



2024 saw  
912  
exhibitors

with 115  
countries  
attending!

and 15,000  
trade  
visitors



## 2025 Information Pack

9th to 11th September 2025

- Prominent location in Hall 11.1
- Bespoke UK branded Pavilion design that can't be missed
- Coffee and meeting area nearby and free networking events
- Full support and assistance of the Baby Products Industry Association before and during the show
- Free marketing and publicity in the months up to the event
- Stand sizes available from 4m<sup>2</sup> minimum size - both shell scheme and space only

### Here's what the organiser said in 2024

This year's Kind + Jugend featured top trends such as multifunctional products, solutions that simplify daily life, products that grow with the child, ergonomic designs, and smart technology aimed at enhancing child safety. Sustainability continued to be a key focus. A growing number of products are being made from recycled materials and some manufacturers even offer recycling and upcycling programmes.

"Kind + Jugend is a must-attend event for anyone who wants to see what the children's rooms of tomorrow will look like on all seven continents. New products and trends are presented in Cologne before anywhere else. The future of the industry happens here," Jörg Schmale, director of Kind + Jugend

"The vibrant atmosphere in the exhibition halls and favourable feedback from our customers underscore the event's strong performance. Once again, Kind + Jugend has demonstrated that it is indispensable as a business and innovation platform for the global industry," Oliver Frese, chief operating officer of Koelnmesse GmbH

**BOOK EARLY TO AVOID DISAPPOINTMENT!**



**You must be a Baby Products Industry Association member to participate in the UK Pavilion**

<p><b>UK Pavilion Rate</b> Prices are per square metre</p>	Space only	Shell package
	£180	£325

**PLEASE NOTE:** ALL exhibitors at Kind + Jugend are subject to a **COMPULSORY** Marketing Package charge at **€1,295 (£1070 approx)**. BPIA members benefit from a special rate of **£875** - full details can be found on the next page 'Important information - Terms & Conditions'.

## Booking deadline 1st June 2025

Final submission deadline for the printed catalogue is 23rd July 2025. If you do not submit your entry forms prior to this deadline you will still be charged for the compulsory marketing 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 4m<sup>2</sup> (minimum of 2m<sup>2</sup> deep)
- Bespoke shell Package includes 250cm high white wall panel system, full UK branding, carpet, 1 spotlight per 3m<sup>2</sup> (e.g. 6m<sup>2</sup> = 2 spotlights), 1 fascia panel and company name (max 20 standard letters);
- Electricity connection mandatory charge of £85 per point
- 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 Industry 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;
- Coffee and catering point with meeting and seating area close to the UK Pavilion
- Networking events including a free hosted drinks reception and invitation to the Kind und Jugend Exhibitor 'After 7' 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 Industry Association (with no outstanding membership fees) to participate in the UK Pavilion.
- Return of your signed Baby Products Industry 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. At the time of booking a non-refundable deposit of 20% will be required.
- Stand Payment: you will be invoiced in FULL for the stand space requested, together with the mandatory MARKETING CHARGE (at the BPIA member rate). This will be invoiced after 1st July 2025 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 1st August 2025.
- Cancellation fees: Before 1st July 2025, 100% refunded minus the non-refundable deposit; between 1st July and 1st August 2025, 50% refunded minus the non-refundable deposit; After 1st August 2025, no refund
- Exhibitors must clearly mark the display name that they require on all branding. The Baby Products Industry Association and Koelnmesse cannot be responsible for errors in forms submitted.

## MARKETING CHARGES

**PLEASE NOTE:** Kind und Jugend's COMPULSORY Marketing Package for 2025 is **€1295 (approximately £1070 Sterling equivalent)**. The BPIA confirms a special rate exclusively for members participating in the UK Pavilion of £875.

This Marketing Package includes:

- Entry in the directory of exhibitors
- Entries in the list of product groups
- Display of logo in the list of exhibitors
- Trade mark entry basic
- Product entry premium
- Online press compartment
- Networking
- Lead tracking
- Admission ticket vouchers
- Free advertising materials

To view the changes and improved Marketing Package offered by Kind und Jugend, go to:

<https://www.kindundjugend.com/for-exhibitors/become-an-exhibitor/marketing-package/>

The compulsory Marketing Package will be invoiced directly by the Baby Products Industry Association in Sterling together with your stand booking cost. You must be a Baby Products Industry 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 and marketing material):	
Company address:	Invoice address (if different):
Tel: <span style="float: right;">Mobile No:</span>	
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 BPIA member <input type="checkbox"/>	
2. You have recently applied for membership <input type="checkbox"/> Date applied <input style="width: 150px;" type="text"/>	
<b>You must be a fully-paid current member to participate in the UK Pavilion.</b>	
Preferred size of stand required: minimum 4m <sup>2</sup> eg: 3 x 2 m <span style="float: right;">W <input style="width: 80px;" type="text"/> m X D <input style="width: 80px;" type="text"/> m</span>	
Tell us your preferred stand arrangement and we will attempt to find a suitable position.	
Terrace - open on 1 side <input type="checkbox"/> Corner open on 2-sides if available <input type="checkbox"/>	
Space only (for own stand-build) <input type="checkbox"/> Comments: .....	
<small><i>Terms &amp; conditions: Participation to exhibit in the UK Pavilion is open to current Baby Products Industry Association Members only. On receipt of your signed booking form a 20% non-refundable deposit will be required. The full 100% payment will be invoiced after 1st July 2025. A 50% cancellation fee (minus the non-refundable deposit) will be incurred for booking cancellations received after 1st July 2025, but before 1st August 2025. Cancellations after 1st August 2025 will not receive a refund. 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 Industry 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 Industry 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></small>	
<small><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></small>	
Signed:	Print name:

Please scan, sign and email to: [info@b-p-a.org](mailto:info@b-p-a.org)