



2018 saw  
1,300  
exhibitors

with 133  
countries  
attending!

and 24,000  
trade  
visitors



## 2020 Information Pack

17th to 20th September 2020

- Prominent location in Hall 2.2
- Bespoke UK branding Pavilion design that can't be missed
- Full use of the UK Pavilion coffee and meeting area and free networking events
- Full support and assistance of the Baby Products Association before and during the show
- Free marketing and publicity in the months up to the event
- Stand sizes available from 6m<sup>2</sup> minimum size - both shell scheme and space only

### Here's what exhibitors had to say in 2019

K+J was an excellent trade show for us as we made contact with a large number of distributors in territories that we were targeting. We are confident that a number of these contacts will convert to sales. **N2M Ltd**

The event was extremely beneficial. It gave us an opportunity to have meetings with current customers to strengthen relationships. In addition we made contact with many good quality prospects, including National and Multinational retailers as well as potential distribution partners for new export markets. **Tots Bots Ltd**

The UK Pavilion was well publicised and we made essential contacts worldwide. Roma smashed all expectations beating orders from any other show to date. One order alone could be worth £50K if the contact places their order from the sample requested. **ROMA PRAMS**

Kind and Jugend made a HUGE difference to my company! Being in the UK Pavilion meant I didn't feel too intimidated by my first trade show. I had so much help and was surrounded by people who were willing to help and advise on a range of matters. The fair has got us leads in 27 countries, six in our main target country; China. **Toddle Born Wild**

**BOOK EARLY TO AVOID DISAPPOINTMENT!**

TAP funding grants may be available!

UK Pavilion Rate Prices are per square metre	Space only	Shell package
	£203	£342

**PLEASE NOTE:** ALL exhibitors at Kind und Jugend are subject to a **COMPULSORY** Marketing Package charge at **€1,105** (discounted 25% to **€828.75 for UK Pavilion Exhibitors**) - full details can be found on the next page 'Important information - Terms & Conditions'.

## Booking deadline 1st July 2020

Final submission deadline for the printed catalogue is 24th July 2020. If you do not submit your media entry forms prior to this deadline you will still be charged for the compulsory media package, but your entry will not appear in the catalogue.

### UK Branded Shell Scheme packages:

- Avoid the headache of your stand construction and the complicated Koelnmesse ordering service;
- All your stand construction requirements handled for you by our own designated main contractor who will liaise with you directly to achieve your exact stand requirements and any extras needed;
- Minimum stand 6m<sup>2</sup> e.g. 3x2m;
- Bespoke shell Package includes 250cm high white wall panel system, full UK branding, carpet, 2 spotlights per 6m<sup>2</sup> stand, 1 socket outlet per stand, 1 backlit fascia panel and company name (max 20 standard letters);
- Electricity connection and supply costs are included;
- AUMA charges are included (this is a compulsory charge by the German Association of Industry Trade Fairs);
- Cleaning and rubbish collection included;

### Space-only Self Build stands:

- Space only packages include raw space only stands within the UK Pavilion designated area and include the extra AUMA charges appropriate to your stand size;
- Exhibitors are responsible for their own stand build. All extras are required to be ordered via the online service portal and will need to include power and mains connections, plus rubbish removal during build up and cleaning during the show if required. Extras ordered will be invoiced by the Baby Products Association to recover these costs when we are notified;

### Benefits include:

- Bespoke, can't be missed UK branding to the entire Pavilion area including special carpeting to designate the zone and high visibility stand signage;
- Dedicated coffee and catering point with meeting and seating area;
- Networking events including a free hosted drinks reception and invitation to the Kind und Jugend Exhibitor Party (ticket charges apply);
- Targeted marketing campaigns in the run up to the show including regular features in the nursery trade press, inclusion on the Association's website, promotion in Kind und Jugend's international newsletter; a regular Association e-bulletin newsletter distributed to a database of retailers.

## Important information Terms & Conditions

- You must be a member of the Baby Products Association to participate in the UK Pavilion.
- Return of your signed Baby Products Association booking form confirms your intent to exhibit and is binding. Once you have scanned and returned your form you will be contacted in date order received and be offered a stand based on your requirement. First priority will be given to exhibitors who wish to rebook their stand again.
- Stand Payment: you will be invoiced in FULL for the stand space requested, together with the mandatory MEDIA CHARGE (including the 25% discount that the Association has determined with Koelnmesse). This will be invoiced after 1st July 2020 and payment will fully secure your stand position. Failure to make this payment, or contact the Association to discuss special payment terms could mean that your reserved space is reallocated.
- Once your space has been confirmed you will be required to complete the Koelnmesse registration forms that will be sent to you with instructions on how to do this.
- All stands booked will be invoiced in Sterling.
- All invoices must be paid in full no later than six weeks before the first day of the show.
- A 100% cancellation fee will incur for any stand cancellations received after 1st July 2020.
- Exhibitors must clearly mark the display name that they require on all branding. The Baby Products Association and Koelnmesse cannot be responsible for errors in forms submitted.

## MEDIA CHARGES

**PLEASE NOTE:** Kind und Jugend's COMPULSORY Marketing Package for 2020 is **€828.75** in Sterling equivalent and at the current rate of exchange when charged (this includes a 25% discount negotiated exclusively for Baby Products Association members exhibiting in the UK Pavilion).

This Marketing Package includes:

- Entry in the alphabetical list of exhibitors including company logo;
- 10 product group entries in the fair catalogue;
- Unlimited number of product groups in the app and online exhibitor search;
- Set up and provision of an online press compartment;
- App for recording visitors at the fair stand;
- Product highlight in the APP and online exhibitor search;
- Inclusion in Matchmaking365; activation for the Schedule Organiser Online;
- Use of the database of new products in the Press Area.

To view the changes and improved Marketing Package offered by Kind und Jugend, go to:  
[www.kindundjugend.com/kindundjugend/for-exhibitors/index.php](http://www.kindundjugend.com/kindundjugend/for-exhibitors/index.php)

The compulsory Marketing Package will be invoiced directly by the Baby Products Association in Sterling together with your stand booking cost. You must be a Baby Products Association member to participate in the Association's UK Pavilions.

## Booking form

Registered company name:	
Trading name (state EXACTLY how you want it to appear on stand nameboard):	
Company address:	Invoice address (if different):
Tel:	Mobile No:
Email:	
Please select stand type: UK Branded Pre-built Shell package (as detailed)	<input type="checkbox"/> Self-build Space only <input type="checkbox"/>
Please confirm if your company is:	
1. A BPA member	<input type="checkbox"/>
2. You have recently applied for membership	<input type="checkbox"/> Date applied <input type="text"/>
<b>You must be a fully-paid current member to participate in the UK Pavilion.</b>	
Preferred size of stand required: minimum 6m <sup>2</sup> eg: 3 x 2 m	
W <input type="text"/> m	X D <input type="text"/> m
Tell us your preferred stand arrangement and we will attempt to find a suitable position.	
Tick if you exhibited in 2019 and wish to retain the same stand size	<input type="checkbox"/> New stand - Terrace - open on 1 side <input type="checkbox"/>
Space only (for own stand-build)	<input type="checkbox"/> New stand - corner open on 2-sides if available <input type="checkbox"/>
<p><i>Terms &amp; conditions: Participation to exhibit in the UK Pavilion is open to current Baby Products Association Members only. On receipt of your signed booking form the full 100% payment will be invoiced after 1st July 2020. A 100% cancellation fee will incur for booking cancellations received after 1st July 2020. All invoices must be paid in full no later than six weeks before the first day of the show (including any outstanding membership fees to the Association). Exhibitors will not be allowed to participate where invoices remain outstanding. The Baby Products Association collects and processes the data entered on this form so that you can participate in its UK Pavilions. The Association and its representatives will use this information to contact you for purposes in relation to its UK Pavilions and will share this with the exhibition organisers in relation to this trade show. We will also keep you up to date with other Baby Products Association services and events which might be of interest to you. You can view the Association's Privacy Policy on the website at <a href="http://www.b-p-a.org">www.b-p-a.org</a>. If you decide that you would no longer like to receive information, please let us know by emailing <a href="mailto:info@b-p-a.org">info@b-p-a.org</a></i></p> <p><i>Customer authorisation: I confirm that I have read the Terms &amp; Conditions and agree to abide by them. I understand that cancellation charges apply and I am authorised to sign this document on behalf of the Exhibitor (Please note a handwritten signature is required).</i></p>	
Signed:	Print name:
Date:	Position in company: