

- The Baby Show is an event owned and run by Clarion Events Limited (www.clarionevents.com)
- On 29 May 2008, Clarion Events Limited purchased DSEi (Defence Systems and Equipment International), a bi-annual arms fair held at London's ExCeL. The exhibition was previously sold by Reed Elsevier after intense lobbying from those wishing to end the arms trade.
- In 2007, £4.5 million of tax payers' money was spent on policing the DSEi Arms Fair.
- Unicef was going to take donations from The Baby Show's ticket sales to help provide tetanus vaccines to vulnerable mothers and their new babies, as part of a scheme it runs with Pampers nappies, but has now severed all ties after it learned of the Baby Show's link to the DSEi Arms Fair:

"We have taken the matter very seriously and can confirm that we will not be accepting any donations from Clarion Events," Unicef said in a statement.
- In 2005, DSEi exhibitors offered cluster bombs for sale to international attendees. Cluster submunitions are colourful, about the size of a soft-drinks can, and they often attract the attention of children.
- Commenting on the acquisition Simon Kimble, CEO of Clarion Events, said:

"The events we have acquired in the defence and security sector are a valuable and profitable addition to our portfolio"

What Can I Do?

- Consider not attending The Baby Show today or any other Clarion Events until the DSEi arms fair is abandoned.
- Email Gordon Payne, Managing Director of Clarion Events, and tell him what you think of their latest acquisition:
gordon.payne@clarionevents.com