



the **B**aby show

with 

everything for bump,
baby and you

Olympia, London
22-24 OCTOBER 2021



ExCel, London
4-6 MARCH 2022



NEC, Birmingham
13-15 MAY 2022

thebabyslow.co.uk

 @thebabyslow |  @TheBabyShow |  @thebabyslow



Olympia, London |
Photograph taken in 2019

about the baby show

Born in 2002, The Baby Show is the leading Baby, Pregnancy and Parenting Event in the UK. Taking place three times a year at ExCeL London, NEC Birmingham and Olympia London, the show attracts some 70,000 expectant and new parents, babies and grandparents every year.

With the show being the nation's largest shopping destination for all things baby, visitors can compare, try and buy from over 200 brands. Exhibitors vary from boutiques, online stores to those not on the high street and include well-known brands such as Tommee Tippee, Bugaboo, Maxi-Cosi, iCandy, Cybex, Nuby, Joolz, Joie, Stokke, MAM, Medela and many more. A large percentage of companies, sponsors and partners have supported our shows over our competitors and are proud to be associated with the show for 19 years and continue to do so.

However, each Baby Show is more than just a shopping experience. We invest in the visitor experience and offer free support, information and advice from the UK's leading baby and parenting experts on everything from sleep, birth, breastfeeding and first aid to weaning and development. Live talks, Q&A's, panels and discussions are timetabled throughout the weekend on the *Live Stage*.

The *MadeForMums Buggy Testing Track* allows visitors the ultimate experiential feature where they can try out a range of prams, pushchairs and buggies on different surfaces, terrains and features. The MadeForMums team have a wealth of knowledge and experience to help visitors try out and choose the right buggy for their needs.

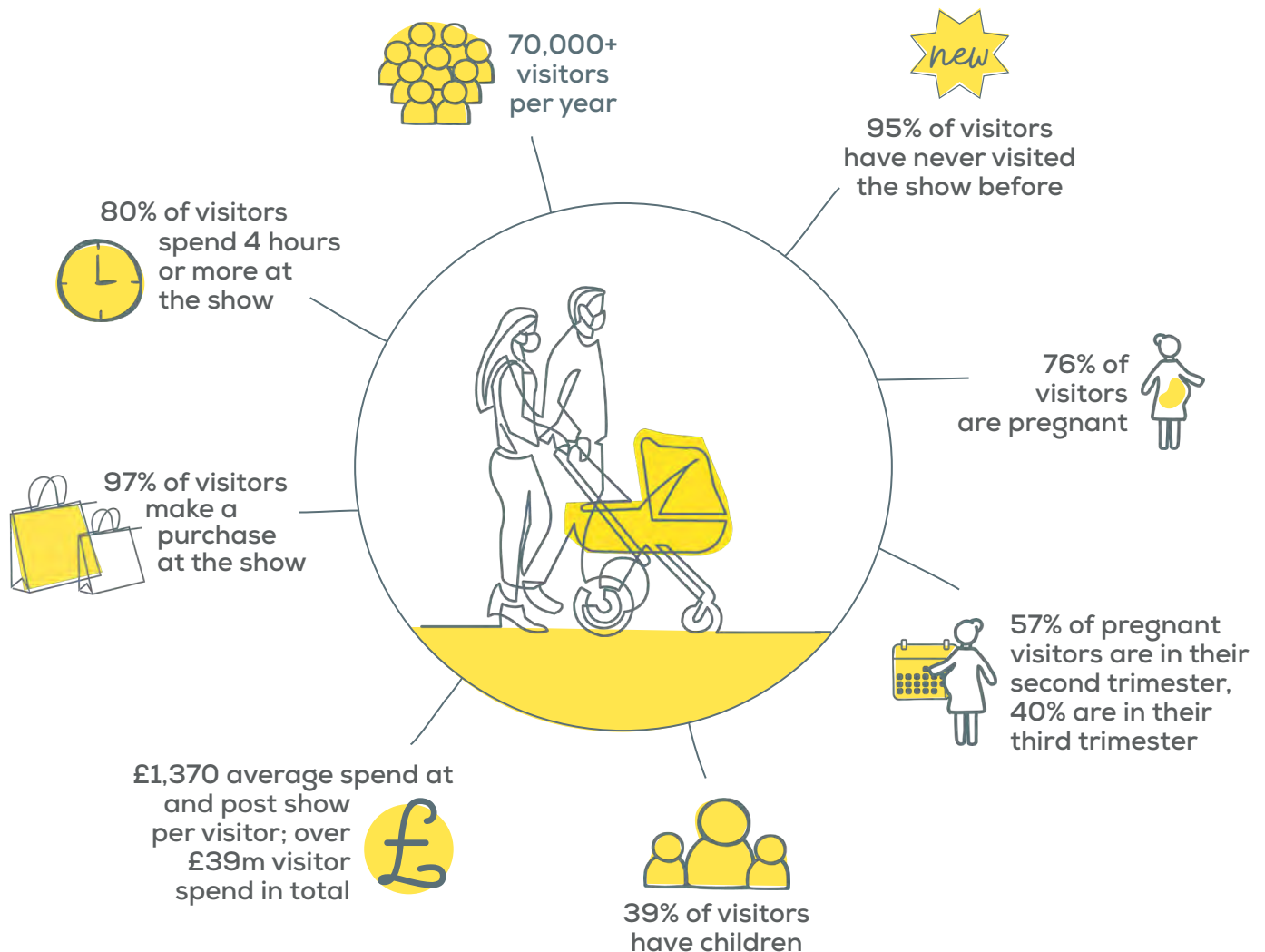
Each Baby Show strives to provide each visitor with a stress-free day out and offers complimentary family-friendly features. The *Feeding Café* provides a place where visitors can feed their baby with complimentary food and also provides an optional private area for breastfeeding. *Lidl's Lupilu Baby Changing Area* allows parents to change their babies in a safe and secure environment and for them to enjoy free nappies, courtesy of our headline sponsor.

In 2020 The Baby Show opened its doors virtually and following five successful online shows, The Baby Show Live @ Home has welcomed over 59,000 new and expectant parents digitally with 90% of visitors wanting to return to our next virtual event.

The purpose-built platform and app has intuitively digitally translated our physical shows and given our new attendees the chance to log-in to three days of baby shopping heaven and leading live-streamed expert advice at any time, anywhere.

the audience

gain access to a new target market at every event



Research independently conducted by Explori Media Ltd February 2020

visitor attendance in 2019/2020

25,315

NEC,
Birmingham

24,007

Olympia,
London

24,539

ExCeL,
London

the audience breakdown



28 February – 1 March 2020 – ExCeL, London

**32
years**

Average
profile age

76%

of visitors are
pregnant, of these
75% are first
time parents

Average spend

£731

at the show and
£639 post show

18 – 20 October 2019 – Olympia, London

**33
years**

Average
profile age

73%

of visitors are
pregnant, of these
79% are first
time parents

Average spend

£630

at the show and
£604 post show

17 – 19 May 2019 – NEC, Birmingham

**31
years**

Average
profile age

71%

of visitors are
pregnant, of these
72% are first
time parents

Average spend

£636

at the show and
£510 post show





the value of live events

Question: Why be part of the UK's largest pregnancy and parenting show?

1

Sell to a highly targeted audience of 70,000

2

Sample and demonstrate your products

3

Launch new products and gain primary feedback from customers and prospects

4

Test the market place and conduct market research

5

Enhance your brand with dynamic face-to-face engagement

6

Stay ahead of your competition

7

Build and grow your client database through data capture

8

Create a PR story around your activity at the UK's premium baby show

engage and influence your market

The Baby Show team offer a wide range of options from shell scheme stands through to bespoke sponsorship packages:

space only stand

Olympia, 22–24 Oct 2021

1 side open	£343 per m ²
2 sides open	£356 per m ²
3 sides open	£364 per m ²
4 sides open	£367 per m ²

ExCeL, 4–6 Mar 2022 & NEC, 13–15 May 2022

1 side open	£338 per m ²
2 sides open	£350 per m ²
3 sides open	£358 per m ²
4 sides open	£361 per m ²



£95 Service charge applies per stand. £195 Public liability insurance is included in contract, removed with proof of cover. All prices are exclusive of VAT.

shell scheme stand

Olympia, 22–24 Oct 2021

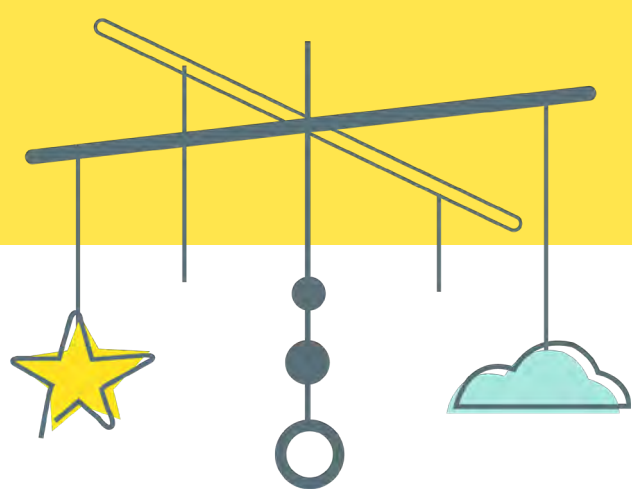
1 side open	£362 per m ²
2 sides open	£382 per m ²
3 sides open	£392 per m ²
4 sides open	£396 per m ²

ExCeL, 4–6 Mar 2022 & NEC, 13–15 May 2022

1 side open	£380 per m ²
2 sides open	£387 per m ²
3 sides open	£398 per m ²
4 sides open	£402 per m ²



Shell schemes stands include walls, fascia name boards and carpet. £95 Service charge applies per stand. £195 Public liability insurance is included in contract, removed with proof of cover. All prices are exclusive of VAT.



unrivalled marketing campaign

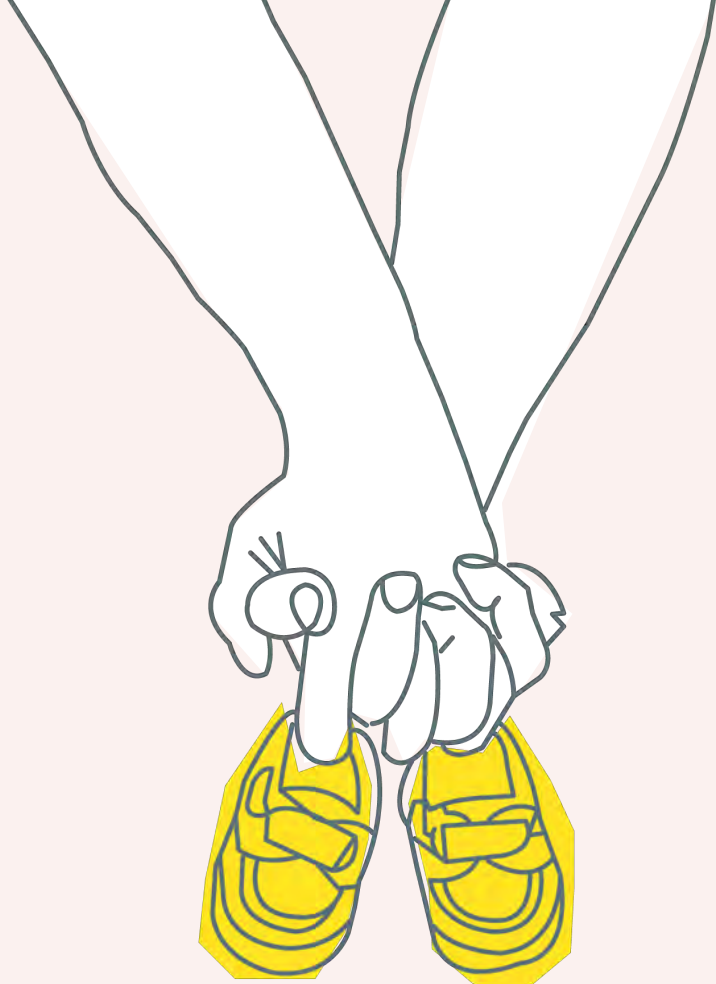
The Baby Show multi-channelled campaign achieves approximately 12 million consumer touchpoints per show via **email, digital advertising, social media, affiliate, influencer, PR** and also 'money can't buy' marketing opportunities through close partnerships with key brands and sponsors.

This is delivered to your customers via:

- Website exhibitor listing, show offers, competitions and news
- E-newsletter inclusion
- Organic posts across all social platforms
- Complimentary tickets
- Online exhibitor manual with downloadable promotional show collateral (print and digital)
- Potential inclusion within national PR campaign.

Bespoke packages can be tailored to your requirements upon request.





get in touch

Our team would be delighted to hear from you. To discuss stand options, sponsorship packages or marketing opportunities at the event, please contact:

Stand Options and Sponsorship Opportunities

The Baby Sales Team
+44 (0) 207 384 8143
babyteam@clarionevents.com




Marketing Opportunities

The Baby Marketing Team
marketing@thebabyslow.co.uk



the **B**aby show
with 

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