



dallas kids expo
Explore. Excite. Enjoy.



Fact Sheet



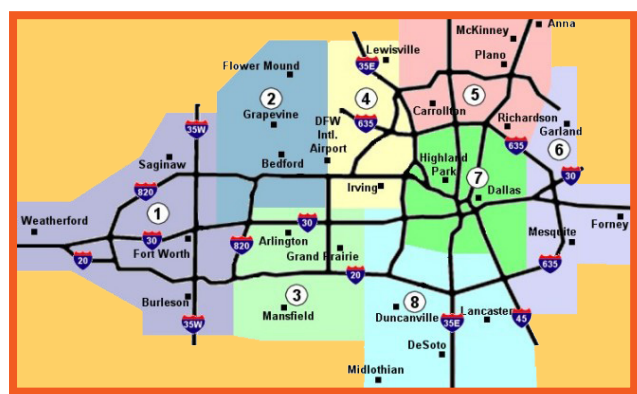
"...your one-stop-shop for all things DFW kids." - Dallas Child

2011 DKE Highlights

- **Over 6,000 attendees**
- Special performances by Thomas the Train and characters from the movie HOP (grossed \$108 million)
- Baby Photo Contest presented by Plump Baby and Star James (wife of Dallas Cowboys player - Bradie James)
- Live Petting Zoo presented by Ponies and Pals
- Local character appearances by Dallas Cowboys Rowdy and Sparky the Fire Dog

Attendees

People came from all over the metroplex to attend the expo.



1 - 10%	5 - 18%
2 - 3%	6 - 13%
3 - 8%	7 - 26%
4 - 11%	8 - 11%

Reserve Your Spot Today!

Dallas Market Hall • March 24, 2012

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What People are Saying...

The Media

- "DFW's resource for family..." - Star Telegram
- The best all-inclusive selection of products and services for families. - Exhibitionlist.net
- "...the epicenter for all things DFW..." - thefrugalmom.net
- "...you'll be amazed" - iloveflipbooks.com
- "...something for everyone..." - neighborsgo.com

With a population of nearly 6.5 million residents and a 25% population growth rate, Dallas is the fastest growing city in the U.S. - CNN Money, 2010

Past Exhibitors

- The attendance was phenomenal. - JNW Marketing Solutions
- The event was a COMPLETE SUCCESS for my business! - Rhea Lana's of North Arlington/ Mid Cities
- ...They do a lot of work to provide wonderful opportunities for vendors to get their names out in the public. - Campfire USA

dke Attendee Demographics

