

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

# the Baby & Toddler show

FOUR KEY LOCATIONS  
LONDON, MANCHESTER,  
GLASGOW & BIRMINGHAM

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

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[babyandtoddlershow.co.uk](http://babyandtoddlershow.co.uk)

70,000+

EXPECTANT & NEW  
PARENTS EVERY YEAR

2012

ESTABLISHED FOR 12  
YEARS, SINCE 2012

48

SUCCESSFUL  
SHOWS TO DATE

4

KEY LOCATIONS  
ACROSS THE UK

## Our shows

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

Shows in 2024	Date	Established	Attendance
Sandown Park, <b>Greater London</b>	5-7 April 27-29 September	Since 2015	13,000+
Scottish Event Campus, <b>Glasgow</b>	19-21 April	Since 2018	16,000+
Manchester Central, <b>Manchester</b>	6-8 September	Since 2012	13,000+
Stoneleigh Park, <b>Birmingham</b>	1-3 November	Since 2022	15,000+

"We really look forward to exhibiting at the Baby & Toddler Shows. Every show continues to exceed our expectations and the team are all lovely to work with. We will be exhibiting for many years to come." **MAM UK**

"The footfall was fantastic, we had to make a trip to restock at our warehouse as we sold out! We quadrupled our sales at this show and have already rebooked." **ROCKIT**

# 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



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



**81,000+ VISITORS PER ANNUM**



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



**92% OF VISITORS WOULD RECOMMEND THE SHOW TO A FRIEND**



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



**53% OF VISITORS HAVE CHILDREN**

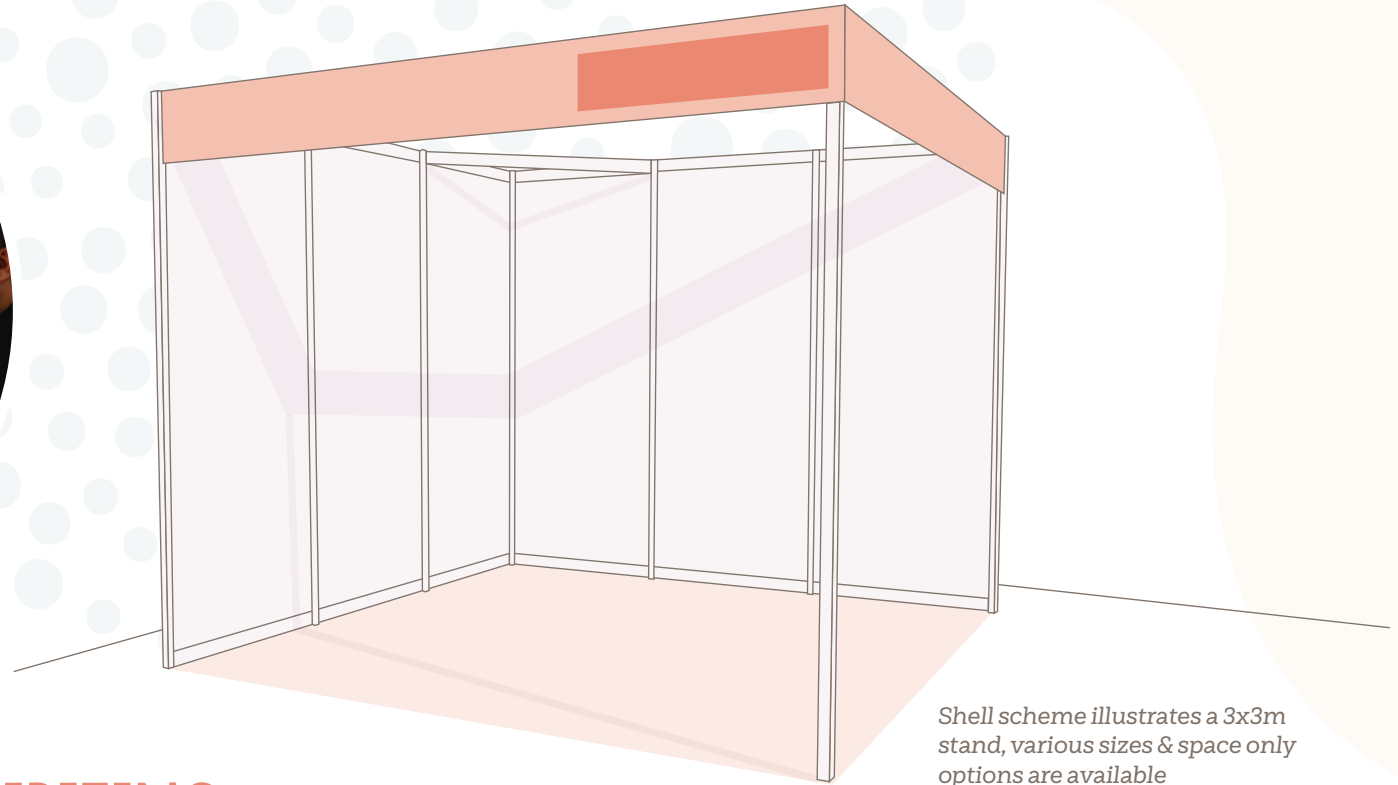


**71% OF VISITORS ARE EXPECTING A BABY**

# Booking your stand for 2024



**£319**  
**+VAT**  
**per sqm**



*Shell scheme illustrates a 3x3m stand, various sizes & space only options are available*

## 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



## Get in touch

**Ellie Bowley**

Sales Manager

[ellie@babyandtoddlershow.co.uk](mailto:ellie@babyandtoddlershow.co.uk)

07519 373819

the **Baby  
& Toddler**  
show



"We get great results and take part in every Baby & Toddler Show and have done since 2016! We have a great relationship with the team and will be exhibiting for many years to come." **FUTURE LIFE**

"We love attending the Baby & Toddler Shows, everything from the team to the organisation of the show is great! For us as a brand it's the best way to be able to meet our customers and show our products while also networking with the other brands at the show." **PIPPETA**

"Our first show was amazing, so well organised. We couldn't fault it at all. We have already booked a further 3 shows!" **BETTY BROWN BOUTIQUE**

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