

AHP TRADE SHOW PLAYBOOK 2026

A field manual for sourcing and selling absorbent hygiene products
Diapers - Sanitary pads - Wet wipes

GENERAL EDITION - FREE

13 shows mapped - 90-day countdown - booth kit - qualification script - follow-up
templates - budget worksheet

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1. How to use this playbook

This is a working document, not a brochure. Print it, mark it up, and take it to the hall. Every table is designed to be filled in by hand. It covers the whole cycle: choosing the right show, preparing for 90 days, working the floor, and converting cards into orders in the 30 days that follow.

Who it is for

Importers, distributors, retail and e-commerce buyers, private-label brand owners, and sourcing managers working in absorbent hygiene products (AHP). If you buy or sell diapers, pull-ups, adult incontinence, sanitary pads or wet wipes across borders, this is written for you.

2. The two kinds of shows - pick the right one

Confusing these two is the single most expensive mistake in this industry. They have different visitors, different rhythms and completely different success metrics.

	BUYER / CHANNEL SHOWS	SUPPLY-CHAIN / MATERIAL SHOWS
Your goal	Find demand: distributors, chains, e-commerce, private-label programmes	Attack cost: SAP, nonwovens, films, converting lines, OEM plants
Who walks the aisles	Buyers, category managers, agents, importers, brand teams	Engineers, plant managers, R&D, procurement, machinery vendors
What to carry	Finished samples, price grid, compliance file, landed-cost sheet	Spec sheet, target cost per piece, volume forecast, quality tolerances
Success metric	Qualified leads with a defined SKU, volume and destination	Verified cost reductions per piece and shortlisted alternate suppliers
Typical payback	3 to 9 months (sampling plus first trial order)	1 to 2 quarters, and it compounds on every future order
Examples	CBME China, Kind + Jugend, ABC Kids Expo, CBME Turkiye / Vietnam	INDEX Geneva, SINCE, ANEX, World of Wipes

Rule of thumb

If your problem is **"nobody is buying"**, go to a buyer show. If your problem is **"my price is 8% too high"**, go to a supply-chain show. Do not go to both in the same quarter unless you have two people - a split focus wastes both trips.

3. The 2026 calendar

Verification status is shown honestly. Anything marked **To verify** has no official source attached yet - treat it as a lead, not a fact, and never book travel on it.

3.1 Buyer / channel shows

SHOW	2026 DATES	LOCATION	WHY IT MATTERS	STATUS
CBME China	Jul 15-17	Shanghai, CN	World's largest maternity & baby fair; includes a dedicated diaper and tissue hall — OEM and private-label plants concentrated in one aisle.	Confirmed
Kind + Jugend	Sep 15-17	Cologne, DE	European premium channels and buying houses; benchmark market for brand premium and compliance standards.	Confirmed
ABC Kids Expo	May 13-15	Las Vegas, US	Largest North American juvenile-products B2B show; a CPC certificate is effectively the entry ticket. Retail and chain buyers including Walmart and Target. Gate: CPC + ASTM.	Confirmed
CBME Türkiye	Nov 11-13	Istanbul, TR	Distribution hub for the Middle East, Africa and Russian-speaking markets; friendly to flexible small orders and private label. <i>Some third-party listings show Dec 2-5, 2026. Official site is authoritative — re-verify before booking.</i>	Conflicting dates
CBME Vietnam	Nov 19-21	Ho Chi Minh City, VN	Southeast Asian agents, e-commerce and chain buyers; also a scouting ground for nearshore supply.	Confirmed
VIETBABY Hanoi	Oct 15-18	Hanoi, VN	Vietnam's largest domestic mother & baby fair; northern-region channels. A separate Ho Chi Minh edition runs in June.	Confirmed
Baby & Family Middle East	TBA	Dubai, AE	GCC distributors and hypermarket buyers; pair with G-mark conformity. <i>2026 dates not yet confirmed — do not publish a date until an official source is attached.</i>	To verify
India Baby Expo	TBA	New Delhi / Mumbai (rotating), IN	Channel access to South Asia's largest baby market; import-substitution and localisation plays.	To verify
Moscow Baby Expo / CJF	TBA	Moscow, RU	Import-substitution window in the Russian-speaking market after Western brands exited.	To verify

3.2 Supply-chain / material shows

SHOW	2026 DATES	LOCATION	WHY IT MATTERS	STATUS
INDEX	Apr 21-24	Geneva, CH	World's largest nonwovens exhibition. SAP, nonwovens, converting lines and laminators in one hall — first stop for AHP raw materials.	Confirmed
SINCE (Shanghai International Nonwovens Exhibition)	TBA	Shanghai, CN	Chinese nonwoven / SAP / machinery supply chain — nearshore sourcing and fast sampling. Alternates with INDEX.	To verify
World of Wipes (WOW)	TBA	US	Wipes-only conference and expo: substrates, formulations, machinery and the regulatory trend line.	To verify
ANEX (Asia Nonwovens Exhibition)	TBA	Asia (CN / JP / KR rotating)	Asian supply chain and technology — read alongside SINCE for the full picture.	To verify

Re-verify before you spend a cent

Organisers move dates. This calendar was checked against official show websites on 2026-08-04. Check the official page again before booking flights, and again before shipping samples.

4. The 90-day countdown

Most of the value of a show is created before you arrive. Work backwards from day zero.

WHEN	DO THIS	DONE
T-90	Decide the objective in one sentence and one number ("sign 2 distributors for the GCC" / "cut core cost by 6%"). Book the stand or the visitor pass. Book hotel early - show weeks triple room rates.	☐
T-60	Pull the exhibitor list from the official site and score it. Mark your top 30 targets. Start compliance paperwork now if a certificate gates your market (CPC, G-Mark, local conformity) - these take weeks, not days.	☐
T-45	Email the top 30 to request a slot. Short mail, one concrete reason to meet, two proposed times. Prepare samples: production units, not prototypes.	☐
T-30	Lock the price grid and the landed-cost sheet for your three main destinations. Print the spec sheet. Confirm sample shipping - courier customs clearance for hygiene samples can be slow; declare correctly and keep the value modest.	☐
T-14	Send a reminder to everyone who has not replied. Confirm the ones who did. Rehearse the 60-second pitch out loud. Charge and pack everything on the booth kit list.	☐
T-3	Print lead cards, put the show floor plan on your phone, note the aisle numbers of your targets, and plan a walking route by hall - not by wish list.	☐
Day 0-3	Work the plan. Log every conversation the same hour it happens - by evening you will not remember which card belonged to which face.	☐
T+2	Send every follow-up within 48 hours, while you are still a face and not a business card. This single habit outperforms anything you do on the floor.	☐
T+30	Review: cost per qualified lead, samples requested, quotations sent. Decide now whether you return next year - and write down why.	☐

5. Booth kit - what actually gets used

DOCUMENTS	PHYSICAL
Spec sheet, one page per SKU (size, weight, absorbency in ml, core composition, packaging)	Production samples in retail packaging - not loose pieces in a zip bag
Price grid: EXW / FOB / CIF for three destinations, with MOQ breaks	A cut-open sample so you can show the core structure
Landed-cost sheet per key market - print it, do not promise to "send it later"	Absorbency demo kit: measuring cylinder, coloured saline, timer, paper towel
Compliance folder: test reports, certificates, MSDS where relevant	Lead cards (printed) and two pens that work
Packing and container data: carton dimensions, pieces per carton, 20GP / 40HQ loading	Card scanner app, power bank, universal adapter
Company one-pager: capacity, lines, lead time, existing markets	Comfortable shoes. Three days on concrete is not a joke.

The absorbency demo wins meetings

Buyers hear "high absorbency" forty times a day. Nobody believes it. Pour a measured volume of coloured saline into your pad or diaper on the table, start a timer, and press a dry paper towel on it afterwards to show rewet. Thirty seconds of physical proof beats a thirty-page catalogue. Bring a tray - the aisle carpet is not yours.

6. Market access gates - check before you travel

MARKET	TYPICAL GATE	PRACTICAL EFFECT
United States	CPC (Children's Product Certificate), CPSIA testing, ASTM references	Serious buyers ask for the CPC in the first conversation. Without it, most chain accounts stop there.
European Union	General product safety obligations, REACH substance compliance, EN / ISO test references	Expect a documentation audit before the first order, not after.
GCC / Middle East	G-Mark conformity route, plus local registration in some states	Distributors often handle registration, but they will price the burden into your margin.
Other markets	Local conformity assessment and import licensing vary widely	Ask the distributor at the booth who holds the registration - that answer tells you who holds the power.

This table is a prompt, not a legal opinion. Requirements change and depend on your exact product, claims and packaging. Confirm every line with your customs broker and an accredited certification body before you commit to a buyer.

7. On the floor - qualify in four minutes

A show aisle is a filter, not a stage. Your job is to find out fast whether this person can actually buy, then either book a real conversation or move on politely. Five questions, in this order.

#	ASK	WHAT THE ANSWER TELLS YOU
1	"Which markets do you currently sell into?"	Destination decides compliance, tariff and packaging. No destination, no quote.
2	"What are you buying today - and from where?"	Reveals the incumbent, the price anchor and whether they are actually in the market.
3	"What volume per month, and in which sizes?"	Separates a container-a-month buyer from a pallet-a-year hobbyist.
4	"What is not working with your current supplier?"	The real opening. Price, lead time, quality drift or service - each needs a different pitch.
5	"Who else signs off on a supplier change?"	Tells you if you are talking to the decision or to a messenger.

Lead card - fill this in at the booth, not at the hotel

Company		Contact / role	
Markets		Monthly volume	
Products / sizes		Current supplier	
Pain point		Compliance needed	
Samples requested		Next step + date	
Priority	A / B / C	Notes	

Grade every card before you leave the stand. **A** = named SKU, volume and destination, ready to sample. **B** = real buyer, wrong timing. **C** = collector. Only A cards get a same-week quotation; B cards go into a nurture sequence; C cards get one polite mail and nothing more.

8. The 48-hour follow-up (this is where deals are lost)

Most exhibitors send follow-ups a week later, generic, in a batch. By then their memory of you has been overwritten by two hundred other stands. Send within 48 hours, reference something only the two of you discussed, and attach exactly what you promised - nothing else.

Template A - to an A-grade lead (quotation follows)

Subject: Diaper samples for [market] - as discussed at [show], stand [number]

Hi [Name],

Good to meet you at [show] on [day]. You mentioned [specific pain point they named] on your current [product] line for [market].

Attached: spec sheet for [SKU], and a landed-cost estimate to [port] at [volume] - so you can compare like for like against your current cost, not against an EXW number.

I can ship samples of [SKU] this week. Confirm the delivery address and I will send the tracking number the same day.

[Name] - [Company]
[Phone / WhatsApp]

Template B - to a B-grade lead (nurture, no pressure)

Subject: The [topic] figures you asked about at [show]

Hi [Name],

You asked at the stand about [topic - e.g. SAP ratio versus rewet, or 40HQ loading for compressed packs]. Here is the one-page summary I promised.

No action needed. When you next review suppliers for [market], I would like to be on the list.

[Name] - [Company]

9. Budget worksheet - fill it before you commit

COST LINE	BUDGET	ACTUAL	NOTE
Stand space and construction			Usually the largest single line
Show services (power, furniture, cleaning, wifi)			Ordered late = premium rates
Flights and hotel (show-week rates)			Book at T-90
Sample production and shipping			Include customs clearance
Printing, catalogues, lead cards			
Interpreter / local support			Essential in some markets
Visa, insurance, local transport, meals			
TOTAL			
Qualified leads (A grade)			
COST PER QUALIFIED LEAD			Total / A-grade leads

Cost per qualified lead is the only number that lets you compare a show in Shanghai with a show in Las Vegas. Track it every time and the decision to return stops being an argument.

10. Ten mistakes that cost real money

#	MISTAKE	WHY IT HURTS
1	Booking travel on an unverified date	Third-party listings copy each other and go stale. Only the official show site counts.
2	Going to a supply-chain show to find buyers	You will meet engineers with no purchase authority for finished goods.
3	Bringing prototypes instead of production samples	A buyer who spots a hand-made sample assumes you have no line.
4	Quoting EXW to an importer	They think in landed cost. Give them the number they actually compare on.
5	No compliance file on the stand	For the US and EU this ends serious conversations in the first two minutes.
6	Collecting 200 cards and qualifying none	Volume feels productive and converts at close to zero.
7	Following up a week later	You are competing with everything else they saw. Forty-eight hours or nothing.
8	Sending the same follow-up to everyone	One specific detail from the conversation outperforms any brochure.
9	Ignoring the neighbouring stands	Your aisle neighbours are the fastest competitor intelligence you will ever get - walk it on day one.
10	Not measuring cost per qualified lead	Without it, next year's decision is made on feelings.

Want the show-specific edition? It is free - just ask.

The general edition you are reading is deliberately universal. A **specialised edition** is built for one show and one market, and includes: the target exhibitor shortlist with hall and aisle numbers, the market access gate for that destination in detail, a localised price-grid template, a pre-show outreach sequence written for that buyer profile, and the competitor stands worth walking.

How to request it

Email us at caresotin@gmail.com the show name and your target market - for example "*CBME Turkiye, GCC distribution*" - and we will send the specialised edition back. No charge, no subscription. You can also request it in one click from the Trade Show Archive page at softcareguide.com/tools/trade-shows.html

The free tools that go with this playbook

Landed Cost Calculator - Box & Container Calculator - HS Code Matcher - Unit Converter (ml to SAP, roll stock, packaging chain) - Compliance Checklist Generator - Trade Show Archive

All of them run in your browser, free, no sign-up: softcareguide.com/tools/

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