

PLAYTIME NEW YORK

ALL YOU NEED TO KNOW!

THE BIG
SMALL
SHOW



JOIN THE LARGEST PHYGITAL COMMUNITY DEDICATED EXCLUSIVELY TO THE CHILDREN'S MARKET. WITH THE N°1 KIDS' FASHION & LIFESTYLE TRADE SHOWS IN PARIS, NEW YORK, AND SHANGHAI IN ADDITION TO ORDERWIZZ, OUR ONLINE B2B MARKETPLACE ACCESSIBLE YEAR-ROUND, PROMOTE YOUR BRAND LIKE NEVER BEFORE THANKS TO INTERNATIONAL EXPOSURE AND AN INCOMPARABLE OPPORTUNITY FOR NEW CONNECTIONS.

A COMBINATION OF PHYSICAL AND DIGITAL EXPERIENCES, PLAYTIME ENABLES KIDSWEAR PROFESSIONALS TO BUY AND SELL ANY TIME, ANYWHERE.

OFFERING EVERYTHING FROM FASHION TO FURNITURE, PARENTHOOD TO SHOES, ACCESSORIES TO NEWBORN ESSENTIALS, AND SO MUCH MORE, THE PLAYTIME TRADE SHOWS AND MARKETPLACE HAVE ESTABLISHED THEMSELVES AS CAN'T MISS DESTINATIONS FOR PROFESSIONALS.



I WANT TO BE A PART OF IT: NEW YORK, NEW YORK

From its beginning in 2010, Playtime New York has **grown exponentially** by welcoming more brands and visitors each season. Featuring an **expertly curated selection of kids' fashion and lifestyle labels** tailored to the North American market, **over 260 brands** gather twice a year under the roofs of The Altman Building and the Metropolitan Pavilion in the heart of New York City to present their Autumn/Winter and Spring/Summer collections. Thanks to its **exceptional offer** and easily accessible location, Playtime New York has quickly become **the top destination** for retailers and the press to discover new brands, strengthen partnerships with old friends, and find inspiration.

As of August 2021, the **avant-garde** of Playtime has aligned itself with **internationally recognized labels** from Kid's Hub to create the **biggest, one-stop-shop trade show** for kid's market professionals. With the diverse collections from these two complementary sectors of the children's market, buyers can find everything they are looking for in one space as they explore the aisles of the only show to exhibit such an artful, well-rounded selection.

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TODAY'S TOP BRANDS ON DISPLAY



- A comprehensive show featuring everything from fashion to lifestyle, babies to teens, apparel to accessories, sportswear to chic.
- An international offer that features U.S. market bestsellers, design driven brands from Europe, innovative brands from Columbia, and so much more: **Molo, Donsje Amsterdam, Indee, Bonton, Louise Misha, Collégien, K-Way, Pom d'api, Paade, Rylee + Cru, Coco au lait, Pink Chicken, Maileg, We are kids, The Sunday Collective, Headster kids, Oxox, Super Smalls, Naturino, Manuela de Juan, Red Caribou, Angel Dear, Bebe Organic, Pehr, Cos I said So, Dear Sophie, Jamie Kay, Hello Simone, Play up, Igor, Twee, Sunchild, Minois...**
- The most important reps and agents from the kids' fashion and lifestyle industry continue to exhibit their brands at the show: **Ali's Market, Mikado Showroom, LC Showroom, Stephane Poncelet Showroom, Showroom Lab, Chantique's Corp, Duo Showroom...**
- Brands display their personal vision of childhood in their booths that enable visitors to step into their worlds.
- Sustainability is at the forefront with many labels keeping eco-friendly practices at the core of their business.

BUYERS FROM AROUND THE WORLD ARE WAITING TO MEET YOU!

Exhibit at Playtime New York to meet with **key buyers from around the world** in an environment that is **welcoming and business-oriented**. Coming from **department stores, e-shops, concept stores, boutiques**, and everything in between, find the retailer that matches your style and values to expand your business and grow your clientele.

Exclusive, yet accessible: entrance has always been and will remain **free** for all **buyers, members of the press, and other professional visitors**.

The cherry on top: buyers who pre-register before the show get **FREE** meals!

+ 2,672

professional visitors
from 28 countries
and 39 different US States*

The United States: 88%
International: 12%

Average number of days spent at the show: 2

*Winter 2023 figures



TOP 12 U.S. STATES:

New York - 46.3%
New Jersey - 14.2%
Massachusetts - 4.6%
Connecticut - 3.9%
Florida - 2.9%
Pennsylvania - 2.8%
California - 2.7%
Ohio - 2.3%
Tennessee - 1.8%
Illinois - 1.5%
Maryland - 1.5%
Texas - 1.4%

THEY'RE COMING TO THE SHOW:

Saks Fifth Avenue (USA-NY), Bergdorf Goodman (USA-NY), Nordstrom (USA-WA), Neiman Marcus (USA-TX), Bloomingdale's (USA-NY), Maisonette (USA-NY), Eggy (USA-CA), Ladida (USA-NJ), KaryMarket (South Korea), Sugar and Spice (CANADA), The Yellow Turtle (USA-VT), Panda and Cub (USA-NY), Nanne&Nicky (Costa Rica), Petit Chic (CANADA), Petite Cabane (USA-MI), Mimos (PUERTO RICO), Swaddle (USA-AL), Olivia Poppin (MEXICO), The Spotted Goose (USA-OH), Tiny Hanger (USA-MD), Poppy Store (USA-CA), Juvenile Planet (USA-NJ), Little Tea (TAIWAN), Marigold Modern Kids (USA-SC), Garage (USA-TX), Magpies (USA-TN), The Front Shop (USA-NJ), The Shoppe Miami (USA-FL), Giggles (PANAMA)...

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THE MOST IMPORTANT KID'S TRADE SHOW FOR INDEPENDANT BRANDS IN THE U.S.



By exhibiting Playtime & Kid's Hub brands at the same show, buyers are able to explore a broader offer that meets all their needs. This modern approach makes their buying experience more efficient than ever, and has solidified Playtime & Kid's Hub New York's position as the largest and most important kids' fashion and lifestyle trade show in the United States. Playtime brands have unique booth structures that emphasize their breathtaking products and create an environment that is both inviting and intimate. The different structures for Playtime and Kid's Hub brands allows visitors to easily identify which sector of the market they are immersed in on each floor.

- A show that is endlessly inspiring, from the brands on display to the design of the show itself.
- A venue that is full of elegance while still allowing your creativity to bring the universe of your brand and collection to life in your customizable booth.
- Trend spaces that put brands' products on display in the most artful way and highlight them as market leaders.
- While being larger than ever before, the show remains human-sized and welcoming to all.
- Exclusive features: An insightful seminar hosted by Earnshaw's Magazine to discuss the future of the kid's market, trend presentations by Fashion Snoops, and table cards that identify the season's Earnie Award nominees/winners present at the show, marking them as leaders in the industry.
- Katie, the kids' fashion and lifestyle expert behind Pirouette, will create a reel each day to share her experience at the show. From brand interviews to product spotlights, her content will offer incredible visibility to the brands that catch her eye! As the leading industry resource for kids' fashion and lifestyle, Pirouette has been the destination for professionals in the children's market since 2009.

COMMUNICATION THAT PUTS YOU IN THE GLOBAL SPOTLIGHT



- Artful and targeted newsletters that promote our brands, industry news, trends, and our vision of childhood to our international community of buyers and professionals.
- Long lasting relationships with media partners that includes Pirouette, Milk Magazine, Doolittle, Scimparello, Lemon Magazine, Fashion Network, Ninsmoda, Earnshaw's Magazine, and many more.
- The strongest community of any trade show on social media, with more than 89,000 followers on Instagram alone.
- Our own online magazine to highlight exhibitors at our shows, industry news, and the latest fashion & lifestyle trends.
- An exclusive Media Pack that offers our brands the opportunity for strong and efficient focuses.
- A press office that ensures strong visibility to international media and a warm welcome to journalists that attend Playtime & Kid's Hub New York.



OUR PRICES

- Fully equipped turnkey booths
- Friendly and efficient set-up day
- Centrally located in Manhattan
- A professional team based in the U.S. and Europe that is ready and able to help you at any time
- Booth sizes starting at 7'x8'

*For special size, please contact our Sales team.



OUR PRICES:

7X8 (56') = \$3160
7X10 (70') = \$4410
7X14 (98') = \$5195
7X16 (112') = \$5870
10X16 (160') = \$7380
10X20 (200') = \$9100
10X23 (230') = \$10455
10X27 (270') = \$11980
10X30 (300') = \$13300

YOUR BOOTH INCLUDES:

- PVC booth structure
- Lighting
- Wifi
- Signage with your brand name and booth number
- Furniture (table and chairs)

OPTIONAL COSTS:

- Additional furniture
- Electricity
- Dedicated wifi
- Dedicated emails and promotional opportunities

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