

MamaMagic, The Baby Expo is the Best Consumer Exhibition

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MamaMagic, The Baby Expo scooped up two Best Consumer Exhibition awards at the 2016 African Association of Exhibition Organisers (AAXO) and Exhibition Association of South Africa (EXSA) Exhibition Industry Awards held on 26 January 2017.



This joint awards evening celebrated and recognised excellence in the categories of construction, design, exhibition, organisation and exhibitor participation. MamaMagic, The Baby Expo won the *Best Consumer Exhibition 6,001 to 12,000m²* award for the Johannesburg Winter exhibition which ran from 12 to 15 May 2016 and a second *Joint Best Consumer Exhibition 12,001m²* award for the Johannesburg Summer exhibition which

was held from 1 to 4 December 2016.

These accolades join numerous other recognition that MamaMagic, The Baby Expo has reaped throughout its 13 years in the industry. Others include being the first exhibition in the world to set a Guinness World Record for “The Largest Gathering of Pregnant Women Under One Roof”, PRISA Prism Silver Award winner and being the biggest baby and parenting exhibition in terms of total exhibition space used.

Pampers by Procter & Gamble built by Cube Design Innovations and Born Fabulous built by Efam, two of MamaMagic, The Baby Expo exhibitors received distinctions in exhibiting and won in the Consumer Exhibition Category.

“We pride ourselves in offering the best exhibition experience for both our exhibitors and consumers and these recognitions are ways for us to measure our success in the year gone past and move the bar a slightly higher for our next exhibitions,” said MamaMagic, The Baby Expo Exhibition Director Warren Murray.

For more information about the exhibition visit www.mamamagic.co.za.

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- **MamaMagic Baby Expo creating meaningful engagement through sensory experiences** 29 Nov 2022
- **MamaMagic Baby Expo and Dis-Chem Baby City bring the magic to parents in the Mother City** 28 Nov 2022
- **MamaMagic Baby Expo: All the essentials and more** 27 Oct 2022

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Exposure Marketing, having interacted with over one million parents and parents-to-be and influencing parenting spaces for the past 14 years, is no doubt the expert in creating marketing platforms that not only promotes brands but give parents ultimate brand interaction opportunities.

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