

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



Our shows

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

70,000+

EXPECTANT & NEW
PARENTS EVERY YEAR

2012

ESTABLISHED FOR 13
YEARS, SINCE 2012

58

SUCCESSFUL
SHOWS TO DATE

4

KEY LOCATIONS
ACROSS THE UK

Shows	Date	Established	Attendance
Sandown Park, Greater London	27-29 March 2026 25-27 September 2026	Since 2015	13,000+
Scottish Event Campus, Glasgow	17-19 April 2026	Since 2018	16,000+
Manchester Central, Manchester	4-6 September 2026	Since 2012	13,000+
Stoneleigh Park Birmingham	30 Oct-1 Nov 2026	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
- 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



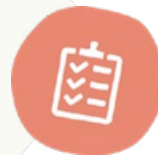
72% OF PREGNANT VISITORS ARE FIRST TIME PARENTS



70,000+ 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

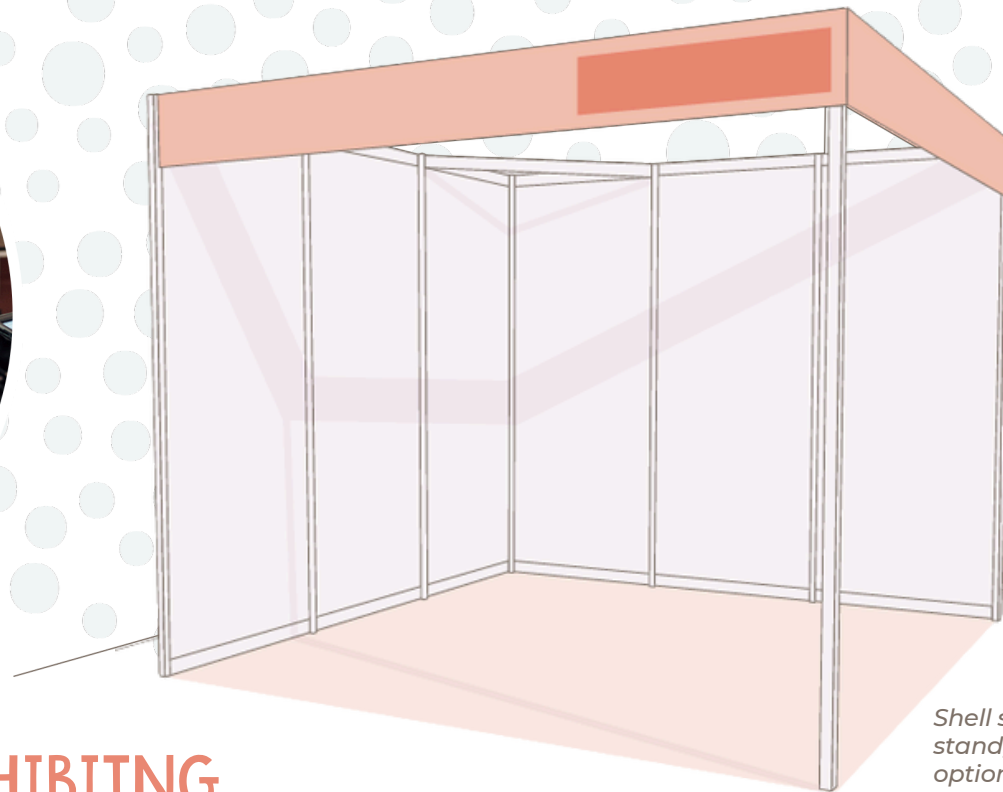


71% OF VISITORS ARE EXPECTING A BABY

Book your stand for 2026



£329
+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
- Fascia boards with your company name and stand number
- Carpeting throughout
- Free tea and coffee
- Free WI-FI
- Stand cleaning and overnight security
- Exhibitor storage
- Full marketing support
- Allocation of free tickets
- Unique ticket offer for your existing customers

Get in touch

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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**