

Babini die Babymesse

WELCOME TO THE FAMILY!





50,000 visitors per year

100+ EXHIBITORS perlocation

DATES 2025



Dortmund

07-09 March 2025



Stuttgart

25-27 April 2025



Düsseldorf

24-26 October 2025



Hamburg

07-09 November 2025



Munich

14-16 November 2025

Event documentary HAMBURG 2023 | Youtube



Reach your goals within your target group!



... while expanding the network to the retail sector and manufacturing companies in the process.











Julia, 28

facilities."

"A large selection of baby carriers with great advice! Excellent! Lovely start-up stands and great products that you don't usually see.

Great baby feeding and restroom



Robin, 34

"I got a good impression of many great and new products and the live talks were extremely informative for me."



Sarah, 32

"We had chosen a stroller online. At the fair we compared, and thanks to good advice, decided on a different model and bought it. It's nice that so many suppliers are on site and can give advice."





The who's who of the baby sector

































































































A flurry of marketing initiatives

IN YOUR TARGET GROUP ACROSS PLATFORMS

OUT OF HOME

- Poster advertising in the fair environment
- Flyer campaign via multipliers

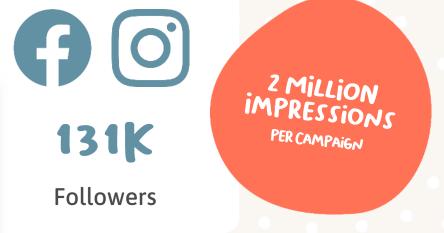
PR ACTIVITIES

- Press releases
- Adverts and reports in relevant media
- Cooperations with major parenting magazines

ONLINE MARKETING

- Paid social media campaigns focusing on target groups via META
- Banner advertising on the major sites, e.g. parenting magazines and pregnancy apps





124,000 Page Impressions* at babini.family

30,000 Unique User* at babini.family

LARGE REGIONAL Mailing Lists

*Source: monthly data - Matomo





Your booth options

COMPACT STAND



4/6/8sqm area (2/3/4m x 2m) incl. stand structure (back and side walls), carpet, light, 1 kW power, environmental and service fee, set-up and dismantling

1,259€ [1,799€ [2,179€

UP TO 20% DISCOUNT
ON THE FLOOR SPACE
FOR BOOKING SEVERAL
LOCATIONSI

FLOOR SPACE ONLY - AS OF 9SQM

plus 10€/sqm environmental fee and 385€ service fee

189€/sqm



back and side walls, company panel, carpet, light, 3 kW power, set-up and dismantling

125€/sqm

SELF-BUILD STAND

Bring and assemble your own

stand

Mandatory:

- Full-surface floor covering/carpet
- Back/side walls for corner/headstands
- neutral rear (max. height 3m)





Special Conditions for Start-ups and Handmade

FOR START-UPS
THAT EXIST LESS THAN
2 YEARS & COMPANIES
WITH HANDMADE
PRODUCTS







Native Integration – Service Sponsorings

LANYARDS

PLAYING AREAS

STILL-LOUNGE

WICKEL-OASE

FÜTTER-BAR











LIVE-TALKS



STROLLER TEST COURSE

B2B EVENING EVENT

GOODIE BAGS,
FLYER & SAMPLINGS













Native Integration - Lanyards & Playing Areas



- 500 lanyards for exhibitors & partners
- Logo inclusion on the lanyards
- Logo inclusion on the Babini website (partner carousel)
- 10 free tickets (for raffles/as giveaways)
- LinkedIn post

PLAYING AREAS



- No sales on this area!
- As of 9sqm space for products and promotional material (e.g. beachflag etc.)
- Includes carpet and benches if necessary

Optional:

- Rear walls (1m x 3m): 83€/each
- 3kW power: approx. 300€ / Spotlights: 46€ each

1,000€ per location

as of 100€/sqm
plus 10€/sqm environmental fee
and 385€ service fee

Native Integration - Product Placement

WITHIN THE SERVICE AREAS WITH THE MAIN PARTNER DM (GLÜCKSKIND)

2.500€ per area/location



- Product placement
- Logo inclusion on the exterior or rear Wall
- Distribution of promotional material (flyers, QR code, etc.)
- Listing in the exhibitors' directory
- Inclusion on the Babini website
- 10 free tickets (for raffles/as giveaways)
- LinkedIn Post
- Promotion on Instagram + Facebook
- Inclusion in the regional B2C newsletter (approximately 3,000-6,000 subscribers)

Native Integration - Product Placement

WITHIN THE SERVICE AREAS WITH THE MAIN PARTNER DM (GLÜCKSKIND)





















Native Integration – Live-Talks

250€ per slot /



500€ for 3 slots (Fri, Sat & Sun)

- Slot(s) on the Live-Talk stage (up to 25 minutes each)
- Listing in the online program and on onsite posters

1,000€ per slot /

PACKAGE M/L

2,000€ for 3 slots (Fri, Sat & Sun)

- Presentation, panel discussion, workshop or live podcast
- Up to 60 minutes on the Live-Talk stage
- Listing in the program and on onsite posters
- Inclusion on the Babini website (location highlights)
- 10 free tickets (for raffles/as giveaways)
- LinkedIn post
- Promotion on Instagram + Facebook (post or reel + story)
- Inclusion in the regional B2C newsletter (approximately 3,000-6,000 subscribers)



Babini

Native Integration – Live-Talks



Co-BRANDING of the stage 5,000€ per location

- Babini Live-Talks powered by...
- Logo inclusion on the stage (backdrops, podium, screens)
- Inclusion on the program page
- Posts on Instagram, Facebook & LinkedIn
- Inclusion in the regional B2C newsletter (3,000-6,000 subscribers)

Exclusive BRANDING

10,000€ per location

- Live-Talks powered by...
- Full-surface printing of stage backdrops including logo
- Inclusion on the program page
- Posts on Instagram, Facebook & LinkedIn
- 50 free tickets (for raffles/as giveaways)
- Inclusion in B2C & B2B newsletters (5,000-8,000 subscribers)



Native Integration – Community Lounge



EXAMPLE

as of 5,000€ per location

- Basic Setup: 40sqm including rear wall with print, carpet and power supply. Furniture upon request and agreement
- Product placement
- Logo inclusion on the exterior or rear wall
- Distribution of promotional material (flyers, QR code, etc.)
- Listing in the exhibitor directory
- Inclusion on the Babini website
- 10 free tickets (for raffles/as giveaways)
- LinkedIn post
- Promotion on Instagram + Facebook
- Inclusion in the regional B2C newsletter (approximately 3,000-6,000 subscribers)



Native Integration – Stroller Test Course



2,500€ per location

- Product placement & consultation on the floor
- Logo inclusion on the ramp &/or pixlip
- Distribution of promotional material (flyers, QR code, etc.)
- Listing in the exhibitor directory
- Inclusion on the Babini website
- 10 free tickets (for raffles/as giveaways)
- LinkedIn post
- Promotion on Instagram + Facebook
- Inclusion in the regional B2C newsletter (approximately 3,000-6,000 subscribers)

Native Integration – B2B Evening Event



as of 5,000€ per location

- Drinks & Snacks for approximately 200-300 exhibitors & pPartners
- Product placement & bar branding
- Distribution of promotional material on approximately 20 bistro tables
- 10 free tickets (for raffles/as giveaways)
- LinkedIn post
- Promotion on Instagram + Facebook
- Inclusion in B2B invitation + recap newsletter
 (approximately 2,000 subscribers)

Optional:

+ price upon request

Catering, DJ, additional/alternative furniture &/or decoration

Native Integration – Goodie Bags



as of 500€ per location

- 250 units per location (for visitors and influencers)
- Product placement in goodie bags or Insertion of advertising material (flyer, QR code, etc.)
- Integration on the Babini website
- 10 free tickets (for the raffle)
- Promotion on Instagram + Facebook
- Inclusion in the regional B2C newsletter (approx. 3,000-6,000 subscribers)
- Logo integration in stand-up display (check-in counter)

Native Integration - Flyer & Samplings





1 Day = 1,500€

2 Days = 2,500€

3 Days = 3,000€

Inside the hall

1 Day = 1,000€

2 Days = 1,500€

3 Days = 2,000€



Native Integration - Highlight Areas



Get in touch with us!



Elisa Beldowski

Project Director Babini

Tel.: +49 40 66 906-913

Mobil: +49 152 57 680 422

elisa.beldowski@fleet-events.de



Sabrina Sakakini

Senior Key Account Manager

+49 40 66 906-902 Tel.:

Mobil: +49 173 20 33 379

sabrina.sakakini@fleet-events.de



Sarah Schumacher

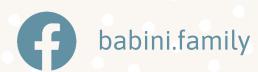
Marketing & Sales Manager

Tel.: +49 40 66 906-947

Mobil: +49 152 02 648 475

sarah.schumacher@fleet-events.de







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