

toddle<sup>about</sup>

Loving life with little ones

# Exhibitor Pack

Toddle About LIVE!

**South Bucks**

**SATURDAY 7th MARCH 2026**

*Davenies Boys Prep School, 73 Station Rd, Beaconsfield, Buckinghamshire, HP9 1AA*

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

# WHAT IS TODDLER ABOUT LIVE!

## South Bucks' Premier Family Event

Toddler About LIVE! is the go-to event for families with babies, toddlers, and young children — and for anyone preparing to welcome a new arrival. It's a fun-filled day packed with shopping, expert advice, and activities — all under one roof.

Parents can explore fantastic local businesses, discover new products and services, and enjoy live demos on everything from pregnancy and birth to toddler fun and early learning. Meanwhile, little ones can enjoy soft play, character meet & greets, and plenty of family entertainment to keep the smiles coming all day.

With food vendors, a feeding & chill-out area, and a buggy-friendly venue with ample parking, the event is designed to be easy and enjoyable for families.

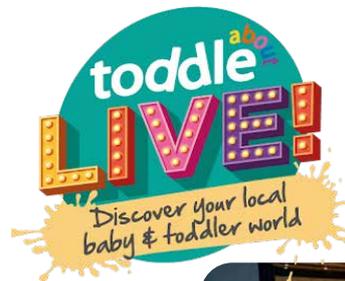
**A Golden Opportunity for Local Businesses** If your business supports parents or little ones, Toddler About LIVE! is your chance to shine. Meet hundreds of local families face-to-face — parents looking for trusted local services, baby essentials, toddler classes, and family activities. It's the perfect way to connect directly with your ideal audience.

**We're Shouting About It – Everywhere!** We're making sure everyone knows about Toddler About LIVE! — using every tool we have to spread the word.

- Paid ads across social media and search platforms for maximum reach.
- Features in trusted print publications to boost visibility.
- A dynamic social media campaign with engaging posts, reels, and competitions to build buzz.

With help from our partners and the Toddler About community, this event will be on every parent's radar across South Bucks and beyond.

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Loving life with little ones



**South Bucks  
Brand New  
FAMILY Show**

"So many brilliant things to do — not just for babies, but for mums as well. It's full of inspiration!"

**Toddler About Live Visitor in 2025**



toddleaboutsouthbucks



ToddlerAboutSouthBucks

## SURVEY FEEDBACK

### We believe South Bucks 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!"*



# WHO ARE OUR DEMOGRAPHIC

## Who Are Toddle About Show Visitors?

When you exhibit with Toddle About, you're reaching a very specific and engaged audience — parents who are actively looking for products, services, and experiences that make family life easier, happier, and more fun.

Our readers and show visitors are expectant parents and parents of babies, toddlers, and pre-schoolers — typically mums with one or two young children. Many are caring for their children full-time or working part-time, and they have disposable income to spend on products and activities that enrich their family life.

Toddle About's niche audience means your message won't get lost in the crowd. You'll be speaking directly to the people who are most likely to be interested in what you offer — helping you achieve better engagement and stronger results.

**Does that match your target market?**

### Exhibitors

**92%**

of exhibitors say the events are valuable to their business

**89%**

have taken action and plan to exhibit again

### Visitors

**65%**

of attendees make a purchase on the day

**92%**

would recommend Toddle About events to a friend

#### Number of children



**9%**

pregnant



**47%**

1 child



**40%**

2 children



**13%**

3+ children

#### 26-45 yrs age of event visitors

##### Age of children



**9%**

Bump



**28%**

0-12 mths



**25%**

1 years



**27%**

2 years



**25%**

3 years



**20%**

4 years



**35%**

5+ years

*These statistics are from a survey of Toddle About readers, carried out in 2019*

## HOW DO WE ADVERTISE THE EVENT?

The Toddle About magazine is a firm favourite for parents with little ones with over 15,000 reading each quarter and 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 South Bucks.

How we advertise the show:

- **Toddle About Magazine** front cover feature and full page advert over multiple regions.
- **Email Marketing** via our 1000+ strong database of opted in recipients.
- **Targeted Online Marketing Ad Spend** to ensure the right customers know about our events.
- **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 local blogger collaborations.
- All Exhibitors are encouraged to share their attendance and the event details through their own networks and social media channels
- Editorial in **local papers**, online **'what's on' guides & directories** and **advertising posters** throughout the region.

"Our parents absolutely love Toddle About. It's helped them discover so much locally and truly brings our community together."

## WEBSITE

Total Visits: 45K+ per month  
Unique Visitors: 35K+ per month  
Total Page views: 65K+ per month



15k+



2.5k+



3K+

# EXHIBITOR PACKAGES

## Size of Stand

### Double

2x 6ft x 2ft tables  
with 2 chairs

£176

### Single

1x 6ft x 2ft table  
with 2 chairs

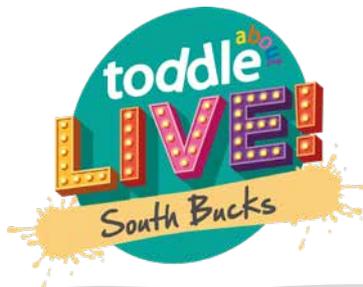
£99

Please note:

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

Electricity on your stand is available at a cost and subject to availability.

Prices exclude VAT.



## What does the Exhibitor Package include?

**Show App Listing:** Basic listing on the Show App, detailing Company Name, Company Description, All Social Handles, Website, and Show Offer.

**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).

## New for 2026 Events!

**How To Exhibit like a PRO!** This downloadable workbook will guide you through how to get the most out of the day Exhibiting with Toddle About. These tried and tested methods have help many businesses in multiple industries, gain new leads and turn them into recurring customers... **And its yours for FREE!**



Scan Me

“ Great number of local parents to talk to, really well attended, can't wait for next years event!”

**Toddle About Live! Exhibitor in 2025**

## SPONSORSHIP PACKAGES

THIS IS  
NOT TO BE  
MISSED

### PLATINUM HEADLINE SPONSOR – CORPORATE 1 YEAR CONTRACT

ONLY 1 AVAILABLE

**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 Sidebar Advert** showcasing additional services you offer.

**A Done For You Social Media Service** promotion via Toddle About channels tagging your business in.

**Opportunities To Speak** and be present at Toddle About Networking events

**A True Partnership** Inclusion in all Business Dealings with Toddle About North South Bucks

£4,166 + VAT

“I think the Toddle About Live was a very well organised event that delivered as promised.”

**Toddle About Live! Exhibitor in 2025**

# SPONSORSHIP PACKAGES

## GOLD LIVE! SPONSOR Event Sponsorship - 3 Available

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

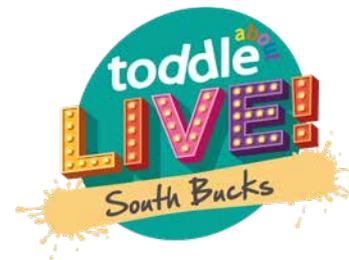
£600 + VAT



## GOODY BAG SPONSOR

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

£500 + VAT



 [toddleaboutsouthbucks](https://www.instagram.com/toddleaboutsouthbucks)

 [ToddleAboutSouthBucks](https://www.facebook.com/ToddleAboutSouthBucks)

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

## ADDITIONAL ADVERTISING OPTIONS

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

### SHOW APP

The **Toddle About Live App** really helps parents make the most of their day — showing what's on, where to find exhibitors, and offering real-time updates. Your business will be highlighted weeks before the show, giving families the chance to discover you early.

All **Exhibitors: FREE** Basic listing in Show App, allowing you to connect with parents before, during, and after the event.



It's a powerful way to reach local parents — both in person and online — extending your visibility and impact within the community.

### GOODY BAGS

**200 goody bags** will be distributed onsite to visitors who attend the show.

The goody bags will contain the Toddle About magazine, 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 across South Bucks.

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**



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



# toddle<sup>about</sup>

Loving life with little ones

I am thrilled to bring Toddle About LIVE! to South Bucks 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/LIVEBUCKS](https://toddle.fun/LIVEBUCKS)

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ME ON:

M: 07359 162 124

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

[toddle.fun/LIVEBUCKS](https://toddle.fun/LIVEBUCKS)