

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.