

# The Cleaning Show and Bubble Duck Marketing join forces for London 2025

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Bubble Duck Marketing, in collaboration with The Cleaning Show—the UK's largest cleaning and hygiene event—announces a strategic partnership designed to elevate both exhibitor and attendee experiences at the upcoming Cleaning Show, set for 18-20 March 2025 at ExCeL London.

Anticipated to be the largest Cleaning Show to date, this premier event has solidified its reputation as the go-to destination for cleaning professionals. It will showcase cutting-edge technologies, products, and trends while bringing together industry leaders, innovators, and thousands of eager participants looking to learn, network, and discover transformative solutions. This partnership merges Bubble Duck's marketing expertise with The Cleaning Show's extensive platform, providing exhibitors and participants with unmatched opportunities to enhance their visibility and drive business growth.

## Key Benefits of the Partnership:

1. **Tailored Marketing Support for Exhibitors:** Bubble Duck will deliver customized marketing strategies that empower exhibitors to maximize their presence and extend their reach before, during, and after the event. From engaging social media campaigns to targeted advertising, this collaboration ensures that each exhibitor can effectively showcase their unique offerings.
2. **Dynamic Content Creation and Digital Strategy:** Exhibitors will have access to Bubble Duck's expertise in creating compelling content that resonates with The Cleaning Show's audience. Expect a diverse range of engaging materials—from video interviews and product demos to blogs and case studies—that enhance attendee experience and boost brand awareness.
3. **Showcasing Innovation:** The Cleaning Show will leverage Bubble Duck's innovative marketing

strategies to highlight the most exciting trends and breakthroughs in the industry. This partnership guarantees that pioneering products and services receive the spotlight they deserve, igniting discussions that could lead to significant advancements within the sector.

This collaboration reflects a progressive approach to the cleaning and hygiene industry, as both organizations are committed to fostering growth, development, and to ensure the event continues to appeal to a new generation of industry professionals.

“We are thrilled to partner with Bubble Duck to reach new audiences and provide innovative marketing solutions for our exhibitors,” said Paul Sweeney, Event Director of The Cleaning Show. “With the 2025 event poised to be the largest yet, this collaboration will significantly enhance our offerings.”

“Teaming up with The Cleaning Show is an incredible opportunity for us,” said Merci Marosi, Director of Bubble Duck Marketing. “We are passionate about helping each exhibitor shine and truly connect with their audience.”

“By integrating our marketing expertise with The Cleaning Show’s robust platform, we aim to empower businesses of all sizes in this competitive landscape,” added Michelle Brightly, Director of Bubble Duck Marketing. “We’re excited to see the positive impact this partnership will have on exhibitors and the broader cleaning community.”

The Cleaning Show 2025 is expected to attract over 7,000 industry professionals, showcasing the latest innovations in cleaning, sustainability practices, and emerging technologies. With Bubble Duck Marketing driving engagement and visibility, this year’s event promises to be the most impactful yet.

Save the Date! Tickets went live on 30th October. Stay tuned for more updates on this groundbreaking partnership and the exciting developments leading up to The Cleaning Show 2025