

# THE Baby XPO

**16 & 17 November 2024**

World Trade Centre, Mumbai



The Lovable Show for  
Mother, Baby, and Early Parenting

[www.thebabyxpo.com](http://www.thebabyxpo.com)

Get ready for 'The Baby Xpo' – Mumbai's premier event for modern parents, set to become India's favorite mother, baby, and early parenting extravaganza. Explore cutting-edge brands and services catering to expectant mothers, new-age parents, and those with infants, toddlers, and preschoolers. Dive into a hub of knowledge-sharing, product discovery, and interactive zones, featuring the infant play zone, baby carriage testing track, baby design hub, live talks stage, and more. Don't miss out on our informative and captivating program curated by expert parents and industry influencers. Stay connected for updates on our website and social media channels. Join us in ushering in the next era of family fun and discovery at The Baby Xpo!



## KEY HIGHLIGHTS



**5000**  
attendees



**100**  
plus exhibitors



Engaging Talks by renowned personalities, influencers, and industry stakeholders



Feel, Test, and Experience products at the Exhibition and Innovative engagement areas

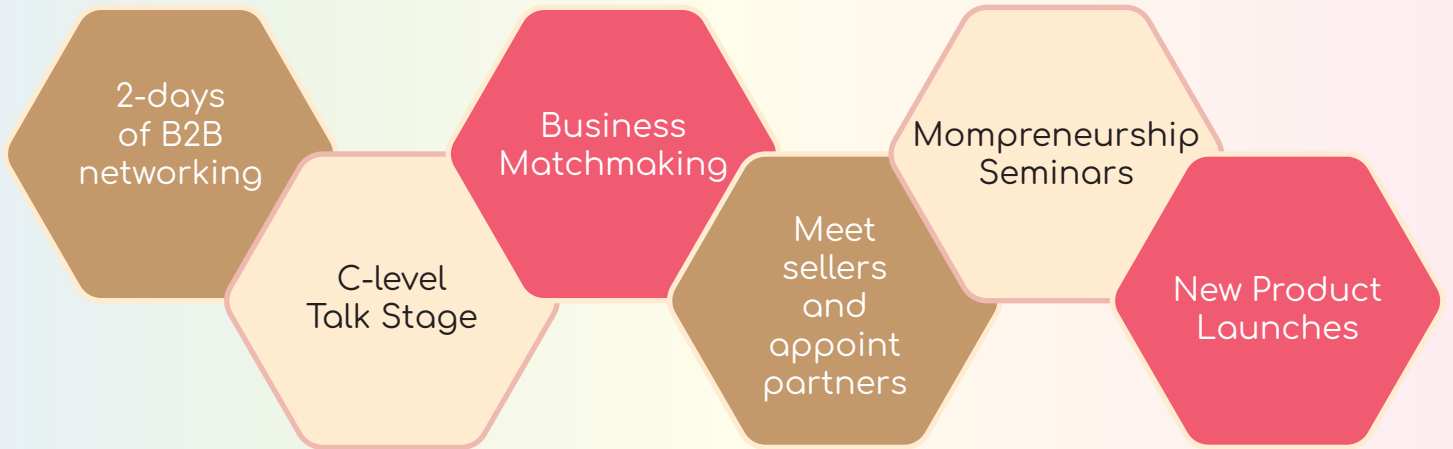


Insights and Health Tips by leading Paediatrics, Gynaecologists and Healthcare professionals



Showcase and launch of baby products and services

# FOR TRADE



# FOR CONSUMERS



# WHO EXHIBITS

## Baby Gear:

Strollers, car seats, carriers, playpens, high chairs, and other items designed for a baby's or toddler's comfort and safety



## Clothing & Accessories:

Onesies, sleepers, socks, hats, bibs, burp cloths, blankets, and other baby/toddler apparel



## Nutrition & Nursing:

Bottles, breast pumps, nursing pillows, high chairs, formula, and early year's nutrition



## Nursery & Décor:

Cribs, changing tables, bedding, décor items, and other furniture and accessories for a baby's/toddler's room



## Health & Safety:

Baby monitors, thermometers, first aid kits, safety gates, baby-proofing products, and other items designed to keep babies & toddlers healthy and safe



## Toys & Games:

Toys, rattles, teething toys, activity centers, books, and early learning products



## Bath & Toilet:

Baby bathtubs, towels, washcloths, diaper bags, changing pads, and other items related to baby hygiene



## Education & Development:

Educational toys, books, music, nurseries, playschools



## Maternity Products:

Maternity clothes, breastfeeding clothing, postpartum support belts



## Technology & Gadgets:

Smart baby monitors, bottle warmers, pacifiers, and other innovative gadgets designed to make parenting easier



## Post-Partum Support:

Health, wellbeing & fitness, breastfeeding support, caring for your new baby



# WHY EXHIBIT



Get face-to-face and engage with over 5000 attendees



Drive brand awareness through prenatal, baby, and early years communities



Meet and network with new and current partners, retailers, providers, and industry buyers



Demonstrate your brand's leadership in the mother, baby, and early parenting industry

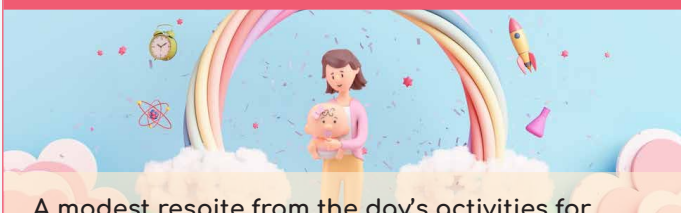


Showcase your products and services to educate your target audience about their benefits

# HIGH ENGAGEMENT ZONES

Immerse yourself in meaningful interactions with your desired audience within these meticulously crafted zones.

## NANNY ZONE



A modest respite from the day's activities for both parents/mothers and children. A great way to relax and rejuvenate spent energies as a team of 'experts' takes care of children in the bubbling nanny zone.

## LIVE TALKS STAGE



Hear from a team of specialists about the latest trends and gather all you need experience to sail through your future years.

## BABY DESIGN STUDIO



Visit the baby design studio and bring to life your baby's nursery design ideas with design professionals/ architects.

## BABY CARRIAGE TESTING TRACK



Deciding to pick the perfect pram can always be a painstaking task for parents. At this exclusively branded testing track, new-age parents can assess strollers that cater to their requirements.

# WHO ATTENDS

**CONSUMER ATTENDEES 60%:**

Expectant parents, parents, local influencers, celebrity attendance, brand endorsers

**INDUSTRY BUYERS 40%**

Supermarkets, e-commerce platforms, specialist retailers, baby shops, pharmacies, nurseries, early learning centers, distributors, wholesalers, department stores, hospitals, clinics, architectural firms/ independent architects

# EXHIBITING OPTIONS

## **Bare Space**

\* Exhibitors looking to book this option will have to source their own contractors to build their custom booth

(Minimum size booking is 12 sqm)

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## **Shell Space**

A pre-built booth, which comes with:

- \* Otconorm walls (Quantity will depend upon size and location of booth)
- \* Name board (fascia)
- \* 1 Table and 2 Chairs
- \* Carpet
- \* Lights
- \* Power

(Minimum size booking is 6 sqm)

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## **Expo Ready Koisk**

A pre-built kiosk, which comes with:

- \* Storage room (1x1 m or 2x2 m)
- \* Carpet
- \* Lights
- \* 1 Glass-round-table and 2 chairs
- \* Creatives in the required sizes to be provided by Client

# PARTNERSHIP OPTIONS

We have a wide range of sponsorship and advertising options, which can also be tailored to your individual needs. Enquire with our team if you would like more information regarding any of these options.



TITLE  
SPONSORSHIP



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REGISTRATION  
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& DROP



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EVENT  
APP



GET IN TOUCH

[nexabizz@gmail.com](mailto:nexabizz@gmail.com)

Organised by

