

Digital Edition

Digital PREVIEW 01-18 April 2025

Digital PLUS 19-30 May 2025

**DISCOVER WHAT TOYS & BABY MILANO
PLUS IS AND HOW IT WORKS**

toysbabymilano.com/plus/en

TOYS & BABY MILANO PLUS is our digital edition created to add value (PLUS) and strengthen the classic edition.





TOYS & BABY MILANO PLUS, launched in May 2020, is a platform tailor-made for the web, which adds (PLUS) and does not replace the value and features typical of the physical edition, allowing buyers and registered companies the opportunity to expand contacts and business relations by **adding two appointments to the physical fair**:

- **DIGITAL PREVIEW (01-18 APRIL 2025)**
a month before the attendance appointment, anticipates and prepares the buyer for the visit: a 'taste' of the brands and products that will be presented at the event
- **DIGITAL PLUS (19-30 MAY 2025)**
It extends business opportunities by another two weeks, thus enabling those who for geographical or time reasons were unable to attend the in-person edition or who simply want to catch up on information and contacts.

Through a simple procedure, buyers from the sector will be accredited to visit **TOYS & BABY MILANO PLUS** and will be able to view in detail the offer proposed by the registered companies; in turn, the companies will have the **opportunity to highlight their products**, add descriptions and multimedia content, and directly contact the potential buyer interested in more information on what is presented.

TOYS & BABY MILANO PLUS breaks down geographical and temporal boundaries, representing an additional service and opportunity to increase contacts, business, synergies and relationships, multiplying advantages and opportunities:
+ contacts + offers + possibilities + time!



TOYS & BABY MILANO PLUS

Advantages of the digital edition

1. **ADDITIONAL (PLUS) EDITION AND NOT A SUBSTITUTE FOR THE PHYSICAL EVENT**
2. **VISIBILITY OF YOUR BRAND AND PRODUCTS**
3. **EXPANSION OF CONTACT POSSIBILITIES AND INCREASING BUSINESS**
4. **QUICK CONTACT, IN SMART MODE, OF NEW MARKETS AND NEW BUYERS**
5. **PRODUCT ENHANCEMENT THANKS TO A FULLY CUSTOMISABLE SPACE BASED ON OWN NEEDS**
6. **DEDICATED COMMUNICATION IN TRADE MAGAZINES, ONLINE CAMPAIGNS AND SOCIAL MEDIA**
7. **NEWSLETTER CAMPAIGN:** sending "ad hoc" communications to the entire Buyers' DB with references to companies, special contents, functionalities. A continuous stimulus to "tell" the companies' news and products



[DOWNLOAD THE REPORT OF THE 2024 EDITION \(CLICK HERE\)](#)



TOYS & BABY MILANO PLUS

How it works

open area

generic content about the project and the online edition (info, buyers certification, and so on)

go social via social channels a visual content campaign will be launched with images from previous Toys Milano and Bay-B editions and the current digital edition.

indexing & SEO: activities aimed at obtaining the correct detection, coding, analysis and reading of the website by search engines through their spiders.

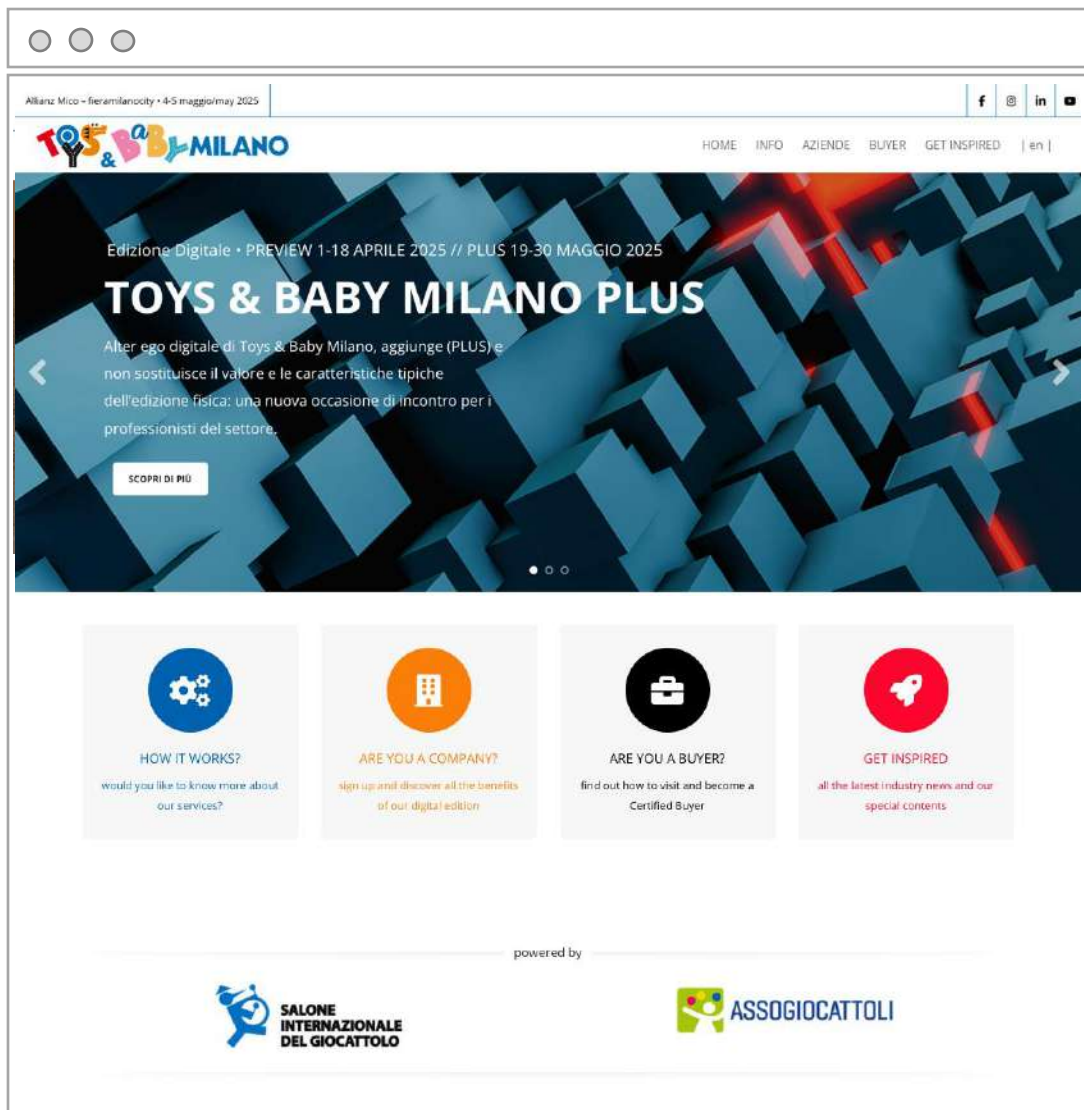
visibility

The SPACE dedicated to the individual page company can be reached within the overall list of all companies present, always in alphabetical order.

focus-on

A further way of searching for and gaining visibility is offered by the «**FOCUS ON**» section (see PREMIUM and EXCLUSIVE packages)

a rotating selection of companies that will be able to secure greater visibility, supplemented by a dedicated DEM and social campaign.





TOYS & BABY MILANO PLUS

The company page

what it contains

- WELCOME: header with company name, claim and customisable profile image (see PREMIUM and EXCLUSIVE package)
- NEWS: product photo gallery in slider and full screen mode, product sheets and much more
- INFO: company card (information and logo)
- CONTACTS: address, contact person, social media channels.

interactions

the buyer can:

get in touch directly with the company, using the email in evidence or by accessing the references indicated by the company itself.

live whatsapp chat

on exhibition days, the concierge service will operate a live chat to support companies and buyers



packages and services



PACKAGES DETAILS

	EXCLUSIVE	PREMIUM	BASIC
Logo on home page	•	•	•
Logo in the FOCUS ON section	•	•	
Customised header	•	•	
Company Profile/Description	•	•	•
Company contacts (address, telephone, e-mal, site, etc.)	•	•	•
Highlighted News	2	1	
Highlighted Videos	•		
Products sheet	6	3	1
Photo in the slider (in addition to the company logo)	6	3	
GENERIC NESWLETTER pre/during/post exhibition - institutional	•	•	•
NEWSLETTER FOCUS-ON during exhibition	2	1	
GENERIC POST in Instagram + facebook + LinkedIn feed - institutional	•	•	•
POST FOCUS-ON in the Instagram + facebook + LinkedIn feed - dedicated	2	1	



TOYS & BABY MILANO PLUS

live demo

BASIC PACKAGE

DEMO: [click HERE](#)

PREMIUM PACKAGE

DEMO: [click HERE](#)

EXCLUSIVE PACKAGE

DEMO: [click HERE](#)





TOYS & BABY MILANO PLUS

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