

# The Childcare & Nursery Show 2008

## Post show (audited) statistical report

### Visitors, suppliers and press in attendance for 2008 event:

Total: 1259  
(1131 in 2007)

### Regions:

South West: 511  
South East: 446  
London: 92  
East Midlands: 48  
North West: 38  
Yorkshire: 36  
Midlands: 18  
East Anglia: 19  
Other, i.e. Wales and Scotland: 34  
Europe and Middle East: 17

### Type of business / company:

Independent day nursery: 305  
Creche / Playgroup manager: 118  
Nursery chain / group executive: 89  
Independent childminder: 34  
Other including 'not specified': 280  
Suppliers, exhibitors and press: 426  
No answer: 6

### Visitors with purchasing authority?:

Total: 67% said YES

## Visitor exit survey 2008 Show

Will you be making a purchase as a result of visiting this year? YES = 84%

Will you be visiting The Childcare & Nursery Show in London next year? YES = 64%

## Here's what just a few of our delighted exhibitors said after the 2008 exhibition

I have to say that the **quality of visitor interest** at the **Childcare & Nursery Show** [July 2008] was the **best I have experienced** at a childcare show and this resulted in not only positive feedback but also **record sales** of Shanticot at a show. Thanks for that - you obviously have the right audience!

**Stuart Harding, Shanticot**

The Childcare & Nursery Show in Bournemouth [July 2008] was very good and we probably **generated more good quality leads than at any exhibition** we have attended in recent years.

**Mike, ASCO**

Thanks for organising a great show, the **perfect place** for us to launch ToyGuard. The exposure to Professional Carers and Suppliers was **invaluable** as was the **positive feedback** from all. We are already looking forward to Olympia next year!!

**Iain Stewart, ToyGuard**

Good enjoyable show.

**Early Years Direct**

The exhibition is very good, friendly and gives the opportunity to talk to customers...

**Cost Cutters**