surrounding areas that otherwise may not attend a show. Saves time and money.

Savings for Vendors and Attendees

Our location in Aurora allows us to offer ample and free parking as well as lower admission fees for attendees as well lower space rental costs for the vendors in comparison to similar events.





Target Audience & Service Areas

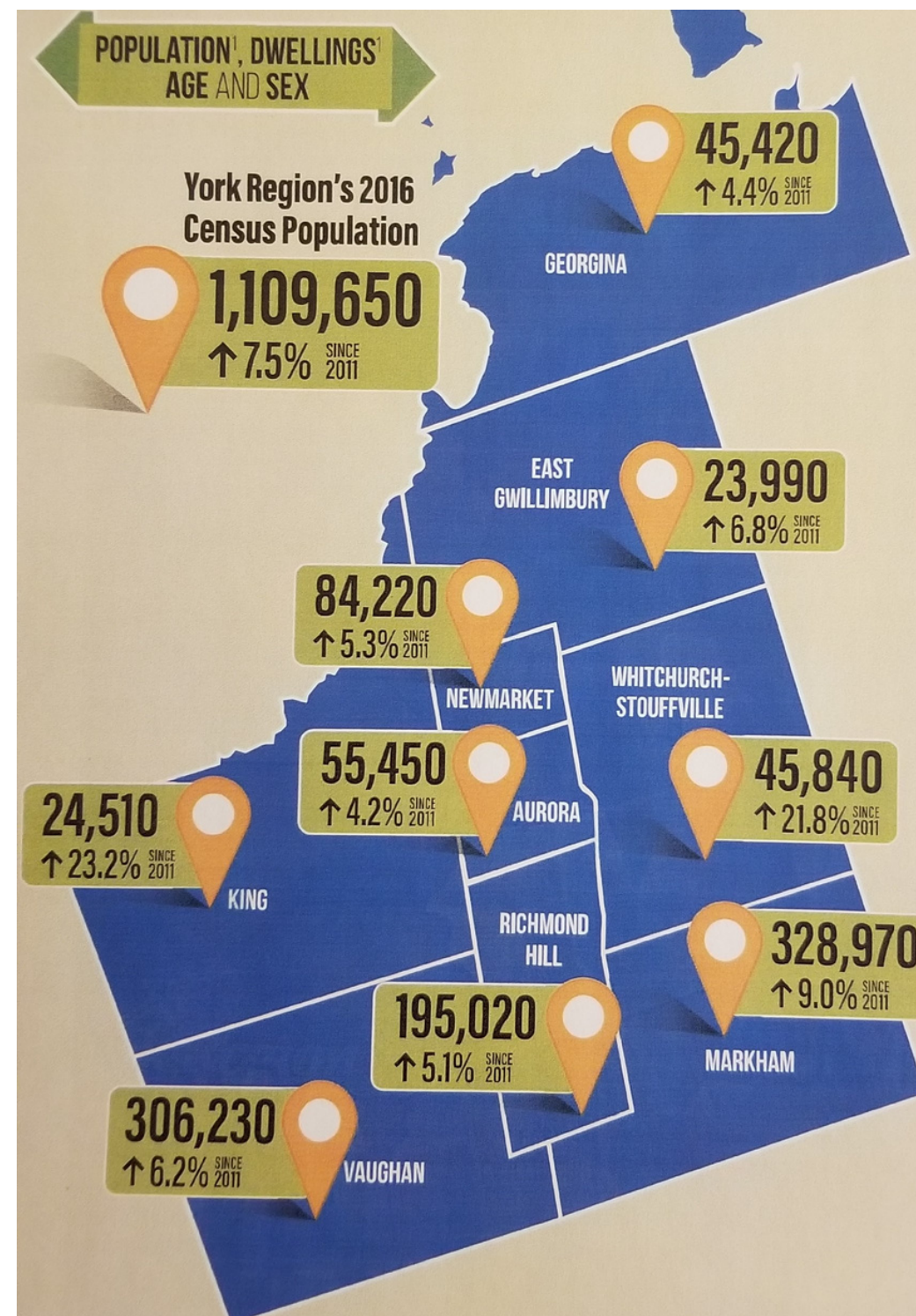
- Mom's-to-be
- New Parents
- Grandparents
- Caregivers
- Children 0-5 years



York Region

Aurora
Newmarket
Richmond Hill
East Gwillimbury
WhitChurch-Stouffville
King
Markham
Vaughan
Georgina

Population of York Region



The Parent, Baby & Toddler Expo is happening in Central York Region, easy for all to get to!

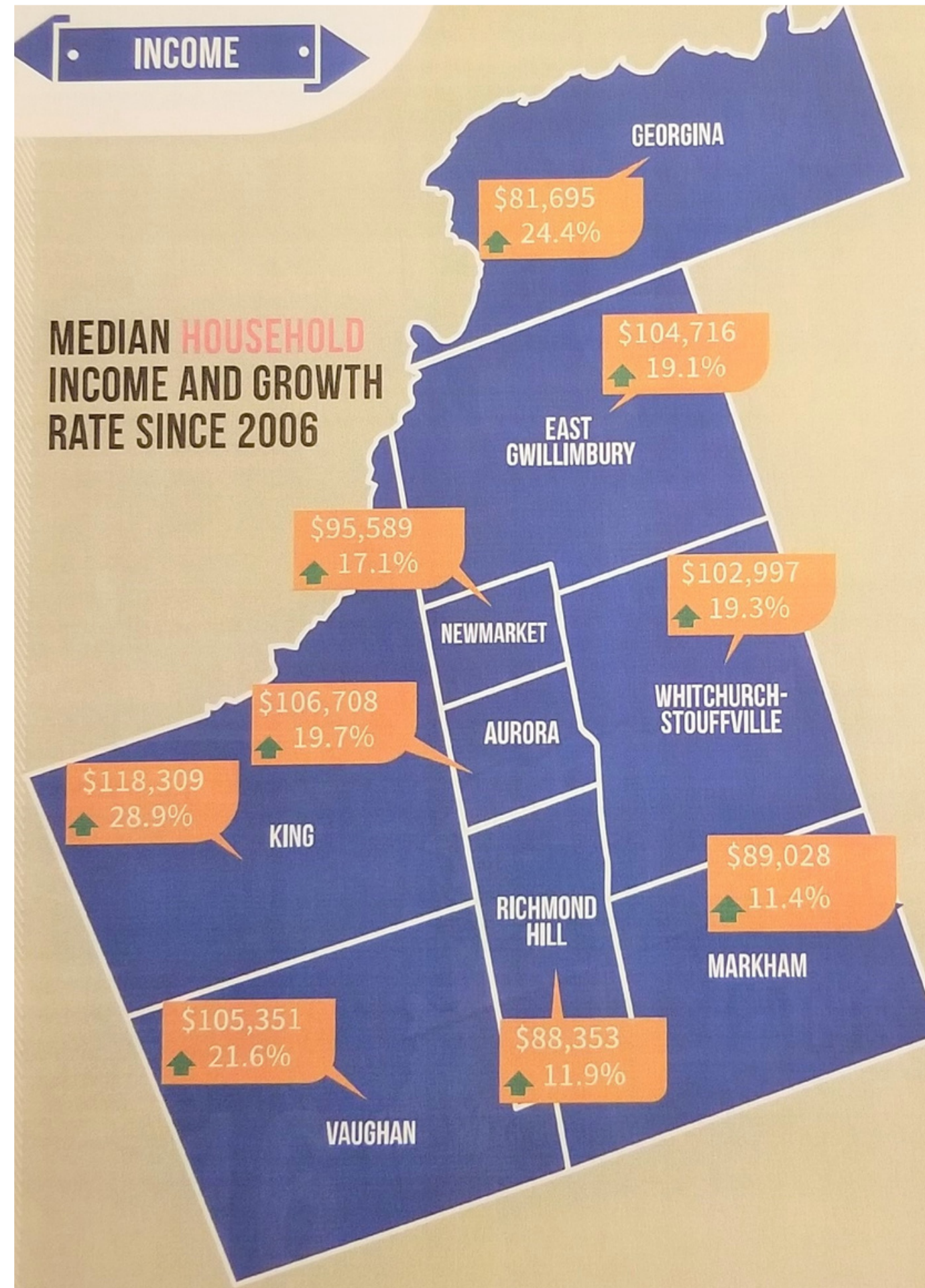
We chose this area because of its strong and steadily growing communities.



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York Region's Median Household Income

Income growth for York Region is strong and growing. New families are moving out of the GTA due to affordability.



Over a quarter of private households in York Region have an income of over \$150,000

Five of York Region's nine local municipalities are in the top 20 for highest household income in Ontario

York Region has the second highest median household income in the Greater Toronto and Hamilton Area

The median household income in York Region is \$95,776, an increase of 16.9 % since 2006



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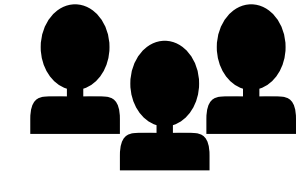


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print media

Aurora Street Festival



networking

Social Media

Monthly and weekly postings

Print:

Including local newspapers, flyers to local vendors, daycares and play centers

Participation:

PBT Expo will be a vendor at the Aurora Street Festival

Community:

Local street, facility signage & support from the Aurora and Newmarket Chambers

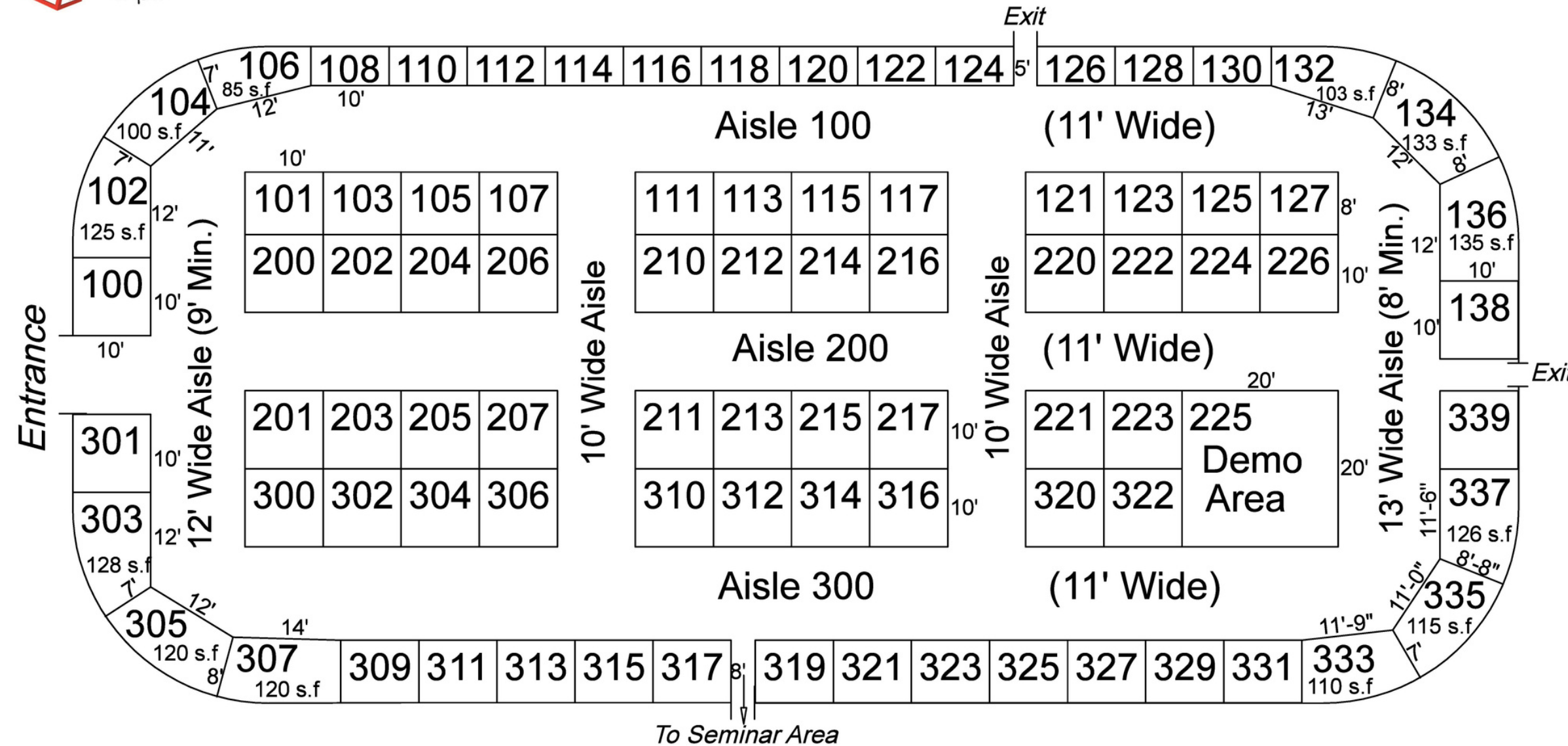
Vendor Support:

Supplying vendors with "I'm a Vendor" graphics to post on their social media platforms

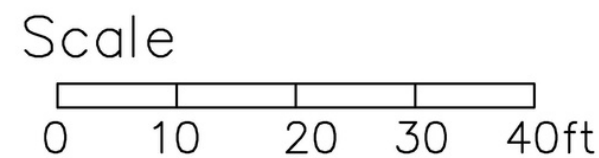
Advertising



Parent, Baby & Toddler Expo June 2022



TOTAL NO. OF BOOTHS: 88;
 36-10'x10's, 24-8'x10's, 12-5'x10's,
 1-20'x20' & 12-IRREGULAR SIZED BOOTHS.
 TOTAL EXHIBITOR AREA: 7920 SQ.FT.
 FLOORPLAN DATED 20TH APRIL, 2021.



Floorplan



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Contact Us

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