



Exhibitor Pack

Toddle About Baby Show **SUFFOLK**
27th October 2024 at Newmarket Racecourse

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

WHAT IS THE TODDLE ABOUT BABY SHOW?



Suffolk's Premier Baby Show

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

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

The Toddle About magazine is **Suffolk'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.

 [toddleaboutsuffolk](https://www.facebook.com/toddleaboutsuffolk)
 [suffolktoddleabout](https://www.instagram.com/suffolktoddleabout)



Suffolk's
Premier
Baby Show

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

Baby Show Visitor

HOW DO WE PROMOTE THE SHOW?

The Toddle About magazine is a firm favourite for parents with little ones with 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 Suffolk.

Previous shows attracted 700+ visitors and as we are increasing venue capacity and marketing spend we are expecting to welcome 1,500+ visitors at our events.

How we promote the show:

- **Toddle About magazine advert**, front cover feature and 4-page spread for the Show Guide.
- **Goody bag incentive** for first 300 parents who sign up to the show in advance.
- **Email Marketing** via our 12K+ 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 Facebook Campaigns** as well as local **blogger collaborations**.
- Editorial in **local papers**, online **'what's on' guides & directories** and **advertising posters** throughout the region.

"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

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

3,500+ Facebook

2,400+ X

2,900+ Instagram



EXHIBITOR PACKAGES

Size of Stand

Double

2x 6ft x 2ft tables
with 2 chairs

£272+VAT

Single

1x 6ft x 2ft table
with 1-2 chairs

£155+VAT

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.



BOOK NOW!



What does the Exhibitor Package include?

Show Guide Listing: Basic listing in the Show Guide (Company Name and Website) 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 Facebook and Instagram.

50% Discount on Advert: Get a half-page advert (1/4 page ads and bigger) in the Oct-Dec 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

SPONSORSHIP PACKAGES

HEADLINE SPONSOR £1,999+VAT (ONLY ONE AVAILABLE)

- **Official Partner** “supported by” & logo on marketing & promotional materials
- **Contact details** of all parents who attended the show and opt into your mailing list
- **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 materials
- **Samples & Promotional material** in goody bags
- **E-shot** pre & post event to 1,000+ opt ins
- **Premium Listing** on Toddle About website
- **Regular Social Media** promotion

BRAND SPONSOR £800+VAT (ONLY ONE AVAILABLE)

- **300 branded cotton goody bags** for show visitors
- **Samples & promotional material** in goody bags
- **1/2 page advert** in the Toddle About magazine
- **Company logo** on marketing & promotional materials
- **E-shot** pre & post event to 1,000+ opt ins
- **Branding** on the day via banners, bunting, posters, etc. around the baby show venue
- **Sponsorship** of an area (i.e. feeding area) with brand reps welcome to attend this area as well as live talk on stage

SHOW PARTNER– BESPOKE PACKAGES

With a carefully devised strategy, we'll ensure that your brand is fully associated with the Toddle About Baby Show. We welcome the opportunity to put together a bespoke show sponsor package based on your objectives. Packages starting from £400+VAT.

This will include a combination of a **prominent location at the show, advertising in the magazine/show guide, branding on promotional material and online marketing.**

“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 receive a standard listing in the Show Guide, but we recommend you take advantage of these additional options to ensure you maximise your appearance.

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 Suffolk, 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** Standard listing in Show Guide

Show Sponsors: **FREE** Full page advert



GOODY BAGS

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

The goody bags will contain the Toddle About magazine, free sample products, leaflets, brochures and special offer vouchers.

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

Cost: £45 + VAT or **FREE** with Sponsorship Package



MAGAZINE ADVERT

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

As a sponsor you will get free advertising in the magazine. As an exhibitor you are entitled to a 50% discount on either a 1/4 page, 1/2 page or full page advert in the magazine, which will also act as the event show guide. Whatever advert size you choose, you get lots of FREE extras with your advert.

Cost: FREE with Sponsorship Package and 50% discount for exhibitors.



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 1,500+ 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

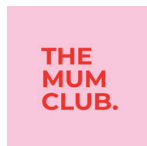
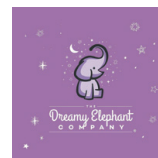


85%

of exhibitors consider exhibiting at our next event



SOME OF THE EXHIBITORS WE ALREADY WORK WITH...



THE POSTNATAL CHECK YOU DESERVE



VISITOR FEEDBACK

Here is some feedback from our previous baby shows.

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

“My daughter loved it. All the colours and balloons....I think it was great to meet lots of people. Definitey will consider some classes.”

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

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



To book visit
toddle.fun/babyshowsuffolk

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.club/babyshowsuffolk

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US ON:

T: 01284 811428 / M: 07748 020141

pia@toddleabout.co.uk

www.toddleabout.co.uk/baby-show