



Exhibitor Pack

Toddle About Baby Show
11th May 2025 at Warwick Hall

The ultimate show to promote your business to parents with little ones

WHAT IS THE TODDLE ABOUT BABY SHOW?



South Warwickshire's Premier Baby Show

The Toddle About Baby Show provides expectant parents and parents with young children a great shopping opportunity and expert advice & demos on all things **bump, baby and toddler** - all under one roof. The show attracts visitors & businesses from **all over The West Midlands** and makes it a great day out for all the family.

There will be a soft play area and character meet & greet to keep the kids entertained, along with a cafe to provide refreshments & snacks as well as a feeding & chill out area. The venue is buggy friendly and there is plenty of free parking available.

The Toddle About magazine is **South Warwickshire's number 1 parenting magazine** with many parents referring to it as their 'bible'. Toddle About is a well-established brand with hundreds of local parents subscribing to the magazine every quarter.

Toddle About specialises in the pregnancy, baby and pre-school market and works with hundreds of businesses who advertise in the magazine and online.

Our unique combination of high quality content being digested by a dedicated niche readership across print and digital, provides a great platform for such an event.



f [toddleaboutwarwickshire](#)
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Warwickshire's
Premier
Baby Show

"So many interesting things and activities catered for babies and also mums to explore."

Baby Show Visitor in 2023

HOW DO WE ADVERTISE THE SHOW?

The Toddle About magazine is a firm favourite for parents with little ones with over 45K+ parents using the Toddle About website every month to find out what's going on for little ones, so Toddle About's **print and digital platforms** are a great way to promote the show to parents throughout Warwickshire.

How we advertise the show:

- **Toddle About magazine advert**, front cover feature and 4-page spread for the Show Guide.
- **Goody Bags incentive** for the first 200 parents who sign up to the show in advance.
- **Email Marketing** via our 1000+ strong database of opted in recipients.
- **Flyer distribution** via exhibitors, targeted venues and the Toddle About magazine.
- **Toddle About website**, reaching 45K+ parents each month.
- Extensive and engaging **Social Media Campaigns** via our dedicated social media platforms
- **Paid Social Media Campaigns** as well as **local blogger collaborations**.
- Editorial in **local papers**, online **'what's on' guides & directories** and **advertising posters** throughout the region.

"My daughter loved it. All the colour, balloons... I think it was great to meet lots of people. Definitely will consider some classes"

Baby Show Visitor in 2023

RELEASE DATES

Magazines are released quarterly:

January - March

April - June

July - September

October - December

See upcoming dates and deadlines at

www.toddle.fun/dates

WEBSITE

Total Visits: 35K+ per month

Unique Visitors: 45K+ per month

Total Pageviews: 65K+ per month

SOCIAL MEDIA

1,500+ Facebook

2,400+ X

2,500+ Instagram



EXHIBITOR PACKAGES

Size of Stand

Double

2x 6ft x 2ft tables
with 2 chairs

£176

Single

1x 6ft x 2ft table
with 2 chairs

£99

Please note:

Table cloths are not included. Please contact us if you require a quote.

Electricity is not available at the stand.

Prices exclude VAT.



BOOK NOW:



What does the Exhibitor Package include?

Show Guide Listing: Basic listing in the Show Guide (Company Name, Website and Show Offer) in the Toddle About magazine.

Free Premium Business Listing: Each directory listing gives you your own page on the Toddle About website, which is optimised for search engines. Premium listings appear above basic listings and stand out in searches.

Social Media Promotion: Free promotion via our Facebook and Instagram pages.

50% Discount on Advert: Get a half-page advert (1/4 page ads and bigger) in the April-June Toddle About magazine, which is also the Baby Show Guide. Already an advertiser? Get a half price upgrade of your current advert!



“ I think the baby show was a very well organised event that delivered as promised.”

Baby Show Exhibitor in 2023

LIMITED
AVAILABILITY

SPONSORSHIP PACKAGES

HEADLINE SPONSOR £1,500 +VAT

- **Official Partner** “supported by” & logo on marketing & promotional materials
- **3x6 meter stand space** in prominent location
- **Full Page advert** in the Toddle About magazine
- **Company Logo** on front cover of Toddle About magazine and marketing & promotional material
- **Samples & Promotional material** in goody bags
- **Premium Business Listing** on Toddle About website
- **Regular Social Media** promotion

SHOW SPONSOR £600+VAT

- **Double Stand** in prominent location
- **1/2 Page advert** in the Toddle About magazine
- **Company Logo** on all marketing & promotional materials
- **Samples & Promotional material** in goody bags
- **Premium Business Listing** on Toddle About website
- **Regular Social Media** promotion

BRAND SPONSOR £500+VAT

200 goody bags will be handed out to parents who pre-register to the show. Place your logo on the **cotton shopper bag** as they carry it throughout the show and reuse it after they leave.

“Sponsoring the Toddle About Baby Show ensured that visitors were familiar with my brand before they even came to the show. Due to the well organised nature of the show, I was comfortably able to talk to all prospects, thus generating the leads I wanted from the day. The show had a friendly atmosphere so prospects didn't feel pressured into buying or giving their details, and as a result, the leads gleaned were of a great quality.”

Baby Show Sponsor in 2023

ADDITIONAL ADVERTISING OPTIONS

In addition to your stand at the show, you will also receive a basic listing in the Show Guide, but we highly recommend you take advantage of our other extras to help you get the most you can from the show.

SHOW GUIDE

The Toddle About magazine will include a 4-page Show Guide, which is **posted directly to hundreds of subscribers**. It is also handed out to parents at **targeted venues** around Warwickshire, such as nurseries, preschools, baby & toddler groups and more. The magazine will also be made available to all visitors on the day of the show. The digital page-turner version is read by thousands more parents online at www.toddleabout.co.uk

Exhibitors: **FREE** Basic listing in Show Guide

Premier Sponsors:
Full page advert

Show Sponsors:
1/2 page advert



GOODY BAGS EARLY BOOKING RECOMMENDED

A total of **200 goody bags** will be handed out on-site to visitors who have pre-registered for the show.

Spaces for the goody bag items are limited, so early booking is advisable.

Please note that items included in the goody bags must be either free samples or special offer / discount voucher.

Cost: £49 + VAT
or **FREE** with Sponsorship Package



MAGAZINE ADVERT

An advert in the Toddle About magazine is a highly effective way to reach parents with children aged 0-5 years in Warwickshire.

You choose the size of advert you would like - anything from an 1/8 page advert to a Double-Page spread - and we will place it in the magazine alongside the most relevant content of your offering.

Whatever advert size you choose, you get loads of **FREE** extras with your advert.

Cost: 50% discount on either a 1/4 page, 1/2 page or Full Page advert.



SHOW INSIGHTS

YOU'RE IN GOOD HANDS

Carefully selected venues in affluent regions

Free onsite parking

Carefully managed categories to ensure successful trading

Dedicated and friendly account management

Considered floorplan layout

Free Exhibitor Goody bags

TYPICAL SHOW EXHIBITORS

Educational Resources, Books, Health & Wellbeing, EYFS Development, Toys & Games, First Aid, Nursery & Baby Equipment & Accessories, Home Health & Safety, Photography, Outdoor Learning, Insurance Services, Clothing, Children's Service Providers, Antenatal & Postnatal Care, Pregnancy Products, Gift Ideas

OUR AUDIENCE:

The Toddle About Baby Show targets expecting parents and parents with babies, toddlers & pre-schoolers.

We are expecting 700+ visitors at our shows.

92%

of visitors would recommend the show to a friend



65%

of visitors make a purchase at the show



OUR EXHIBITORS:

Our focus is to have a variety of businesses exhibiting at our shows - from small, local independent businesses to national well-known brands.

92%

of exhibitors find the show valuable to their business



85%

of exhibitors consider exhibiting at our next event



SOME OF THE EXHIBITORS THAT ALREADY TRUST US...



VISITOR SURVEY

Here is some feedback from our previous baby shows.

“There was a fantastic selection of shops, baby groups, advice and support for parents and the whole show had a lovely feel about it.”

“I think the baby show was a very well organised event that delivered as promised.”

“So many interesting things and activities catered for babies and also for mums to explore”

“Great atmosphere and such friendly vendors. Super helpful in helping us see and experience things happening in the mum & baby world”



We welcomed over 700 parents to last year's show. We are looking forward to seeing you at our next event!

MEET THE TEAM

We hope to hear from you soon!



PIA

Owner/Editor/Sales/Show Organiser



LIZ

Advertiser & Customer Support

Book your exhibition space via toddle.fun/babyshowwarks

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US ON:

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✉ pia@toddleabout.co.uk

www.toddleabout.co.uk/baby-show