

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
Sandown Park, Greater London	1 - 3 October 2021	Since 2015	11,000+
EventCity, Manchester	5 - 7 November 2021	Since 2012	13,000+
Ashton Gate Stadium, Bristol	29 - 30 January 2022	New Launch!	Expect 10,000+
EventCity, Manchester	18 - 20 March 2022	Since 2012	13,000+
Sandown Park, Greater London	1 - 3 April 2022	Since 2015	11,000+
Scottish Event Campus, Glasgow	22 - 24 April 2022	Since 2018	15,000+
Exhibition Centre, Liverpool	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

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Get in touch

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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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