



# Nursery Management Show

## Media Kit

26 June 2026 | NEC, Birmingham

# The Nursery Management Show



**The largest event for owners, management and managers in early years.**



**2000+ attendees**



**5 content streams**



**100+ industry-leading speakers**



# Audience

## OUR ATTENDEES

Up to 2000 industry professionals will be in attendance including:

- Owners
- Directors
- C-suite
- Regional & Area directors
- Department heads
- Senior leadership & key decision-makers





# Best in Class Speakers



**Arun Kanwar**  
Cairneagle



**Catherine Mole**  
Dingley's Promise



**Cathy Agozzino**  
Grandir



**Deena Billings**  
Busy Bees



**Jayne Coward**  
Ofsted



**June O'Sullivan**  
LEYF



**Kush Birdi**  
Birdi Law



**Chris Armstrong-Stacey**  
Department of Education



**Neil Leitch**  
EY Alliance



**Purnima Tanuku**  
NDNA



**Leah Turner**  
Owen Froebel



**Sarah Collins**  
Barclays



**Sarah Mackenzie**  
Storal



**Sophie Hayter**  
Kido Schools



**Becky Eckersley**  
Kids Planet



**Vikki Makinson**  
Partou



**Clare Roberts**  
Kids Planet



**Jenn Brant**  
Paragon Skills



**Lucy Lewin**  
Profitable Nursery Academy



**Sue Kamal**  
Realise



**Stephen Booty**  
Bright Stars



**Mandy Richardson**  
Naturally Learning



**Alison Wilcox**  
Nasen



**Adelle Taylor**  
The Old Station Nursery



**Gary Croxon**  
Early Years Alliance



**Cheryl Hadland**  
Tops Day Nurseries



**Courteney Donaldson**  
Christie & Co



**James Hemsall**  
Coram Hemsall

# Agenda Overview



## LEADERSHIP THEATRE

Government policy  
outlook

Recruitment and  
Retention

Qualifications Update

Reflective Business  
Practices

Market Your Group

Raising Finance for  
Nurseries

## NMT OWNERS CLUB THEATRE

Nursery Market Trends  
& Outlook

Behind the deals: Real  
lessons from Nursery  
M&A transactions

Leading CEOs Panel

Organic vs Aquisitive  
Growth Panel

Government Minister  
Update

Disruptors Panel

## OPERATIONAL EXCELLENCE THEATRE

Food – The Next Big  
Thing in Early Years

Update from Ofsted

New reforms in the  
EYFS for safeguarding  
from September 2025

Tips for inspection

School readiness/  
transition

Parent Relations

## SEND THEATRE

SEND Providers Panel

OFSTED on SEND

SEND Training

Government Funding  
for SEND

Changes Required  
To Support SEND  
Provision

Parent Relations  
with SEND

# Our Commitment to C-Suite Engagement

At **Nexus Media Group**, we are dedicated to elevating the strategic impact of the **Nursery Management Show** by ensuring strong representation from senior nursery leaders. We actively engage and invite C-suite executives from CEOs and CFOs to owners & directors who are driving innovation, investment, and transformation across the nursery landscape. Our commitment is to lead on quality content that fosters high-level conversations, meaningful partnerships, and a delegate experience that reflects the strategic importance of this sector.

Harnessing the power of **EducationInvestor** & **Nursery Management Today Owners Club** we always secure the right speakers and delegates to deliver return on investment.

## EducationInvestor

NURSERY MANAGEMENT TODAY  
**nmt**  
OWNERS CLUB

NURSERY MANAGEMENT TODAY  
**nmt**





# NMT Owners Club Drinks, Dinner & Stay



Inviting the Top Nursery Group Leaders to an exclusive dinner & stay at Hilton Metropole Birmingham on the eve of the Nursery Management Show Birmingham.

## 25th June

NMT Owners Dinner - Network with the top 50 nursery group leaders, drinks, gala dinner and stay in one of the rooms at Hilton Metropole Birmingham

## 26th June

NMT Owners Breakfast Summit and VIP entry to Nursery Management Show and hopefully involvement in our speaker programme.



# Learn more



Click the video above to view in your browser



# Types of partnerships available



## BRANDING

- Boosts visibility & brand recognition among a targeted, relevant audience.
- Positions your company as credible and industry-leading, setting you apart from competitors.
- Drives more booth traffic and lead generation, increasing sales opportunities.

## THOUGHT LEADERSHIP

- Positions your brand as a thought leader by associating it with expert discussions and industry insights. Delivers direct visibility to a highly engaged audience, both in-room and through event promotions.
- Builds trust and credibility by aligning your name with respected speakers and meaningful content.

## NETWORKING

- Creates positive brand associations by linking your name to enjoyable, high-energy social experiences.
- Offers direct, informal access to key decision-makers, fostering stronger relationships.
- Boosts brand recall as attendees remember who made valuable connections possible.

## EXHIBITION

- Showcases your products or services directly to a highly targeted audience.
- Generates qualified leads through face-to-face engagement and live demonstrations.
- Strengthens brand presence by creating a memorable, interactive experience for attendees.



# Sponsorship Packages



Sponsorship level	Content Theatres / Congress				Sunborn Yacht - Dinner & Stay (27th)				Exhibition			Marketing						Cost
Type	Staff passes	Session Speaker	Theatre branding	Session branding	Passes	Hotel	Host table of 10	Branding	Exhibition stand	Branding on show floor	Lead scanner	Listing in show guide	Advert in show guide	Logo & profile on event website	Social media campaign	Thought leadership content mailer	Session or activity attendee reports	
Headline x 1	10	✓		✓	2	✓	✓	✓	6x6 = 36m2 free build	✓	✓	✓	✓	✓	✓	✓	✓	£35,000
Executive x 5	8	✓		✓	2	✓	✓	✓	3x3 = 9m2 free build	✓	✓	✓	✓	✓		✓	✓	£12,500
Theatre x 5	5		✓	✓					3x2 = 6m2 shell scheme	✓	✓	✓	✓	✓	✓			£10,000
Panel x 5	2	✓		✓						✓		✓	✓	✓	✓	✓	✓	£4,500

## Yacht only

Headline <b>SOLD</b>					4	✓	✓ (2)	✓										£11,000
Dinner x 6					2	✓	✓	✓										£5,500
Drinks x 1					2	✓		✓										£3,500
Breakfast x 1					2	✓		✓										£5,500

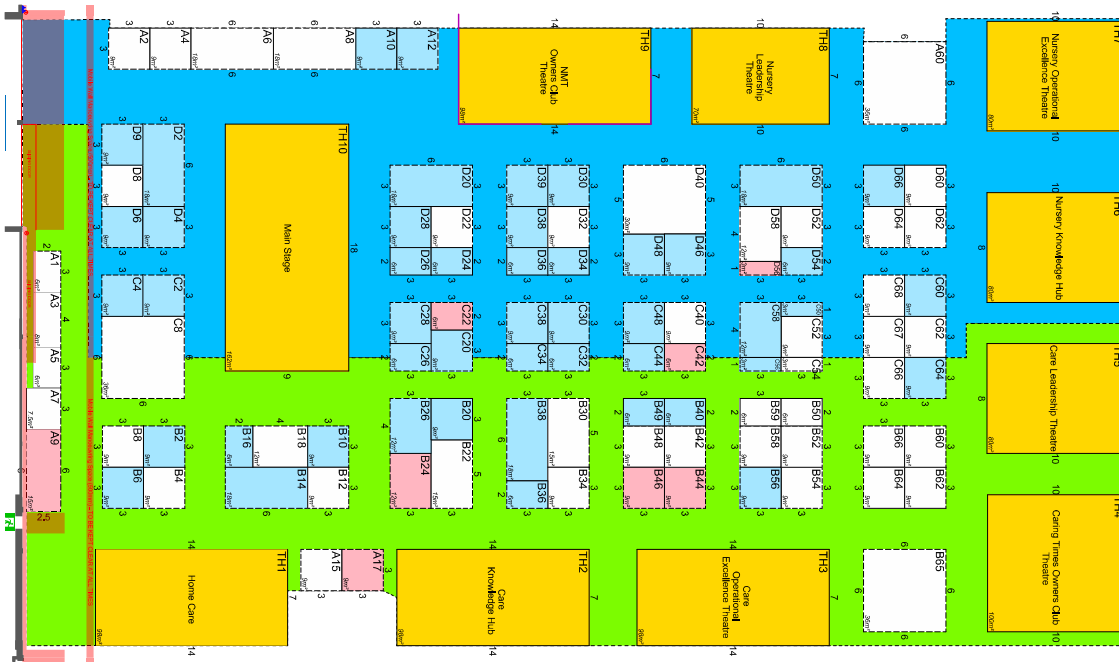
## Exhibition only

3m x 3m = 9sqm	5								3x3 = 9m2 shell scheme		✓	✓		✓				£5,625
3m x 2m = 6sqm	5								3x4 = 6m2 shell scheme		✓	✓		✓				£3,750

# Exhibition Stand

Exhibit in front of the most senior expo audience in early years.

- Your company logo as exhibitor on event website
- Fully constructed and carpeted shell scheme
- General purpose spotlight – 120W
- 13amp socket outlet – 500W
- Profile listing on the event map (Bespoke stand requirements and options available on request)





# Committed to connecting to C-suite



## NMT OWNERS CLUB DRINKS, DINNER & STAY



Join 90 guests at the exclusive invitation only NMTOC evening at Hilton Metropole Birmingham the night before **Nursery Management Show**. Guests will be VIP's, Speakers and companies house verified owners.



## PACKAGES

### HEADLINE SPONSOR

- Premium branding and positioning
- Give short welcome speech
- Host 2 x table of 10\*. Welcome drinks, networking
- 3 course dinner with entertainment
- 4 staff invitations to attend the event
- Overnight accommodation provided

**SOLD**

**£11,000**

### DINNER SPONSOR

- Branding visible throughout dinner
- Host 1 x table of 10\*. Welcome drinks, networking
- 3 course dinner with entertainment
- 2 staff invitations to attend the event
- Overnight accommodation provided

**£5,500**

### WELCOME DRINKS SPONSOR

- Branding visible throughout drinks reception
- 2 staff invitations to attend the event
- Welcome drinks, networking, 3 course dinner with entertainment
- Overnight accommodation provided

**£3,500**

### BREAKFAST SPONSOR

- Opportunity to give a 30 minute presentation at breakfast summit
- 2 staff invitations to attend the event
- Welcome drinks, networking, 3 course dinner with entertainment
- Overnight accommodation provided

**£5,500**

\*Select your guest preference's pre-event

## EXECUTIVE PACKAGE PANEL SPONSORSHIP & STAND

25th June – Nursery Management Today owners club VIP dinner at Hilton Metropole Birmingham

Host a table of 8, 2 staff invitation to attend, accommodation provided

£12,500



### At NMS

- Recognised as a sponsor on all marketing communications, event websites and at the event
- Join a panel of preference as individual speaker or part of panel
- Session branded as “in association” with your organisation
- Receive details of onsite delegates who attend your session (list includes name, job title, organisation and email address)
- 4 passes for staff members to attend the event
- Content Listing in the event guide
- Full page photos in the event guide

### Exhibition

- 3m x 3m = 9m2 exhibition stand
- Listed as exhibitor in event guide

### Marketing

- Align your brand with an integrated marketing and social media campaign for the NMS, including a 200-word profile on the NMS event website with a link through to your website
- One exclusive sponsor announcement pre-event and one collective sponsor thank photos post-event on the main social channels
- Receive an audio recording of your session including the Q&A
- Receive photos of session to use in your comms no later than 5 working days post event
- Receive a post-event report including audience breakdown and feedback



# Testimonials



Events like these are a joy to attend as they provide an opportunity to network with so many dedicated and like-minded professionals from the Early Years sector.

**Dean Lloyd**, Bookmark



At eyworks we can't wait for the next Nursery Manager Show! Combining such a qualified audience of nursery owners and managers alongside engaging on the day content gave the events a real buzz that was unmatched at any other nursery trade show event.

**Tim Taylor**, eyworks



The show is a real opportunity for us to talk to decision makers where we can discuss with them about our products and how it can benefit their business.

**Karen Derbyshire**, Realise



What a fantastic time we had at the Nursery Management Show! We were thrilled to connect with so many passionate early years professionals and discuss ways to nurture growth and development within the sector.

**Hawk Training**



Birmingham was an incredible experience! We had the pleasure of engaging in insightful conversations, making meaningful introductions, and sharing knowledge and expertise with passionate professionals from across the early years sector.

**ECP Safeguarding**



A great day in Birmingham exploring new ways to develop our businesses and network with other professionals in the industry.

**Naeve Dancer**, Kingwood Children



# Testimonials



What a day at the Nursery Management Today Show! Friday was full of inspiration, energy and honesty – and I’m still processing how enriching it all was...

**Joanna Benko**, Toots Day Nursery



What a lovely day at the Nursery Management Show with the Blossom Educational team. So many wonderful panels and talks with nurseries sharing their experiences and inspiring practice! Thanks Nursery Management Today for a great event!

**Felicity Stubbs**, Blossom Education



What a fantastic day it’s been. We’ve had so many great chats with nursery owners and managers about the future of their settings, and it’s always a privilege to be part of those conversations...

**Owen Froebel**



Wonderful day yesterday at the Nursery Management Show. Thought provoking speakers, fascinating insights and some great new connections made with other suppliers, nurseries and consultants.

**Ella Halliday**, Childcare HR



It was truly such an amazing day, filled with so many wonderful connections and incredible insights!... All in all, I absolutely adored every moment of the Nursery Management Show, and I can’t wait for the next one!

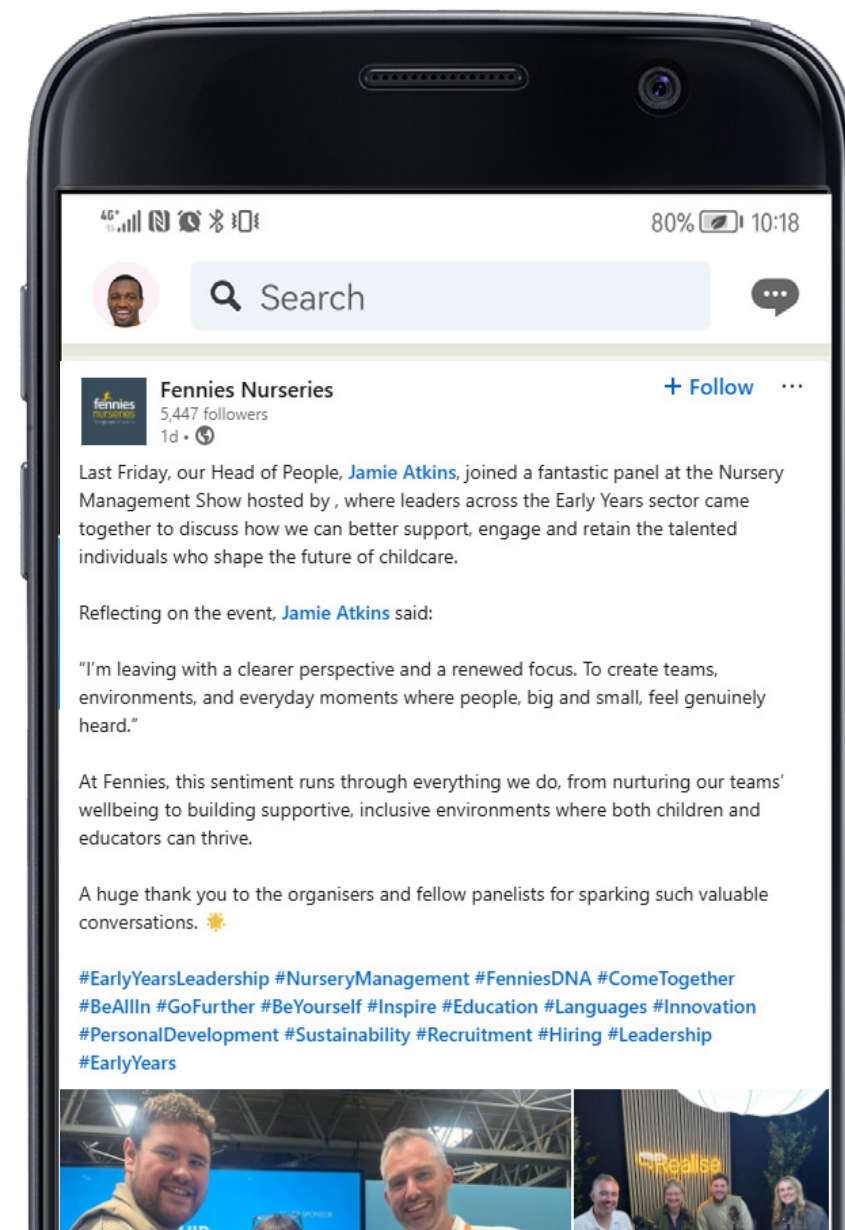
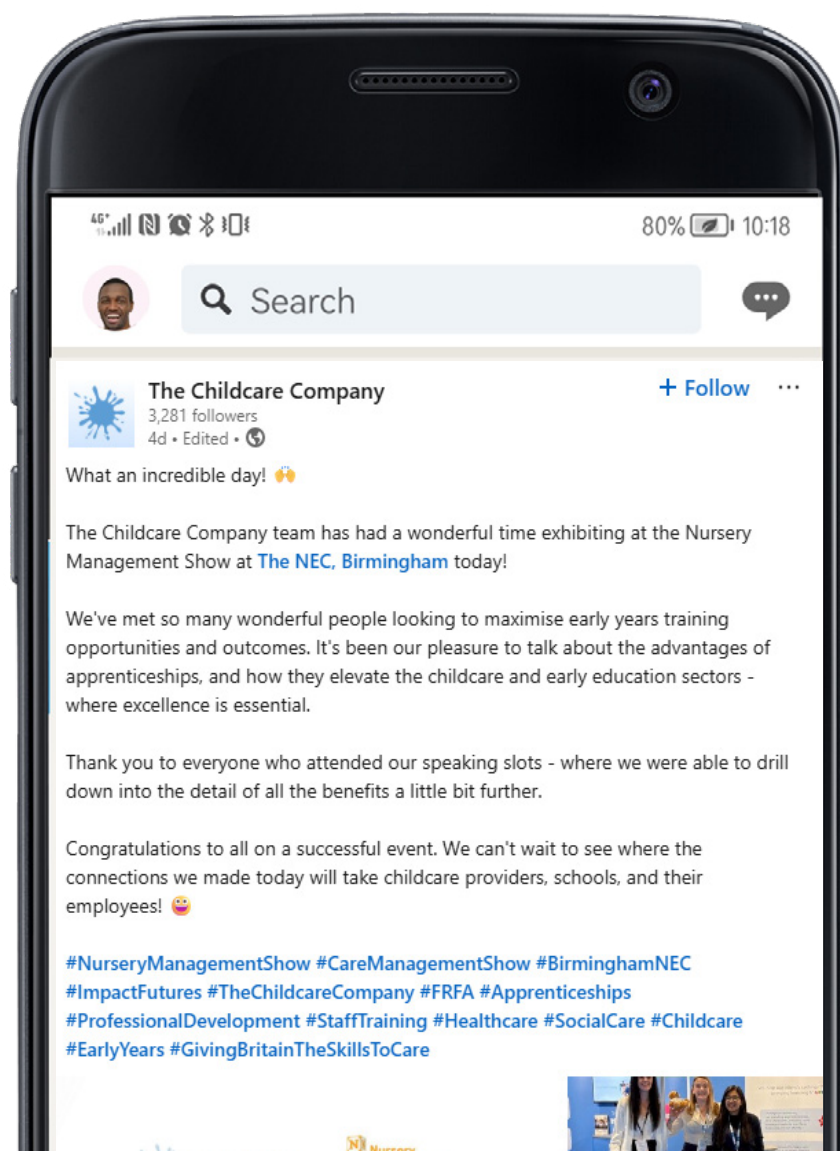
**Katrina Bray**, Inspiro Learning



What an exceptional day at the Nursery Management Show... So many fabulous people sharing their stories, experiences and passion for all things early years.

**Mandy Richardson**, Naturally Learning

# Hear what our attendees said from our November event



# ABOUT NEXUS MEDIA GROUP

**Nexus Media Group** supports the investors and decision makers in the UK's education and healthcare industries. We provide magazine coverage, thought leadership and networking opportunities to these communities, with unrivalled access to advisors, industry experts, investors and operators.

**Why we are different** – we are not a traditional events business but are part of the sector. We report, invest and talk to the market, we have access and are on first-name terms with some of the best advisors, financiers, operators and thought leaders in the industry.

## CONTACT US TO DISCUSS WHAT WE CAN DO FOR YOUR BUSINESS

### NATASHA DWYER

Group Sales Director

07830 358433

[natasha.dwyer@nexusgroup.co.uk](mailto:natasha.dwyer@nexusgroup.co.uk)

### CAROLINE BOWERN

Sales Director

0797 4643292

[caroline.bowern@nexusgroup.co.uk](mailto:caroline.bowern@nexusgroup.co.uk)

### KIRSTY PARKS

Business Development Manager

07578047062

[kirsty.parks@nexusgroup.co.uk](mailto:kirsty.parks@nexusgroup.co.uk)

### GEORGINA HELBIG

Business Development Executive

0736 027 2347

[georgina.helbig@nexusgroup.co.uk](mailto:georgina.helbig@nexusgroup.co.uk)



[sales@nexusgroup.co.uk](mailto:sales@nexusgroup.co.uk)



+44 (0) 20 7104 2000



[nexusmediagroup.co.uk](http://nexusmediagroup.co.uk)