

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** - avant-garde Playtime brands and well-known international Kid's Hub labels - 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 Playtime & Kid's Hub New York'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.
- 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.
- The most important reps and agents from the kids' fashion and lifestyle industry representing US and International brands.

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, 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...

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, Primigi, Stella Cove, Elephantito, Little Me, Andy & Evan, Old Soles, Mabel + Honey, Imoga...



# 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 customers.

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-NY) - Neiman Marcus (USA-TX) - Bloomingdale's (USA-NY) - Maisonette (USA-NY) - Poppy Store (USA-CA) - Beams (Japan) - The Ridge Kids (USA-NJ) - Tiny Hanger (USA-MA) - Advice from a Caterpillar (Canada) - Mimos (Puerto Rico) - Honey Pie (USA-CT) - WeeChic (USA-MD) - Broomtail (USA-CO) - Posh (USA-NY) - Baby B (Kuwait) - C'est Chou by Sienna (USA-FL) - Garage Boutique (USA-AZ) - Magpies (USA-TN) - Honey Bee Baby (USA-NV) - Double Rainbow (USA-OH) - Blackbear (USA-WI) - Kiddo (USA-KY) - Lively Kids (USA-MA) - Little Ground (South Korea) - Yellow Turtle (USA-VT) - East West Girl (USA-MN) - Minibhu (Colombia) - Little (USA-ME) - Tip Toes (USA-MI) - Anna Pops (Belgium) - Swaddle (USA-AL) - The Mini branch (Canada) ...

## + 2,580

professional visitors from 26 countries and 39 different US states\*

The United States: 89%  
International: 11%

Average number of days spent at the show: 2

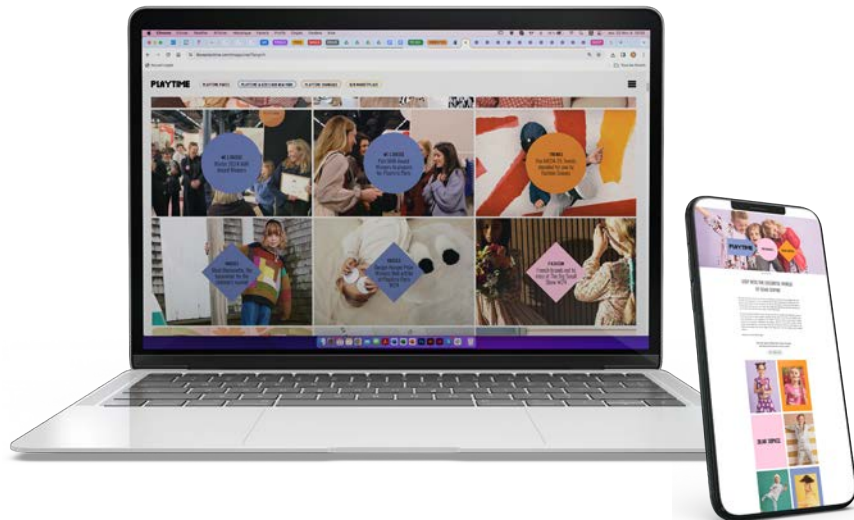
## TOP 10 U.S. STATES\*:

NEW YORK - 44%  
NEW JERSEY - 13.9%  
PENNSYLVANIA - 5.7%  
MASSACHUSETTS - 4.1%  
CALIFORNIA - 4%  
CONNECTICUT - 3%  
FLORIDA - 2.4%  
TEXAS - 2.4%  
ILLINOIS - 2.3%  
OHIO - 2.2%

\*Winter 2024 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!



## +10

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

## +99K

the strongest community of any trade show on social media. (92,650 followers on the Playtime Instagram alone).

## 4

weekly Instagram publications that introduce brands that will exhibit at the shows.

## +20

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

## 6

exclusive ways to promote your brand to professionals and passionate thanks to a Media Pack reserved for Playtime & Kid's Hub exhibitors (additional costs).

## 9

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 to the show.

# 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**

For special sizes, please contact our team.

## PLAYTIME BRANDS

### YOUR BOOTH INCLUDES:

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

### OPTIONAL COSTS:

- Additional furniture
- Additional backdrop banner
- Electricity
- Dedicated emails and promotional opportunities
- Visitor's scan app service



## 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)

### OPTIONAL COSTS:

- Additional furniture
- Electricity
- Dedicated emails and promotional opportunities
- Visitor's scan app service

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







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### INTERNATIONAL SALES TEAM



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