

“

Visitor comments

A great event showcasing the best suppliers and opportunities in the nursery market.

A great opportunity to see and experience new products. It also provides a huge source of information to support practice and settings in the early years.

Great experience, with lots of opportunities to network and gain new ideas about resources and products to use in the nursery!

It is great for nursery managers and owners to buy products.

The Nursery World Show inspired our teachers to reflect and discuss any changes and new resources that could potentially make our setting even better.

”

“

Exhibitor comments

It was good to meet and network with a diverse group of early years services. It was also particularly heart-warming to see people travel from far and wide, and even from abroad, to attend.

Lots of decision maker visitors to the stand. Planning to exhibit again next year! The event staff were extremely helpful and dealt with any issues we had straight away. Thank you!

This was my first experience of exhibiting at the Nursery World Show and I cannot wait for next year.

”

The Nursery World Show 2017 **FACTFILE**



Our 2017 post-show report has been compiled from visitor registration data and from survey data.

For past exhibitors, we hope that this information will complement your own analysis of the exhibiting experience. For new exhibitors, we hope that this information will help inform and support your decision to exhibit at the Nursery World Show 2018.

Media Partners

EARLY YEARS EDUCATOR
eye

Practical
Pre-School
Now incorporating Child Care magazine

Practical
Pre-School **Books**

Children & Young People Now

www.nurseryworldshow.com/london

The Nursery World Show 2017 **FACTFILE**

Audience share

Director, Manager, Headteacher, CEO, Proprietor, Owner	29%
Deputy Manager, Assistant Manager, Room Manager, Deputy Headteacher	9%
Practitioner, Teacher, Professional, Childminder, Nanny, SENCO, Teaching Assistant	38%
College, Student, Training Provider	19%
Other, Commercial, Local Authority, Advisors	5%

Organisation type

Nursery, Daycare (private, voluntary), Pre-School, Children's Centre	55%
Out-of-school care, Playgroup, Childminder	4%
School	10%
College, University, including Lecturers, Students, Consultants, Commercial	20%
Other	11%

Purchasing interest

General interest	16%
Teaching Resources	40%
Staff Training	12%
SEN	6%
Play equipment	26%

Purchasing responsibility

52% of attendees carried sole, joint or advisory purchasing responsibility

Main reasons for visiting

49% of visitors cited sourcing new products and meeting exhibitors as among their key reasons for attending

Nursery World Show 2017 audience**

3,508 unique visitors

Quality of attendees

90% of exhibitors rated the quality of attendees as good, very good or excellent

Event organisation

87% of exhibitors rated the pre-show organisation as very good or excellent

Onsite organisation

92% of exhibitors rated the onsite organisation as very good or excellent

Exhibitor experience

92% of exhibitors rated the exhibiting experience as very good or excellent for their business

Onward recommendation

94% of exhibitors would recommend this event for exhibiting

Visitor experience

94% of visitors rated the range of exhibition stands as good, very good or excellent

“

The Nursery World Show is always a fantastic opportunity for TTS to reach a broad section of the early years market. We strongly value the opportunity to showcase our products and engage in conversation with all the leaders and practitioners in attendance.

Mark Porter,
Marketing Manager,
Early Years, TTS Group

”

“

As always the Nursery World Show in London was the place to be! Lovely to see so many faces we knew, and so many new settings as well. It was the perfect place to kick off our 10 year celebrations, Nursery World has been a big part of those years.

Paul Harris,
Business Director,
Early Years Direct

”

“

The Nursery World Show 2017 was a great experience for us. The event is well run, and we had a great time showing people how our nursery software helps them. We'll be back next year!

Jonas Gundersen,
Head of Sales, Family

”

**Based on Nursery World Show 2017 exhibitor and visitor surveys

To discuss exhibiting and sponsorship opportunities for the Nursery World Show 2018, taking place on 2 & 3 February at the Business Design Centre in London, please contact:

jacki.rosendale@markallengroup.com on 0207 501 6698,
david.hussey@markallengroup.com on 0207 501 6763

Book your exhibition stand now!