

www.bezvafest.cz

**BEZVA
FEST**

Under one roof

**A brand new event,
the first of its kind
in the Czech Republic!**



The largest family festival is coming to the most modern exhibition halls in the heart of the Czech Republic
PVA EXPO PRAHA Letňany – April 17–19, 2026.

A unique combination of the prestigious **FOR KIDS** and **FOR BEAUTY** trade fairs and the **BEZVA FEST** family festival in the largest exhibition complex in the capital.

➤ For exhibitors from the **games and toys sector, it is the ideal place** where business meets emotion in an unforgettable atmosphere.

Contact

Mgr. Adéla Marková

Managing Director and Chief Organizer

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Your brand

More >
on the other
side

Your product in the spotlight

WHO ARE WE? Professionals in organizing family entertainment BEZVA PARTA

- **18 years of experience** in organizing events for families with children.
- **5 years of successful touring** of the Bezva Fest family festival throughout the Czech Republic (17 festivals, over 70,000 visitors).
- We have our own furniture, technology, and teams of animators.

STRATEGIC TARGETING

- **FRIDAY, April 17:** Exclusive program for preschools, elementary schools, and high schools. The ideal time for education and the presentation of educational games and aids.
- **WEEKEND April 18–19:** Active families with children of all ages, teenagers and future parents looking for news from the world of toys and games.

PRESENTATION OPPORTUNITIES FOR THE GAMES AND TOYS SEGMENT

- 1 Sales and presentation area**
Rent space in the "Toys and Games" themed zone for direct sales and loyalty building.
- 2 Brand Activation and Sampling**
The ideal space for launching new games, gaming zones, and testing toys in practice.
- 3 Expertise on Stage**
Join the program on the main stage alongside influencers or organize your own workshop.

MASSIVE MEDIA SUPPORT

- **TV NOVA** - main media partner
- **Rádio** - Nationwide networks
- **Online** - Strong campaign (1.7 million impressions) and newsletter to a database of **70,000+ contacts**.
- **The most famous faces of the Czech YouTube scene, family ambassador stars**
- **Large stage with top child stars + unique experiences with celebrities**

- 4 Partnership**
From basic to general partnership with exclusivity for your segment - become the only games and toys brand visible at the festival.

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