

THE UK'S BIGGEST LIVE MARKET PLACE FOR RESEARCHING AND SHOPPING PREGNANCY AND BABY PRODUCTS

# the Baby & Toddler show

Supported By  
pura.

## FIVE KEY LOCATIONS

LONDON, MANCHESTER, GLASGOW, BRISTOL, LIVERPOOL

Facilitate brand engagement and experiences, increase brand awareness and drive high volume direct sales and sampling to a pure audience of affluent new and expectant parents.

The Baby & Toddler Shows is the UK's leading consumer exhibition series serving the pregnancy, baby and toddler market

80,000+

EXPECTANT & NEW PARENTS EVERY YEAR

2012

ESTABLISHED FOR NINE YEARS, SINCE 2012

31

SUCCESSFUL SHOWS TO DATE

5

KEY LOCATIONS ACROSS THE UK

### Shows in 2021-22

	Date	Established	Attendance
Ashton Gate Stadium, <b>Bristol</b>	18 - 19 September 2021	New Launch!	Expect 10,000+
Sandown Park, <b>Greater London</b>	1 - 3 October 2021	Since 2015	11,000+
EventCity, <b>Manchester</b>	5 - 7 November 2021	Since 2012	13,000+
EventCity, <b>Manchester</b>	18 - 20 March 2022	Since 2012	13,000+
Sandown Park, <b>Greater London</b>	1 - 3 April 2022	Since 2015	11,000+
Scottish Event Campus, <b>Glasgow</b>	22 - 24 April 2022	Since 2018	15,000+
Exhibition Centre, <b>Liverpool</b>	7 - 8 May 2022	New Launch!	Expect 10,000+

**Every Exhibitor is included in the Baby & Toddler Show Online Store for one week after each show.**

# We take great care of our Exhibitors...



- Carefully selected venues
- Free parking for all exhibitors
- High quality locations in affluent regions
- Carefully managed categories to ensure successful trading for all
- Dedicated and friendly account management
- Excellent ratio of visitors to exhibitors
- Considered floorplan layout, encouraging visitors to return to stands
- Free and accessible storage facilities
- Little touches...free tea and coffee for exhibitors  
and much more

## Our audience



**96%** OF VISITORS  
MAKE A PURCHASE  
AT THE SHOW



**80,000+** VISITORS  
PER ANNUM



**72%** OF PREGNANT  
VISITORS ARE FIRST  
TIME PARENTS



**53%** OF VISITORS  
HAVE CHILDREN



**89%** OF VISITORS  
WOULD RECOMMEND  
THE SHOW TO A  
FRIEND



**71%** OF VISITORS ARE  
EXPECTING A BABY



**3.5 HOURS** IS THE  
AVERAGE TIME  
SPENT AT THE SHOW

# Booking your stand for 2021-22



## EXHIBITING

**All stands are built in premium shell scheme and include:**

- White pannelled walling
- Coloured fascia boards with your company name and stand number
- Carpeting throughout
- Exhibitor storage
- Free parking, free tea and coffee
- Free WI-FI
- Full marketing support
- Allocation of free tickets
- Unique ticket offer for your existing customers
- Stand cleaning and overnight security

# the Baby & Toddler show

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## Get in touch

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Marketing Manager

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"It's been a really good show with the footfall - really amazing, especially on the Friday it was like a buggy-jam down the whole aisle! The personalisation addition we offered on our stand seemed to be a really big hit. Everybody was very friendly, it was definitely a very profitable show and I will come back next year." **NIBBLING**

"This show has been a fantastic success for us. We've had great footfall past the stand, and it has really helped raised brand awareness. We've had strong sales throughout the weekend and will be back next year!" **GOOD BUBBLE**



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