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Harrogate gathers momentum for the 2018 show

Companies eager to raise their brand profile to retailers and buyers across Great Britain and Europe too are now booking space at the UK's only baby trade show – Harrogate International Nursery Fair which takes place from 25th to 27th March 2018.

In just the last week Venicci confirmed that it will be presenting an even larger stand with its latest range of stylish prams and pushchairs; RHSM Group will be presenting an award-winning collection of products from Little Chick London and favourite US brand BreathableBaby; plus, OBaby and ABC Design – both offering extensive ranges of pushchairs, car seats and nursery furniture. Cuddles Collection returns with its beautiful collection of Moses baskets and bedding; Clippasafe with home safety products; BeSafe – Norwegian manufacturer of quality car seats; plus, well-known brands Shnuggle and K-play.



A fresh feature for the 2018 show is The New Product Showcase and is perfect for companies launching brand new products and ranges. The area includes additional marketing features including spotlights for new products, inclusion on show's website and TV screens at the show. Space is limited in the Showcase, but brands already signed up include Kerikit with quality leather bags; Belo & Me with an innovative range of clever ideas; Mummy Loves Organics with a specialist range of pure, natural products; and Snuggleup with pregnancy and nursing pillows.

Adrian Sneyd, show organiser, comments: "After Christmas we will be focusing our marketing for Harrogate towards buyers, promoting products they need to attend to see and show deals they shouldn't miss out on. We'll also be promoting the show worldwide so as well as encouraging buyers from the UK and Europe to attend, we are working with the British Chamber of Commerce in various countries where demand for British baby products is high such as China, Turkey and India to encourage buyers to come over, so we are hoping to attract a diverse audience for 2018. As soon as exhibitors secure their stand space they will have the opportunity to be included in show promotions."

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