

MamaMagic celebrates its 50th expo

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The MamaMagic Baby Expo is back at the CTICC from 1-3 November and is celebrating its 50th expo since inception.



Having won numerous awards over the years, in 2018 MamaMagic Cape Town won Best Exhibition of the Year at the AAXO ROAR Awards. Since its' first baby expo in 2005, the brand has welcomed over 1.2 million visitors through the doors. It is the ideal platform to connect with moms, the key decision maker in the household. With SA's largest baby store, Baby City as a retail partner, the expo offers innovative products, special offers, expert advice and Barney, the world's most-loved dinosaur. MamaMagic is the place to connect with South African families.

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- **MamaMagic Milestones Expo: Embracing a new vision and brand with unmatched magic** 1 Aug 2023
- **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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