

The UK's ONLY Nursery TRADE SHOW



“Where credible
brands meet serious
buyers and do real
business, efficiently.”



18th-20th October 2026



**Harrogate Convention
Centre**



www.nurseryfair.com



ABOUT THE SHOW

“Harrogate International Nursery Fair is the UK’s ONLY trade show specifically for sourcing parenting, baby and juvenile products. Meet retailers and buyers from department stores, multiple retailers and independents, from the UK and worldwide.”

**Annual international
TRADE ONLY exhibition**

**Showcasing UK and
international products**

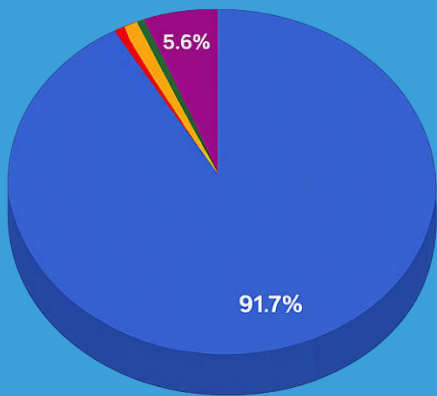
**Networking, sourcing
and innovation**

**One-stop-shop for
retailers and buyers**



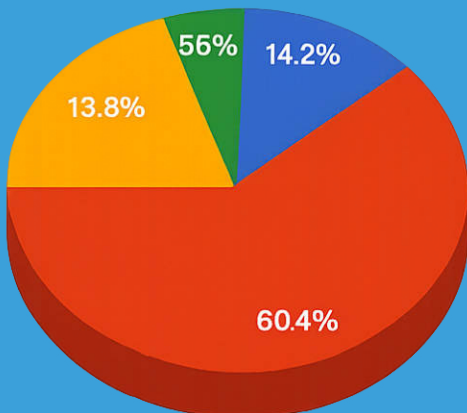
SHOW STATISTICS

Badge type



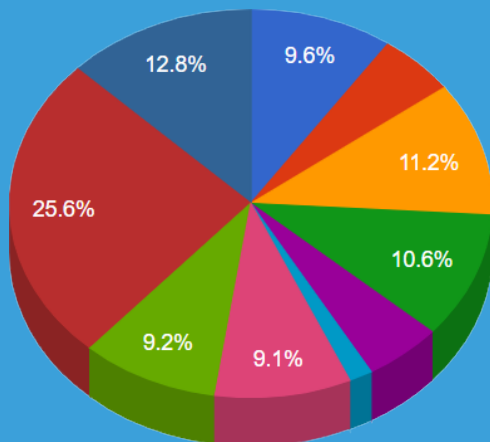
Buyer	91.8%
Press	0.6%
Manufacturer	1.4%
PR/marketing	0.7%
Visitor	5.6%

Job demographic



Buyer - Head / Assistant	14.2%
Buyer - Owner / Partner Director / Manager	60.4%
Other	13.8%
Press/Media/PR	5.6%

Product interest



Clothing	9.6%
Electrical	11.2%
Furniture	10.6%
Gifts	9.2%
Hygiene Equipment	9.1%
Legal	12.8%
Maternity	9.1%
Other	9.2%
Prams /pushchairs	25.6%
Toys	12.8%

Visitors attending from:

Belgium	India	Spain
China	Ireland	Turkey
France	Israel	UAE
Gibraltar	Italy	United Kingdom
Hong Kong	Poland	United States
Iceland	Korea	



SHOW HIGHLIGHTS



Corinna & the Kindsgut Team

"Thank you very much for organizing such a great show! As first-time exhibitors, we had a truly positive experience."

Nick Paxton, CEO, Silver Cross

"We had a great show, ran a full diary, and every significant player we expected showed. The organisation was excellent, less intrusive than previous years, and we even got away with an extra 20 minutes on the party!"

Debbie Grant, Sales Director, Cheeky Rascals

"We likely had our best year yet in terms of quality meetings with serious buyers. Harrogate continues to be an invaluable opportunity to connect with both current and prospective partners in a setting that allows us to showcase our latest launches, network, and engage with industry colleagues in a more relaxed atmosphere."

Emma, Little Paws, Big Memories

"Thank you for a wonderful show. As our first time as exhibitors, we were really impressed with the whole event and organisation. Everyone was so friendly and welcoming, and we made some wonderful connections with retailers and other exhibitors! We will be back!"

WHAT EXHIBITORS SAY

Emma Hudson, Commercial Director, Tutti Bambini

"Tutti Bambini loved being back at the Harrogate. We see it as a key event in our annual timetable where we can meet with customers and talk them through our current and forthcoming collections. We had some great appointments with customers old and new, and Monday and Tuesday we were so busy that the whole team was occupied with customers throughout the day."

Lisa, Folk & Thread

"I wanted to say a HUGE thank you for an incredible show. I was getting very annoyed before it that people in the industry were talking it down, but for me and for our brand it was 10/10. We had incredible interest from overseas, which was worth it for that alone."

Emma Charlesworth, Company Director, Roma Prams

"Yet again, Harrogate surpassed even our high expectations. The response to our new sustainable travel system, the Roma Moonfleet, was incredible. Harrogate continues to be the highlight of the nursery calendar, and we're already looking forward to next year!"

Hannah Kiddle, RKW Ltd

"Harrogate was a great success for RKW, with strong attendance and fantastic engagement across our brands. The event also provided valuable opportunities to reconnect with retail partners and showcase our growing nursery portfolio. We were delighted with the feedback on Chicco's brand presence, stand presentation, and the enthusiasm shown for our wider product offering."

BOOK YOUR STAND ONLINE

Package options include (full details on website):

Space Only Stand Type £168 per m2

QUAD Shell Stand Type £238 per m2

Shell Build in EcoVISION Stand Type £242 per m2

No hidden costs

The m2 RATE includes all exhibition costs for the 3 day show. There are no added charges for the standard media package, your pre-show stand cleaning, or rubbish removal during the 3 open days. FREE show marketing includes inclusion in show newsletters, articles and social media.

“The pre-show PR opportunities (like the newsletter feature) and the online portal with all deadlines and information were great. Communication was fast, helpful, and always proactive.”

Corinna & the Kindsgut Team

“The show marketing, including the promotion before and during the event was spot on. Several visitors told us they’d found us through the newsletter.”

Lisa, Folk & Thread

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