

The Baby Show is back and LIVE!

The Baby Show returns to Birmingham's NEC from 13th – 15th May 2022

The UK's leading pregnancy and parenting event, **The Baby Show**, is returning LIVE to Birmingham's NEC from Friday 13 May to Sunday 15 May 2022. Sponsored by Lidl GB, The Baby Show is the nation's largest and ultimate shopping destination for new and expectant parents and provides everything they need for their recent or impending arrivals.

From bibs to bottles, slings to soothers, and prams to play mats, visitors can shop from over **200** well-known and loved brands showcasing their latest products - Tommee Tippee, MAM, Joie, Cybex, Silver Cross, iCandy, Obaby, Nuna, Childs Farm, Maxi-Cosi, Egg, Joolz, Mamas & Papas, Snuz and more to boutique and not-on-the-high street independents. A complimentary *Shop & Drop* and helpful *Collect-by-Car* service makes shopping a breeze.

Headline sponsor Lidl GB will be presenting their full Lupilu baby range, from nutritious meals, snacks and purées to everyday baby essentials. Visitors can sample and use their wipes and award-winning nappies free of charge within their fully equipped *Lidl Lupilu Baby Change Area* too.

The perfect place to try before you buy is the *MadeForMums Buggy Testing Track* hosted by the show's headline media partner MadeForMums. Parents-to-be can test out their favourite buggies, prams, pushchairs and travel systems on various terrains to ensure they find the ideal stroller to suit their needs. Their editorial team will also be on the *Live Talks Stage* daily, with their Buggy Buying Guide, offering expert advice and insights into what to look for and what to consider when buying a buggy. Visitors can also grab a show goody bag worth over £30 for only £5 in advance when they book their ticket.

NEW for 2022, is the *Mothercare x Boots Catwalk*. Having recently made their return to the high street in Partnership with Boots, Mothercare are the go-to brand for all things parenting and will be showcasing their fantastic products from SS23 clothing to best-selling pushchairs. There's no need to book, just turn up, grab a front-row seat and enjoy the runway spectacle! Boots, Mothercare and My Little Coco - founded by Rochelle Humes - will showcase everything from their everyday essentials to maternity must-haves throughout the weekend and everything will be available to buy online from their stand. The Baby Show is not just the hottest shopping destination for everything bump and baby, it also plays host to some of the UK's leading baby and parenting experts.

The *Live Talks Stage* provides expert advice, knowledge and even reassurance, covering a wide range of topics including preparing for birth, weaning, the fourth trimester, first aid and more. The Baby Show welcomes some of the very best in their fields to talk directly to parents on the topics that matter the most to them.

Lined up to take the stage across the course of the weekend include birth influencer *Emma Armstrong*, *The Naked Doula*, world-renowned infant learning researcher *Dr Robert Titzer*, *Daisy First Aid*, Sleep Consultant for baby and child, *Sarah Patel*, *The Baby and Child Nutritionist*, *Charlotte Stirling-Reed*, *The Modern Midwife*, *The Parent and Baby Coach*, *Heidi Skudder*, Paediatric Doctor *Dr Shruti Nathwani*, *The Honest Midwife*, parent mentor *Rachel Fitz-Desorgher*, IBCLC Lactation Consultant & Paediatric Doctor *Dr. Chinny*, breastfeeding specialist *Clare Byam-Cook*, *The Mummy Concierge* and NSPCC Mental Health Panel with *Rosey Davidson*! Alongside a wealth of professionals, The Baby Show will also welcome celebrity guest speakers including *Jake Quickenden*, who will be taking part in a conversation discussing life as a new dad with The Baby Show's stage host, *Lucy Piper*.

Show Manager at The Baby Show, Mallory Reynolds-Trout, says: "We are so excited to be bringing The Baby Show back to Birmingham's NEC after a necessary two-year hiatus. The Baby Show is the must-visit shopping destination for first-time, new and expectant parents to get to grips with everything they might possibly need in preparation to welcome home their bundle of joy. From cribs to car seats and everything in between, The Baby Show has a wonderful showroom of exhibitors and experts all willing to help parents navigate this exciting journey called parenthood."

Advance tickets are available now, with prices starting at £16pp. Baby Show Adult Subscriber tickets are also available now at £13pp, with on-the-door tickets at £22.50pp. Tommee Tippee ticket packages are also available in advance from £29.99 and include two standard adult tickets and one Tommee Tippee product. More ticket information can be found at www.thebabyslow.co.uk/nec/ticket-information

****ENDS****

About The Baby Show

The Baby Show's safety measures will be continuously reviewed and updated in line with the latest government and industry guidance on COVID-19. The latest guidance for the venue can be found here: <https://www.thebabysshow.co.uk/nec/covid-19-health-safety>

The Baby Show is the UK's leading pregnancy and parenting event, attracting approximately 70,000 people each year (pre-pandemic). Organised by Clarion Events, it is home to unrivalled shopping, expert advice, exclusive offers from top parenting brands and family-friendly fun. It is held three times a year – at ExCeL London in March, the NEC in Birmingham in May and Olympia London in October. During the pandemic The Baby Show created The Baby Show Live @ Home, a hugely successful, fully virtual event, attracting over 50,000 visitors.

Sponsors

- Lidl – Headline Sponsor
- MadeForMums – Headline Media Partner

Supporting Partners and Sponsors

- Boots UK
- Mothercare
- Emma's Diary
- Bounty
- MumandBabyonline
- Project Baby
- Daisy First Aid
- Joie
- Tommee Tippee
- Now Baby

About Clarion Events

Clarion Events organise more than 200 events each year across the globe, ranging from exhibitions, conferences and seated events. Well-known for identifying high-value, niche audiences in difficult to reach markets and building them into market-leading products, over 12,000 companies trust them with their custom each year, with more than 75,000 people attending their events.