

Terms and Conditions



SOMETHING TO CELEBRATE! After the **long-standing success** of the “TOP 10 Spielzeug” award, products for babies and small children now have their own stage. The Association of Toy Retailers (BVS) as the trade association for baby and children's outfitters and the toy retail trade in Germany will award the "**TOP 10 Baby & Kind**" for the fifth time in 2025.

Selection criteria and jury

- The product must have **good sales opportunities** in the current sales year.
- Together with a **jury of baby and children's outfitters** (BabyOne, EK/servicegroup, VEDES), BVS selects the 10 best from the submitted products.

Participation

- For each participating product/product world, please fill out a **registration form** and send it to the BVS until **16.10.2024** (registration form under www.top10baby-kind.de/Teilnahmeformular).
- **Important: Providing a sample is not a condition** of participation. More important is, that you send **text and image data** from the participating product/product-world. There will be no return of samples.
- **The submission of your products is free of charge.** In the case of an award, the award-fee applies (see below).

TOP 10 Baby & Kind-Nomination

- The **TOP 10 Baby & Kind Nomination-Logo** will be available from December 2024 and can be shown with the product immediately and without limitation in catalogs, advertisements and TV-spots.
- **Costs** for using the Nomination-Logo: **599 Euro** plus VAT.
(You can decide, if you want to use the TOP 10 Baby & Kind Nomination-Logo.)



TOP 10 Baby & Kind-Winner

- The **TOP 10 Baby & Kind“-Logo** will be available from February/March 2025 and can be displayed **immediately** and indefinitely with the product for all your marketing activities, such as in catalogs, advertisements, TV-spots, social media.
- **Start of your press work** from March/April 2025. The blocking period only applies to your publication of press releases about the award of your product. After the BVS has announced the winners with a press release and the activation on the website www.top10baby-kind.de, you can also start your press work. The exact date will be announced in good time.
- **Website:** planned from March/April 2025.
- **Cost per product:** **1.099 Euro** plus VAT (will only be due in case of an **TOP 10 Baby & Kind** award.)