

# **DAD BAG Named Best Booth at Prego Expo Orlando 2026**

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DAD BAG, the online retailer specializing in premium hospital bags designed specifically for new fathers, has been awarded the number one Best Booth recognition at Prego Expo Orlando 2026, the largest baby and maternity expo in the Southeast. The company earned top honors among hundreds of exhibitors, signaling a significant shift in the baby product industry where fathers are increasingly recognized as an essential audience rather than an afterthought.

The award recognition at Prego Expo Orlando marks a pivotal moment for the company founded by Billy and Laura Susi, who identified a gap in the market where most baby-related products and services centered exclusively around mothers. Their solution addresses the needs of the New Age Dad who wants to be present, supportive, and fully engaged from the first moments of fatherhood.

"This recognition validates what we've known all along - fathers want to feel prepared and included from day one," said Laura Susi, founder of DAD BAG. "The overwhelming response at Prego Expo demonstrates that the industry is ready to embrace products designed specifically for dads. We're not just selling a bag; we're acknowledging that fathers deserve to be celebrated in these crucial moments too."

The company's flagship product bundles include extra-large premium duffle bags, matching toiletry bags, dad hats, and embroidered blankets, all crafted from premium materials as well as a curated hospital delivery day packing list for Dad designed to take the guesswork out of packing for delivery day. Each bundle is thoughtfully designed to help fathers step into their new role feeling ready, confident, and included.

The Prego Expo award has generated significant industry buzz around the brand that is redefining fatherhood gear. The recognition comes at a time when modern fathers are seeking products that acknowledge their active role in parenting from the very beginning. DAD BAG serves fathers who want to show up fully for their families while building lives they can be proud of.

"The enthusiasm we experienced at Prego Expo was incredible, and this award reinforces our mission to

celebrate and support new dads," added Susi. "We're excited to bring DAD BAG to more events across the United States throughout 2026 and continue changing the conversation around fatherhood preparation."

The company plans to expand its presence at baby and parenting expos nationwide, building on the momentum from their Prego Expo success. DAD BAG Company operates as an online retailer offering free shipping and returns on all orders. Founded by parents who recognized the need for father-inclusive products, the company creates premium gift bundles designed to help new fathers feel prepared and stylish. Their products represent more than just practical items; they serve as a meaningful way to celebrate new dads and acknowledge their importance in the parenting journey.

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For more information about DAD BAG, contact the company here: DAD BAG Laura Susilaurasusi2310@gmail.com

## **DAD BAG**

*DAD BAG is more than a gift. Thoughtfully designed to take the guesswork out of packing for delivery day, DAD BAG helps him step into fatherhood feeling ready, confident, and included from day one.*

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