



Babini

die Babymesse

WELCOME TO THE FAMILY!





DORTMUND
05–07 March 2027



STUTTGART
16–18 April 2027



HAMBURG
24–26 September 2027



DÜSSELDORF
22–24 October 2027



MUNICH
12–14 November 2027

Babini

>> [Promotional Video Düsseldorf 2025](#)

The largest
BABY FAIR
in Germany



From Pregnancy Through the Baby's First Year

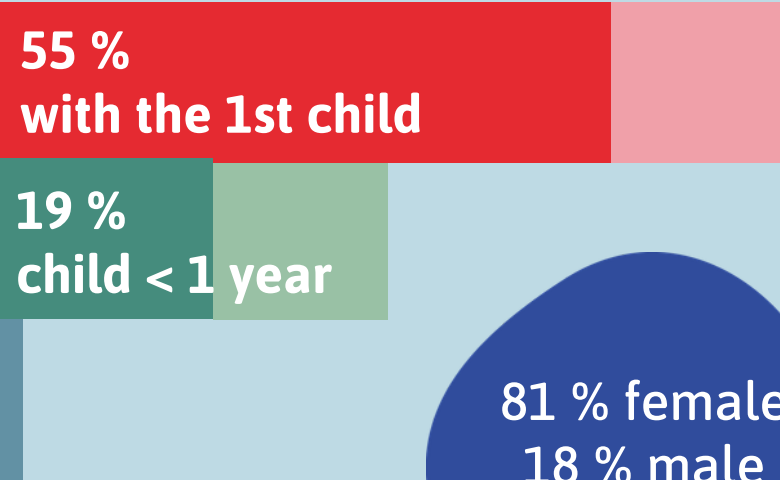
At Babini, brands reach expectant and new parents at the very moment when many purchasing and brand decisions are being made.

50.000+
visiTORS
per year

86% pregnant or in their baby's first year



67 % pregnant
30% parents
3% planning



81 % female
18 % male
1 % divers

Ø 680 € EXPENDiTURE PER HOUSEHOLD

96 % make purchases during and after the fair

generate
SALES

Increase
**BRAND
AWARENESS**

Receive
**DiRECT
FEEDBACK**

Acquire
**NEW
CUSTOMERS**

Expand your
B2B NETWORK

Strong brands. A relevant environment.

120+
PARTNER
per location





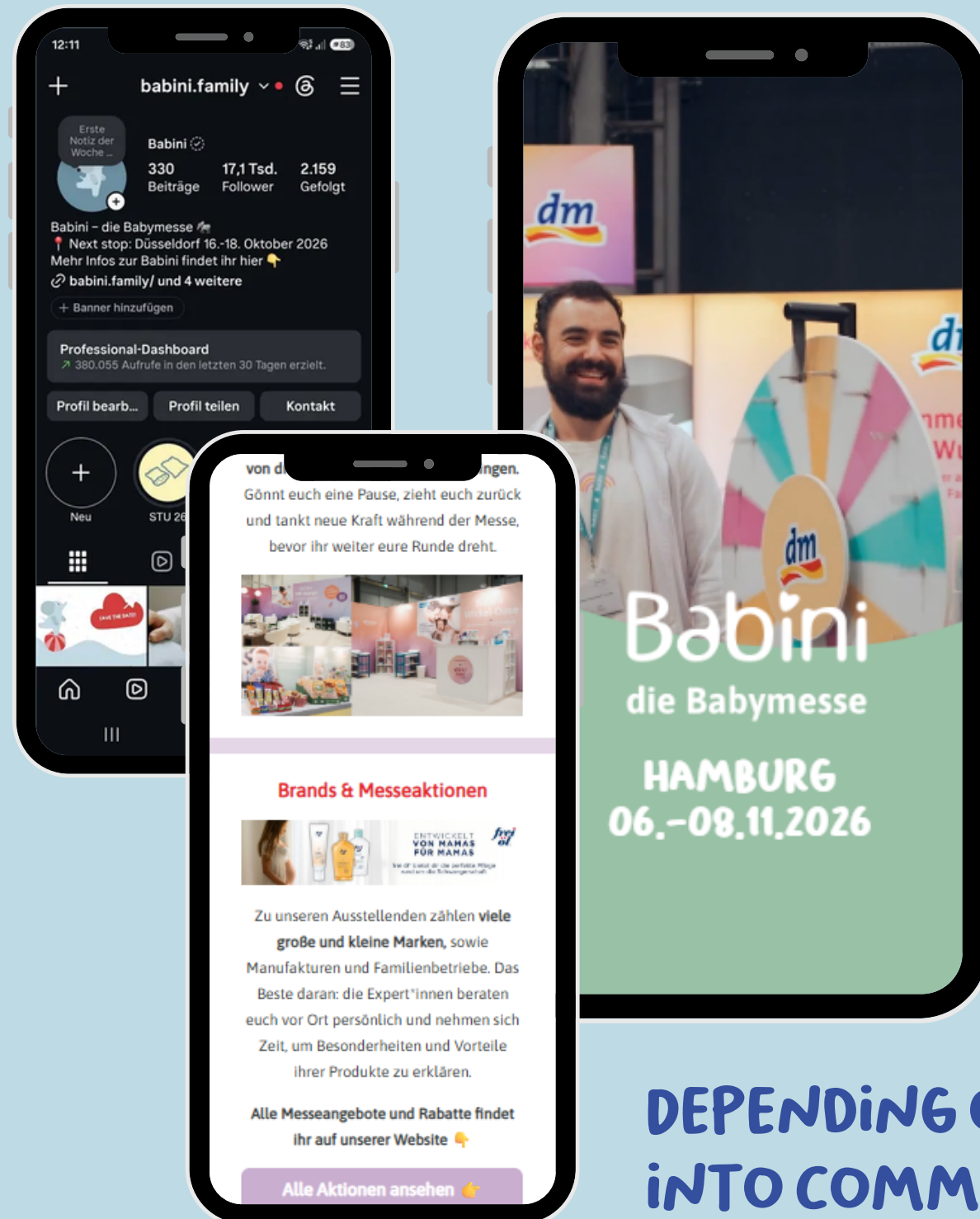






... AND
MANY
MORE!

More than three days at the show



Social Media

Instagram · Facebook · TikTok
135K Follower

Performance & Reach per Location-Based Campaign

Approx. 3.5 million impressions

Average reach of 500,000

200,000 page impressions* and 100,000 unique users* on babini.family

Regional newsletter mailing lists with an average of 6,000 subscribers*

Owned Media

babini.family + Newsletter

*Source: Matomo campaign period – 6 weeks before the event

DEPENDING ON THE FORMAT, BRAND PARTNERSHIPS CAN BE INTEGRATED INTO COMMUNICATIONS RELATED TO BABINI.



Creator Marketing

Reach meets regional relevance.

Paid Creator Partnerships

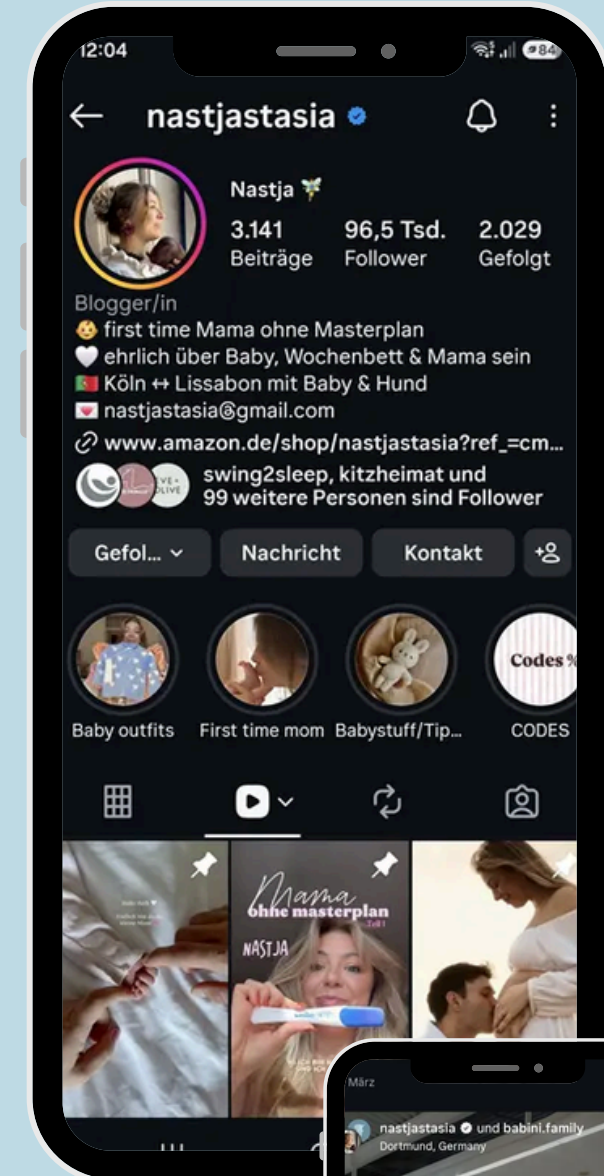
For each location, we specifically focus on a mix of a high-reach creator partnership (approx. 70,000–100,000 followers)
+ approx. 2 regionally relevant creators

Creator Accreditation

In addition, we accredit suitable pregnancy, mom and family creators for organic visits and on-site coverage.

Brand Integration

Partners can be integrated into selected creator collaborations – ranging from on-site product and brand experiences to social media content, community activations, or custom formats.



Case: Babini Dortmund Performance Collab-Post

NASTJA STASIA

96k Follower

57k Views

40k Reach

DIANA

11k Follower

12k Views

10k Reach

TWO MOMFLUENCER

10k Follower

20k Views

12k Reach



From Visibility to Brand Experience



BRAND EXPERIENCE

Dedicated brand space or customized on-site activation

PRODUCT EXPERIENCE

Sampling, Product Placement, Goodie Bags & Product Experiences

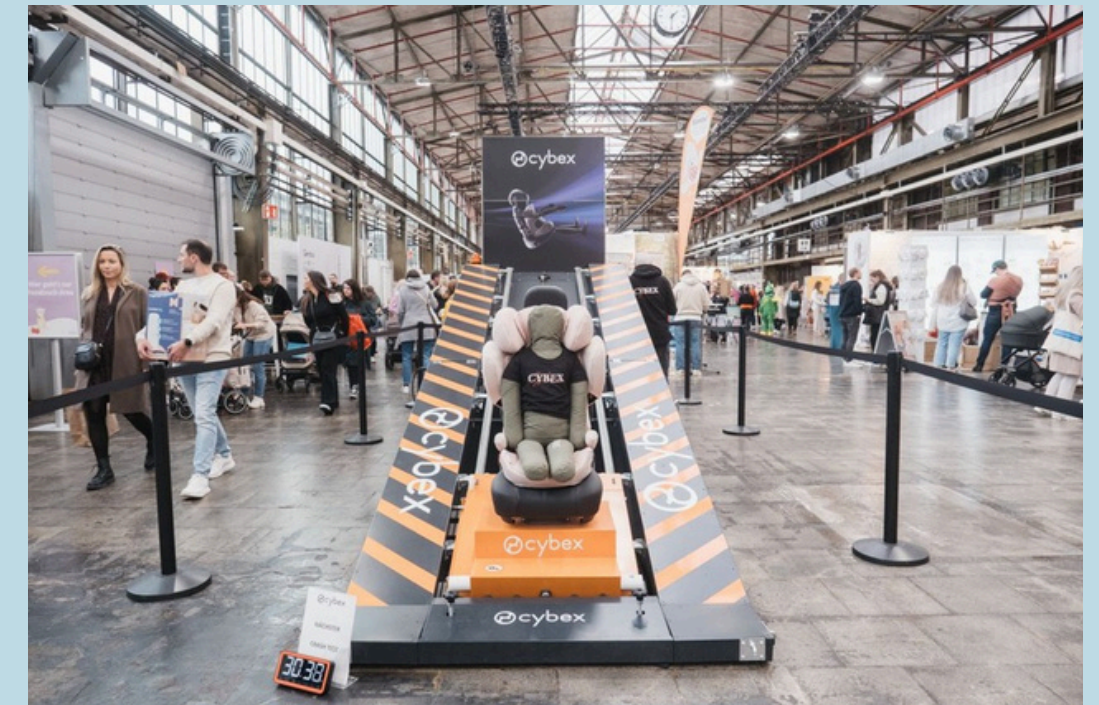


CONTENT & EXPERTISE

Live talks, masterclasses, workshops or community events

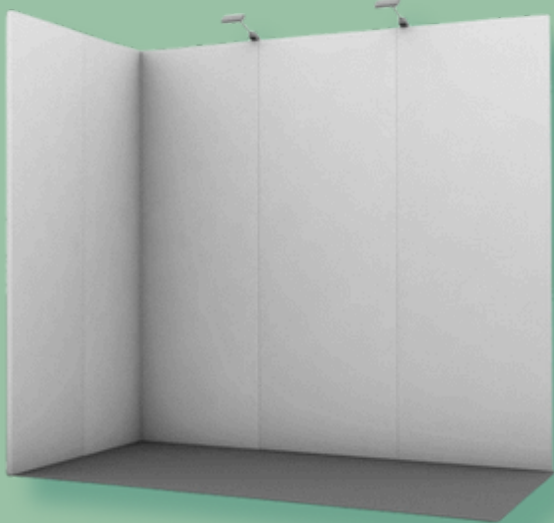
CREATOR ACTIVATION

Creator collaborations centered around Babini – in advance and/or live on-site, tailored to each concept



Brand Experience – With Your Own Stand

Compact Stand



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

4 m²
1,359 €
750 €*

6 m²
1,899 €
1,030 €*

8 m²
2,299 €
1,330 €*

Just floor space – from 9m²
plus 15 €/m² environmental fee
and 445 € service fee



189
€/m²



Optional Stand Construction Package

125
€/m²

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



Self-Builder

You bring your own stand construction.

mandatory:
rear/side walls for corner/end stands (with a neutral rear side | max. height 3m)

*For **start-ups** that have been in business for less than 5 years & **companies with handmade products**

Product Experience – Through Native Integration

Lanyards



from
1,000 €

Play Areas



100
€/m²

Still-Lounge



from
2,500 €

Wickel-Oase



from
2,500 €

Fütter-Bar



from
2,500 €



NEW

from
2,500 €

Schwangerschafts-
Lounge



from
500 €

Test Track
Module sponsoring



from
500 €

Product Display
Media Islands



from
250 €

Live Talks
& Masterclasses



from
500 €

Goodie Bags, Flyer
& Samplings



Lanyards & Play 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

100
€/m²

plus 15 €/m² environmental fee
and 445 € service fee

Optional:

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



Product Placement in Our Service Areas

Our service areas, supported by dm glückskind, are among the most frequently visited destinations at Babini. Selected partner brands can integrate their products directly into the respective usage context there.



Wickel-Oase, Fütter-Bar, Still- und Schwangerschafts-Lounge

2,500 €
per location
& area

- 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. 6,000 subscribers)



Concept Visualization





Test Track & Media Islands

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 €



Knowledge Builds Trust

Especially when it comes to topics related to pregnancy, childbirth, and a baby's first year that require explanation – ideally in collaboration with experts, midwives, or content creators.



Live Talks

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

250 €
per slot

500 € for 3 Slots (Fri., Sat. & Sun.)



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. 6,000 subscribers)

500 €
per slot





Stage Sponsorship

5,000 €
per location

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 (approx. 25.000 subscribers)



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 (approx. 30.000 subscribers)

10,000 €
per location





Goodie Bags & Flyer Campaign

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 (approx. 6,000 subscribers)
- Logo integration at distribution point (check-in counter)

500 €
per location

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 €

50 % DISCOUNT
for exhibitors



Your Babini Contacts



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