



Babini

die Babymesse

WELCOME TO THE FAMILY!





DATES 2025

GERMANY'S
LARGEST
BABY FAIR!

Babini

50,000
visitors
per year

100+
EXHIBITORS
per location



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

[Image film Stuttgart 2025 | Youtube](#)



Reach your goals within your target group!

Generate
SALES

Increase
**BRAND
AWARENESS**

Receive
**DIRECT
FEEDBACK**

Acquire
**NEW
CUSTOMERS**

67% pregnant

30% parents

55%
with the first child

19%
child < 1

3% planning

81% female
18% male
1% diverse



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



moji | YIPPY
Everyone. Everyday.

www.moji-family.com

"After the break caused by the pandemic, we feel that visitors are really embracing the fair again. They want to touch, feel and try things out live on site, and that's a lot of fun! Otherwise, we would never be able to reach so many people in a concentrated way. This fair is absolutely vital for us."

Jörg Reh
Sales Manager • ABC Design



Babini

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"The Babini fair in Hamburg was our first fair ever. After two days we were already completely sold out. And, what's even better, a major retailer noticed us and listed us. It couldn't be better! We'll definitely be there in 2024."

Vanessa Cymerman
Managing Director of Schlummi GmbH



Babini



WHAT OUR VISITORS SAY

Robin, 34

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



Julia, 28

"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 facilities."



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



131K

Followers

2 MILLION
IMPRESSIONS
PER CAMPAIGN

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
LOCATIONS!

FLOOR SPACE ONLY – AS OF 95QM

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

189€/sqm

STAND ASSEMBLY PACKAGE

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

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

669€

969€

1,249€

MARKET STAND



4sqm area (2m x 2m)
incl. counter with company name,
carpet, light, 1 kW power, environmental
and service fee, set-up and dismantling

669€



Native Integration – Service Sponsorings

LANYARDS



as of 1,000€

PLAYING AREAS



as of 100€/sqm

STILL-LOUNGE



as of 5,000€

WICKEL-OASE



as of 5,000€

FÜTTER-BAR



as of 5,000€

LIVE-TALKS



as of 5,000€

COMMUNITY LOUNGE



as of 10,000€

STROLLER TEST COURSE



as of 5,000€

B2B EVENING EVENT



as of 5,000€

GOODIE BAGS, FLYER & SAMPLINGS



as of 500 €



Native Integration – Lanyards & Playing Areas



LANYARDS

- 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

1,000€ per location

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

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)

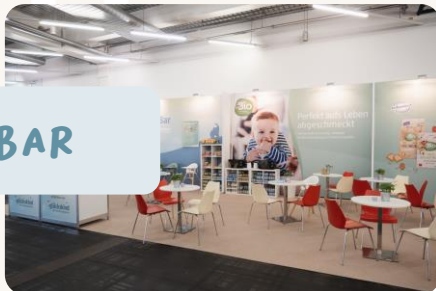
STILL-LOUNGE



WICKEL-OASE



FÜTTER-BAR



Native Integration – Live-Talks



PACKAGE XS/S **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

PACKAGE M/L **1,000€** per slot / **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)

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

as of 5,000€ per location



EXAMPLE

- 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

50% DISCOUNT
FOR EXHIBITORS



At the entrance - exklusive

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

TRAVEL

SECURITY

CARE

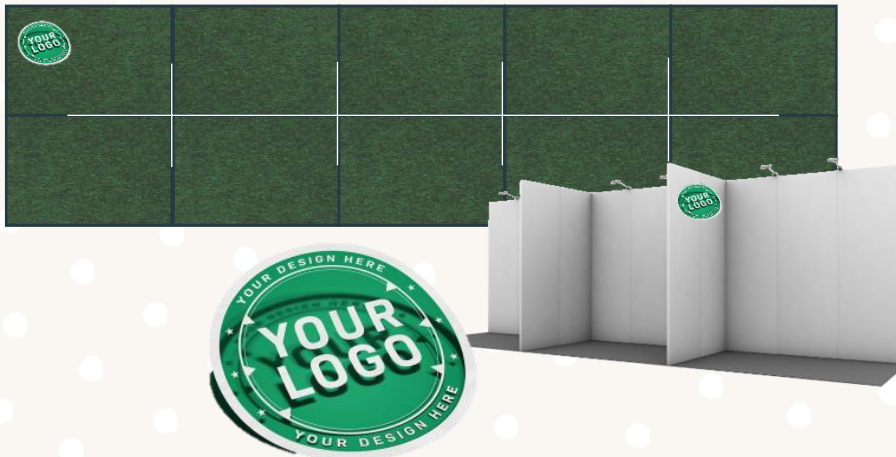
MOBILITY

SUSTAINABILITY

HEALTH

NUTRITION

DIY



as of 5,000€



Get in touch with us!



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