

# MamaMagic scoops AAXO's 2018 Exhibition of the Year Award

Issued by [Exposure Marketing](#)

11 Feb 2019

Exposure Marketing walked away with the highly coveted Best Overall Exhibition of the Year award at The Association of African Exhibition Organisers (AAXO) 2018 ROAR Awards that took place at the end of January. This prestigious award was presented to Exposure Marketing for organising the MamaMagic, Baby Expo Cape Town at an awards ceremony that took place in Johannesburg.



“This is a fantastic achievement for the whole team who work tirelessly throughout the year to produce a world-class exhibition that ultimately brings parents and parents-to-be in contact with their favourite brands and therefore, makes their parenting journeys that much easier.” says Warren Murray, Brand Director for Exposure Marketing.

Exposure Marketing also scooped the awards for Best Consumer Exhibition 12 000m<sup>2</sup> & above for their MamaMagic, Baby Expo Joburg Summer and Best Consumer Exhibition 6001m<sup>2</sup> – 12 000m<sup>2</sup> for the MamaMagic, Baby Expo Cape Town. Although the company has previously won awards for their various exhibitions throughout the country, this is the first time that they have been awarded the prestigious title of Exhibition of the Year. And it certainly won't be their last, said Murray. “This award has given us just the motivation we need to make our exhibition bigger and better, and to continue influencing the parenting space within South Africa.” says Murray.

This year the MamaMagic Baby Expo will be taking place on the following dates

- Joburg Winter: 23 – 26 May at Ticketpro Dome
- Durban: 30 Aug – 1 Sept at the Durban Expo Centre
- Cape Town: 1 – 3 Nov at the CTICC
- Joburg Summer: 28 Nov – 1 Dec at Ticketpro Dome



- " **Nickelodeon Africa to bring PAWsome fun to MamaMagic Milestones Expo** 18 Aug 2023
- " **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

#### Exposure Marketing



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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