



ALL YOU NEED TO KNOW

# PLAYTIME 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, 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 NEW YORK: 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 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 Playtime and Kid's Hub, **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.

# ONE SHOW, TWO SECTIONS

Since 2021, Playtime has grown to include the Kid's Hub section which is targeted towards the broader U.S. market.

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.

## Why exhibit at the show?

- The best buyers 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.



## PLAYTIME: AVANT-GARDE AND INTERNATIONAL BRANDS

Molo, Donsje Amsterdam, Indee, Bonton, Louise Misha, Collégien, K-Way, Pom d'api, Paade Mode, Rylee + Cru, Pink Chicken, Maileg, The Sunday Collective, 7AM, Little Creative Factory, Wheat, Super Smalls, Naturino, Ao76, Tincottons, Louisiella, Copenhagen Colors, Tumble N'Dry, Veja Kids, Toyto, Scotch & Soda, Angel Dear, Bebe Organic, Dear Sophie, Jamie Kay, Hello Simone, Play up, Igor, Oso & Me, Sunchild, Morley, Konges Sløjd, Mini Melissa, Pepita&me, Rachel Riley, Arsène et les pipelettes, Louis Louise, American Vintage, Sticky Lemon, Leeveje, Halcyon Nights, Markeys...



## KID'S HUB: U.S. BEST-SELLERS

Appaman, Flap Happy, MIA New York, Shade Critters, Kissy Kissy, Bari Lynn, Magnetic Me, Snapper Rock, Vintage Havana, Hatley, Paige Lauren, Elephantito, Little Me, Andy & Evan, OldSoles, Lilies & Roses, Reima, Boatilus, Ce Ce Co, Princess Daliana, Nessi Byrd, Three Wildflower Designs, Petite Revery, Alitsa, Tea Collection, Iscream, Malibu sugar, Hope & Henry, Bebe Sweeny...

# 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 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!**



## BUYERS:

English Rabbit (USA-CA), Childrensalon (United Kingdom), Les Petits Voyous (Canada), Little Loungers (USA-NJ), BabyB (Kuwait), Ladida (USA-NJ), Magic Edition (South Korea), Flamingo Baby + Child (USA-NY), Poppy's (Panama), Beams (Japan), TipToe Boutique (USA-NY), Alef Store (Saudi Arabia), Panda and Cub (USA-NY), Tres+Tres (Guatemala), Tiny Hanger (USA-MA), Fox and Kit (USA-MA), Lunch Money Boutique (USA-IN), The Red Balloon (USA-IL), Broomtail (USA-CO), Pitter Patter (USA-CO), State of Kid (USA-FL), Tugboat & The Bird (USA-FL), Swaddle (USA-AL), Magpies (USA-TN), Whimsies (USA-VA), Heart of Gold Kids (USA-MD), Enjoy Kids (USA-WA), The Yo Store (USA-OR), The Spotted Goose (USA-OH), Little (USA-ME), Piggy Jo's (USA-GA), The yellow turtle (VT), Four Seasons Orlando (USA-FL), Mini Dreamers (USA-CA), Advice from a Caterpillar (Canada)...

## DEPARTMENT STORES:

Bergdorf Goodman (USA), Neiman Marcus (USA), Macy's (USA), Selfridges (UK), Bloomingdale's (USA), Nordstrom (USA), Liverpool (Mexico), Saks Fifth Avenue (USA-NY)

+ **3,300** buyers

+ 27 different countries and 37 US states

The united States: 88%

International: 12%

## TOP 10 U.S. STATES:

New York 37.2%

New Jersey 13.8%

Massachusetts 6.4%

California 5.4%

Pennsylvania 4.2%

Illinois 3.3%

Connecticut 3.2%

Florida 2.7%

Ohio 2.5%

Texas 2.2%

# COMMUNICATION AT PLAYTIME MAKES THE DIFFERENCE!

Exhibiting at Playtime 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!



**+107K FOLLOWERS**  
the strongest community of any trade show on social media. (+101K 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 OPPORTUNITIES**  
to promote your brand to professionals and passionate thanks to a Media Pack reserved for exhibitors (additional costs).

**+4 INSTAGRAM PUBLICATIONS**  
per week introducing 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

Depending on the section of the show (Playtime or Kid's Hub), we offer two different booth structures at the same price.

**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 BOOTH

### 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 BOOTH

### 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.





**Event Director** - Chantal Danguillaume  
 chantal@iloveplaytime.com

**INTERNATIONAL SALES TEAM**



**Sales Manager** - Floriane Sirakian  
 floriane@iloveplaytime.com



**Sales Manager** - Diana Collette  
 diana@iloveplaytime.com

**THE AMERICAS SALES TEAM**



**Sales Manager** - Kelly Welsh  
 kelly@iloveplaytime.com



**Sales Manager** - Louise Connor  
 exhibitus@iloveplaytime.com



**Communication & Digital Marketing Director**  
 Caroline Descamps  
 communication@iloveplaytime.com

+ 33 1 75 85 85 43

+1 929 552 5600

www.iloveplaytime.com

