

# THE **jpma** show BUILT FOR BABY

**4 DAYS**  
**4,600 ATTENDEES**

**550+**  
buyers representing nearly **300** retailers - that's more than **90%** of the industry's buying power in the U.S.!

**500**  
international attendees

**MORE THAN 40** countries represented - attracting participation from every continent!

**150+** media and influencer attendees

**2,500+** CONSUMERS

**14 HOURS** OF DEDICATED TRADE-ONLY EXHIBIT TIME  
and **8+ additional hours** of opportunity to meet with trade buyers on the floor, in your booth, or in private appointments

**94%**  
of attendees are parents, expecting or planning for pregnancy

Not just people, **the right people!**

**250+** EXHIBITORS  
COMPANIES WITH A SOLID PRESENCE IN JUVENILE PRODUCTS

**2M+**  
social media impressions

**30+** PARTNERSHIPS  
with media and influencers

..... MEDIA & MARKETING PROGRAMMING

GLOBAL MARKETPLACE

CONFERENCE

TRADE SHOW

VIBE HOSTED BUYER PROGRAM

CONSUMER DAYS

INDUSTRY PARTY

B2B AND B2C OPPORTUNITIES

ANNUAL INNOVATION AWARDS

SENIOR BUYERS

KEY RETAILERS

The JPMA Show is a **curated experience**, focused on the **right buyers**, the **right consumers**, the **right programming** and the **right opportunities** to drive your business.