



Babini

die Babymesse

WELCOME TO THE FAMILY!



The largest
BABY FAIR
in Germany!

48.000
visitors
per year

100+
EXHIBITORS
per location

Dates for 2026/27



DORTMUND

06–08 March 2026

05–07 March 2027



STUTTGART

10–12 April 2026

16–18 April 2027



DÜSSELDORF

16–18 October 2026

22–24 October 2027



HAMBURG

06–08 November 2026

03–05 September 2027



MUNICH

13–15 November 2026

12–14 November 2027

[>> Promo Film Düsseldorf 2025](#)

Babini



With us, you will achieve your goals!

Ø 9,600 VISITORS PER LOCATION

86% pregnant or in their baby's first year

Ø 680 € EXPENDITURE PER VISIT

96 % make purchases during and after the trade fair



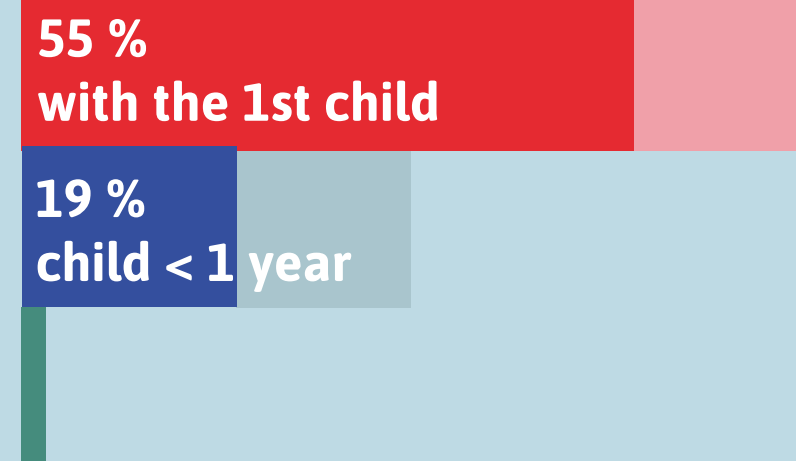
81 % female
18 % male
1 % divers



67 % pregnant

30% parents

3% planning



"After the break caused by the pandemic, we feel that visitors are really embracing the trade fair again. They want to touch, feel and try things out live on site, and that's incredibly fun! We would never be able to reach so many people in one place otherwise. This trade fair is simply vital for us!"

Jörg Reh
Manager of Sales



"Babini Hamburg was our first trade fair ever. After two days, we were already completely sold out. And, even better, a large retailer noticed us and listed us. It couldn't be better! We'll be back in full force in 2024."

Vanessa Cymerman
managing director
Schlummi GmbH



FEEDBACK FROM OUR COMMUNITY

Julia, 28

'A huge selection of baby carriers with excellent advice! Brilliant! Lovely start-up stands and great things you don't usually see. Great breastfeeding and resting facilities.'



Robin, 34

'I gained a favourable impression of many excellent new products, and the live presentations were highly informative for me.'



Sarah, 32

'We had chosen a pram online. At the fair, we compared different models and, thanks to the excellent advice we received, decided on a different model and bought it. It's great that so many suppliers are there to offer advice.'



The Who's Who of the baby industry



AND MANY MORE...

A blaze of marketing activities

Directly across platforms with your target group

Online-Marketing

- Social media campaigns via META
- Banner advertising on key websites, e.g. parenting magazines and pregnancy apps

Public relations

- Press releases
- Advertisements and reports in relevant media
- Cooperation with major parenting magazines

Influencer Marketing

- Cooperation with well-known mum and family influencers
 - Before the trade fair, as well as on site

3 Mio.
IMPRESSIONS
per campaign



132K

Follower*innen

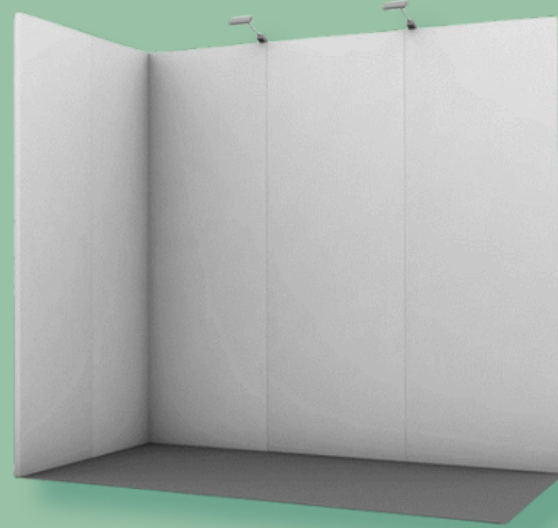
200,000 page impressions* on [babini.family](#)
100,000 unique user* on [babini.family](#)
Large regional newsletter distribution lists
(3,000–6,000 subscribers*)

*Source: Matomo
Campaign period – 6 weeks before event



Your participation – with your own stand

compact stand



4, 6 or 8m² area (2/3/4m x 2m) including stand construction (back and side walls), carpet, 1kW electricity, lighting, environmental and service fee, set-up and dismantling

4m²
1,259€

669€*

6m²
1,799€

969€*

8m²
2,179€

1,249€*

Babini

Just floor space – from 9m²

plus 10€/m² environmental fee and 385€ service fee

189€/m²

125€/m²

Optional stand construction package

back and side walls, company banner, carpet, lighting, 3kW electricity, set-up and dismantling

self-builder

You bring your own stand construction.

mandatory:
full floor covering
+ rear/side walls for corner/end stands must have a neutral rear side (max. height 3m)

*For **start-ups** that have been in business for **less than 2 years** & **companies with handmade products**



Your participation – via native integration

Lanyards



from 1,000€

Play Area



from 100€/m²

Still-Lounge



from 2,500€

Wickel-Oase



from 2,500€

Fütter-Bar



from 2,500€



from 2,500€



ab 500 €



ab 500 €



from 250€



from 500€

Schwangerschafts-Lounge

Test Track
Module Sponsoring

Product Display
Media Island

Live-Talks
& Masterclasses

Goodie bags, Flyer
& Samplings





Lanyards & playing areas



Lanyards

- 500 lanyards for exhibitors & partners
- Logo integration on the lanyards
- Logo integration on the Babini website (partner carousel)
- 10 free tickets (for raffle)
- LinkedIn post (one-time, even for multiple bookings)

1,000€

per location

play areas

- No sales on the premises!
- From 9m² for products and advertising material (e.g. beach flags or similar)
- including carpet + benches if available

from 100€/m²

plus 10€/m² environmental
and 385€ service fee

Optional:

- Backdrops (1m x 3m): 83€ each
- Electricity 3 kW: approx. 300€ / Spotlights: 46€ each

Babini





Product Placement

In the service areas -
powered by main partner dm glückskind

Still-Lounge, Wickel-Oase and Fütter-Bar

- Product placement
- Logo integration on the exterior wall (Still-Lounge and Wickel-Oase)
- Display of advertising material (flyers, QR codes, etc.)
- Listing in the exhibitor directory
- Integration on the Babini website
- 10 free tickets (for a prize draw)
- LinkedIn post (one-time, even for multiple bookings)
- Advertisement on Instagram + Facebook (one-time, even for multiple bookings)
- Inclusion in the regional B2C newsletter (approx. 3,000–6,000 subscribers)



2,500€

per area/location





Babini

Schwangerschafts-Lounge

40–60 m² of open space within the exhibition
Partitioned off using room dividers and acoustic walls

Main partnership

- Naming rights for the lounge
- Maximum visibility, including product placement
- Presence in communications and signage

Furniture & interior design partnership

Product placement For services, see p. 12

Beverage sponsorship

Midwife sessions

- Integration into creator content
- Mention in lounge communications
- Organic UGC content

NEW!!!

7,500 €

per location

from 2,500 €

per location





Test Track & Media Island

Test Track Module Sponsoring

- One-year, double-sided logo placement on 1–8 modules
- Visibility right in the pushchair test area
- Associate your brand with one of the most popular exhibition offers

500 €
per Module

Product Display Media Island

- No direct sales allowed!
- From 4 m² for products and promotional material (e.g. QR code + logo, beach flag or similar)
- Includes carpet, benches and shelving

from 500 €





Live-Talks & Masterclasses

250€

per slot

500€ for 3 slots (Fri, Sat & Sun)

Live-Talks

- Slot(s) on the live talk stage (max. 25 minutes each)
- Listing in the online program and on posters on site

Masterclasses

- Interactive lecture, workshop, community meeting or live podcast
- Max. 60 minutes in the masterclass area (approx. 40m²)
- Listing in the program and on posters on site
- General inclusion of masterclasses on the Babini website
- 10 free tickets (for a prize draw)
- Promotion on Instagram + Facebook (post & story)
- Inclusion in the regional B2C newsletter (approx. 3,000–6,000 subscribers)

500€

per slot (Sat or Sun)





Stage sponsorship

Co-Branding

- Babini Live Talks powered by...
- Logo integration on stage (backdrops, podium, screens)
- Integration on the program page
- Posts on Instagram, Facebook & LinkedIn (one-time, even for multiple bookings)
- Integration in the regional B2C newsletter (3,000–6,000 subscribers)

5,000€
per location



Exklusives Branding

- Live talks powered by ...
- Full-surface printing on stage backdrops, including logo
- Integration on the program page
- Posts on Instagram, Facebook and LinkedIn (one-time, even for multiple bookings)
- 50 free tickets for a prize draw
- Integration in B2C and B2B newsletters (5,000–8,000 subscribers)

10,000€
per location



Goodie bags & flyer campaign

from 500€
per location

Goodie Bag Integration

- Goodie bag integration
- 250 per location (for visitors and influencers)
- Product and advertising material placement
- Integration on the Babini website
- 10 free tickets for a prize draw
- General promotion of goodie bags on meta accounts
- Inclusion in the regional B2C newsletter (3,000–6,000 subscribers)
- Logo integration at distribution point (check-in counter)

Flyer distribution

Entrance area – exclusive

- 1 day = 1,500€
- 2 days = 2,500€
- 3 days = 3,000€

Hall

- 1 day = 1,000€
- 2 days = 1,500€
- 3 days = 2,000€



Your Babini team



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