



ALL YOU NEED TO KNOW

PLAYTIME

KID'S HUB

NEW YORK

THE BIG  
SMALL  
SHOW





Leader and global reference in the kid's market thanks to its trade shows around the world, Playtime welcomes nearly 600 brands each season to its trade shows, while on its B2B ordering platform, OrderWizz, brands and buyers enjoy buying and selling all year long. Playtime is an international community that remains human sized, offering the best and most inspirational business experience in the kids' fashion, lifestyle, and parenthood sector!

## PLAYTIME & KID'S HUB: A COMPREHENSIVE OFFER UNDER THE SAME ROOF



Featuring an expertly curated selection of kids' fashion and lifestyle labels tailored to the North American market, over 300 brands gather twice a year in the heart of New York City. Thanks to its exceptional, comprehensive offer that ranges from the most desirable avant-garde labels in the industry to essential commercial brands, Playtime & Kid's Hub New York has become the biggest one-stop-shop destination for retailers and the press to discover new brands, strengthen partnerships with old friends, and find inspiration. 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.



# PLAYTIME & KID'S HUB

By having both Playtime and Kid's Hub brands at the same show, buyers are able to explore a broader offer that meets all of their needs. This modern approach makes their buying experience more efficient than ever, and has solidified the event's position as the largest and most important kids' fashion and lifestyle trade show in the United States. Brands benefit from increased exposure as buyers come to explore both sections of the show, while a friendly set-up day and central location make it logistically simple to exhibit. With a professional team based in the U.S. and Europe ready and able to help them at any time, brands have joined The Big Small Show because they know they will be seen by key buyers in the industry and have a friendly and efficient experience.

- Be part of an inspiring show.
- The best buyers from the Western Hemisphere will be within your reach.
- The most important reps and agents from the kids' fashion and lifestyle industry representing US and International brands.
- A venue that is full of elegance, while still allowing you to bring your brand's universe to life in your customizable booth.
- Trend spaces that put brands' products on display.



PLAY



## PLAYTIME BRANDS:

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, Wheat, Super Smalls, Naturino, Ao76, Roarsome, Bachaa, Angel Dear, Bebe Organic, Cos I said So, Dear Sophie, Jamie Kay, Hello Simone, Play up, Igor, Twee, Sunchild, KongesLøjd, Momiji, Pepita&me, Arsene et les pipelettes, Louis Louise, American Vintage, Bonniemob, The Picnic Day, Petite Plume, Sticky Lemon, Halcyon Nights...



KID'S HUB



## KID'S HUB BRANDS:

Appaman, Fairwell, Flap Happy, MIA New York, Posh Peanut, Shade Critters, Kissy Kissy, Bari Lynn, Limeapple, Magnetic Me, Vintage Havana, Hatley, Paige Lauren, Stella Cove, Elephantito, Little Me, Andy & Evan, OldSoles, Lilies & roses, Reima, Janie & Jack, Boatilus Princess Daliana, Nessi Byrd, Sunshine society, Mini Melissa, three wildflower designs, Petite Revery, Tea Collection, Iscream, Rowdy Sprout, Bling2o...

# BUYERS FROM AROUND THE WORLD ARE WAITING TO MEET YOU

Exhibit at Playtime & Kid's Hub 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 customer base.

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!**



## They were at the last editions:

Bergdorf Goodman (USA), English Rabbit (USA-CA), Billie le Kid (Canada), Nanne & Nicky (Costa Rica), Yellow Turtle (USA-VT), Neiman Marcus (USA), Little Loungers (USA-NJ), KinderSchuhLaden (Germany), Selfridges (UK), Lunch Money Boutique (USA-IN), Macy's (USA), Four Seasons Orlando (USA-FL), Dreams of Cuteness (USA-FL), The Yo Store (USA-OR), TresMasTres (Guatemala), Bechants (USA-TX), Bloomingdale's (USA), Broomtail (USA-CO), Lucas y esperanza (Honduras), Grace bay Resorts (Turks and Caicos Islands), The Red Balloon (USA-IL), Flamingo Baby + Child (USA-NY), Beams (Japan), TipToe Boutique (USA-NY), BabyB (Kuwait), Nordstrom (USA), Enjoy Kids (USA-WA), Hooray (Mexico), Tiny Hanger (USA-MA), Paper Kite (USA-NE), Louloubim (Saint Barthélemy), Magic Edition (South Korea), Magpies (USA-TN), Panda and Cub (USA-NY), Khanh (USA-OK), Fox and Kit (USA-MA), Swaddle (USA-AL), Lily and Todd (USA-NY), Moon & Sun (USA-CA), Liverpool (Mexico)...

## + 3,300

professional visitors from 36 countries and 39 US states\*

The United States: 85.2%  
International: 14.8%

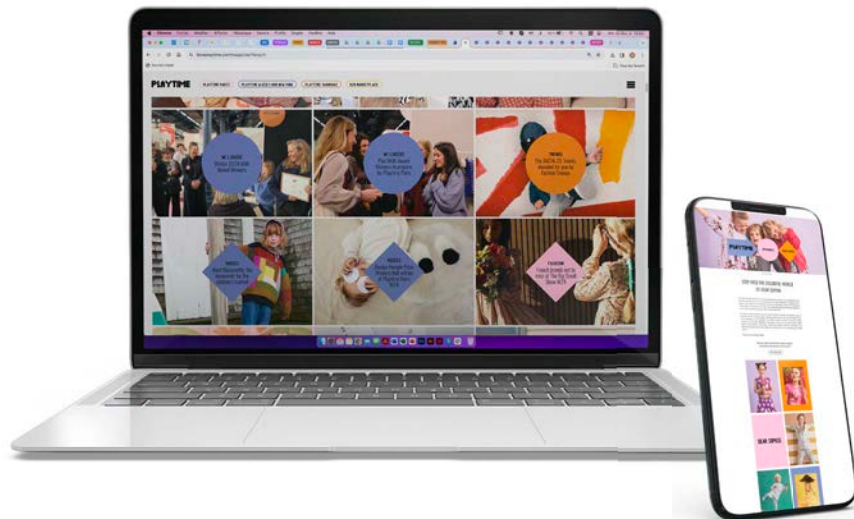
## TOP 10 U.S. STATES\*:

NEW YORK 38.9%  
NEW JERSEY 14.6%  
MASSACHUSETTS 6%  
PENNSYLVANIA 5%  
CALIFORNIA 4%  
FLORIDA 3.9%  
CONNECTICUT 2.8%  
ILLINOIS 2.7%  
TEXAS 2.6%  
OHIO 2.2%

\*Winter 2025 figures

# COMMUNICATION AT PLAYTIME & KID'S HUB MAKES THE DIFFERENCE!

Exhibiting at Playtime & Kid's Hub New York is not only about registering for our trade show and meeting the best buyers - it's also about enjoying **UNIQUE VISIBILITY** through our international community of professionals and passionate!



## +104K FOLLOWERS

the strongest community of any trade show on social media. (+98K followers on Instagram alone).

## +10 TARGETED NEWSLETTERS

that promote exhibitors to our international community of buyers and professionals.

## +20 ARTICLES

each season that highlight the exhibitors before and after the show in our own online magazine!

## +6 EXCLUSIVE PACKS

to promote your brand to professionals and passionate thanks to a Media Pack reserved for exhibitors (additional costs).

## +4 INSTAGRAM PUBLICATIONS

per week that introduce brands that will exhibit at the shows.

## +9 MEDIA PARTNERS

media partners with strong and long lasting relationships that support the communication of the show (Kid's à la mode, Earnshaw's, Milk Magazine, Junior Style, Pirouette & Directory, James Girone, Ninsmoda, and many more...)

## 1 PRESS RELEASE

sent to US journalists and media to ensure strong visibility for the show, and a team member dedicated to press relations that will welcome journalists and content creators to the show.

## +20 INTERNATIONAL CONTENT CREATORS

invited to discover the show.



# PRICES

- 7X8 (56') = **\$3,210**
- 7X10 (70') = **\$4,460**
- 7X14 (98') = **\$5,245**
- 7X16 (112') = **\$5,920**
- 10X16 (160') = **\$7,430**
- 10X20 (200') = **\$9,150**
- 10X30 (300') = **\$13,350**

For special sizes, please contact our team.

## PLAYTIME BRANDS

### YOUR BOOTH INCLUDES:

- Easy set up structure including PVC shelves and racks
- Lighting
- Wifi
- Playtime signage with your brand name and booth number
- Furniture (table and chairs)
- Scan App access

### OPTIONAL COSTS:

- Additional furniture
- Additional backdrop banner
- Electricity
- Dedicated emails and promotional opportunities



## KID'S HUB BRANDS

### YOUR BOOTH INCLUDES:

- White painted walls\*
- Lighting
- Wifi
- Kid's Hub signage with your brand name and booth number
- Furniture (table, chairs, racks or shelves)
- Scan App access

### OPTIONAL COSTS:

- Additional furniture
- Electricity
- Dedicated emails and promotional opportunities

\*Please contact our team if you want to build a unique booth.





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