



# ExhibitorPack

Toddle About LIVE!

North Hampshire & West Berkshire

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

# WHAT IS TODDLE ABOUT LIVE!

## Hampshire & West Berkshire'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, toddler, FUN!** - all under one roof. The show attracts visitors & businesses from **all over Hampshire & Berkshire** 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 food vendors to provide refreshments & snacks as well as a feeding & chill out area. The venue is buggy friendly and there is plenty of parking available.

The Toddle About magazine is **North Hampshire & West Berkshire'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 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.



Instagram: [toddleabout\\_nhants\\_wberks](#) Facebook: [ToddleAboutNorthHampshireAndWestBerkshire](#)

toddle<sup>about</sup>

Loving life with little ones



HAMPSHIRE'S  
Brand New  
FAMILY 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 EVENT?

The Toddle About magazine is a firm favourite for parents with little ones with over 45,000+ 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 Hampshire & Berkshire

How we advertise the show:

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

### RELEASE DATES

Magazines are released quarterly:

January - March

April - June

July - September

October - December

See upcoming dates and deadlines at

[www.toddle.fun/dates](http://www.toddle.fun/dates)

### WEBSITE

Total Visits: 35K+ per month

Unique Visitors: 45K+ per month

Total Pageviews: 65K+ per month

### SOCIAL MEDIA

1,400+ Facebook

2,400+ X

2,100+ Instagram

"Our parents love the magazine, it really helps link in to so many things.  
It's building communities."

**Charlotte Bloomfield, Home-Start Suffolk**

## EXHIBITOR PACKAGES

### Size of Stand

#### Double

2x 6ft x 2ft table  
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 on your stand is available at a cost and subject to availability.

Prices exclude VAT.



### 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.

**Live Demonstration:** An opportunity to showcase your business in our demonstrations area on the day of the show. (subject to availability)

**BOOK NOW:** To book a stand, please visit [toddle.fun/LIVE](https://toddle.fun/LIVE)



Scan Me

“I think the baby show was a very well organised event that delivered as promised.”  
**Baby Show Exhibitor in 2023**

## SPONSORSHIP PACKAGES

THIS IS  
NOT TO BE  
MISSED

### PLATINUM HEADLINE SPONSOR – CORPORATE 1 YEAR CONTRACT

- .....
- Red Carpet Service Double Stand** in prominent location
- Full Page advert** or editorial in the Toddle About magazine **4 Times a Year**
- Company Logo** on front cover of Toddle About magazine & on **ALL** marketing / promotional materials
- Samples & Promotional material** in goody bags at events
- Premium Business Listing** on Toddle About website
- Featured Article** on the Toddle About website - **updated every 3 months**
- Website Advert** - Highlighting your Brand Loud and Proud
- Website Sidebvar Advert** showcasing additional services you offer.
- A Done For Your Social Media Service** promotion via Toddle About channels tagging your business in.
- Oppertunities To Speak** and be present at Toddle About Networking events
- A True Partnership** Inclution in all Business Dealings with Toddle About North Hampshire & West Berkshire
- £4,166 + VAT**

“ I thought it was a great event, and the organisation was amazing! All of your support along the way was very much appreciated.”

**Baby Show Exhibitor in 2023**

## SPONSORSHIP PACKAGES

### PREMIER SHOW SPONSOR

**Double Stand** in prominent location  
**Full Page advert** or editorial in the Toddle About magazine  
**Company Logo** on front cover of Toddle About magazine  
**Company Logo** on all Toddle About LIVE! marketing & promotional materials  
**Samples & Promotional material** in goody bags  
**Premium Business Listing** on Toddle About website  
**Featured Article** on the Toddle About website  
**Regular Social Media** promotion  
**£1,800 + VAT**

### SHOW SPONSOR

**Double Stand** in prominent location  
**1/2 Page advert** or editorial in the Toddle About magazine  
**Samples & Promotional material** in goody bags  
**Premium Business Listing** on Toddle About website  
**Regular Social Media** promotion  
**£600 + VAT**

**BOOK NOW:** To book, please visit [toddle.fun/babyshownorthants](http://toddle.fun/babyshownorthants)



### GOODY BAG SPONSOR

**300 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.

**£530 + VAT**

LIMITED  
AVAILABILITY

## 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 in the region such as nurseries, preschools, baby & toddler groups and more.

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

#### Sponsorship Exclusives:

##### Platinum Sponsors

4 x Full page advert  
(That's every issue all Year)

##### Premier Sponsors:

Full page advert

##### Show Sponsors:

1/2 page advert



### GOODY BAGS

**300 goody bags** will be distributed onsite to visitors who have pre-registered to the show.

The goody bags will contain the Toddle About magazine / Baby Show Guide, free sample products, leaflets and special offer vouchers.

As an exhibitor you have the opportunity to include your promotional material in the goody bag.

**Cost: £49 + VAT**

or **FREE** with Sponsorship Package

(bag sponsorship option available on request)



### MAGAZINE ADVERT

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

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:** Advert rates start from as little as **£25 + VAT**



## SHOW INSIGHTS

### OUR AUDIENCE

Expecting parents and parents with babies,  
toddlers & pre-schoolers

65% of visitors make a purchase at the show

700+ visitors per show

92% visitors would recommend the show to a friend



**BOOK NOW:** To book, please visit [toddle.fun/LIVE](http://toddle.fun/LIVE)

### OUR EXHIBITORS

92% of our exhibitors find the show valuable to their business

85% of our exhibitor consider exhibiting at our next event

#### Typical businesses at our shows:

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

### YOU'RE IN GOOD HANDS

Carefully selected venues in affluent regions

Plenty of onsite parking

Carefully managed categories to ensure successful trading

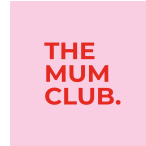
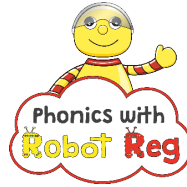
Dedicated and friendly account management

Considered floorplan layout

Free Exhibitor Goody bags



# SOME OF THE EXHIBITORS THAT ALREADY TRUST US...



## SURVEY FEEDBACK

### **We believe Hampshire & Berkshire needs a Toddle About LIVE!**

This isn't wishful thinking - it's what parents & businesses tell us:

"Please get one organised. Parents and kids have missed out of so much over the last few years. We need to promote what's out there."

"An easy to access event with everything under one roof for babies, toddlers and pre-schoolers would be perfect to showcase my small business"



"Many parents have not had access to basic support. We need to fill the many gaps which have been caused through the pandemic."

"There's a real lack of places to go and try out pushchairs, see toys & furniture set out and to get some decent advice on car seats. If the show could offer these chances, it would be great!"

To book visit  
[toddle.fun/LIVE!](https://toddle.fun/LIVE!)

 [toddleabout\\_nhants\\_wberks](https://www.instagram.com/toddleabout_nhants_wberks)  [ToddleAboutNorthHampshireAndWestBerkshire](https://www.facebook.com/ToddleAboutNorthHampshireAndWestBerkshire)



Loving life with little ones

I am thrilled to bring  
Toddle About LIVE! to  
Hampshire and I am so  
looking forward to seeing  
you there!

## MEET THE TEAM

I hope to hear  
from  
you soon!



**BILL & EMILY** (FT FLO & AURORA)  
Editors and LIVE! Show Organisers

Book your exhibition space via [toddle.fun/LIVE!](https://www.toddle.fun/LIVE!)

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ME ON:

■ M: 07359162124

✉ [Bill@toddleabout.co.uk](mailto:Bill@toddleabout.co.uk)

[www.toddle.fun/LIVE](https://www.toddle.fun/LIVE)