



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: THE TOP TRADE SHOW IN THE WESTERN HEMISPHERE



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. The show brings together a diverse offer of both American and international labels, including an area of the show called Kid's Hub where brands designed for the broader U.S. market are featured. Thanks to this thoughtful curation, buyers are able to find everything they're looking for at one inspiring, well-rounded event.

A COMPLETE OFFER FOR EVERY TYPE OF BUYER

Since 2021, Playtime New York has grown to include the Kid's Hub section which is targeted towards the broader U.S. market. This 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, Rylee + Cru, Tinycottons, Piupiuchick, The Campamento, Chicken, Maileg, Morley, Búho, The Sunday Collective, Little Creative Factory, Wheat, Super Smalls, Ao76, Copenhagen Colors, Pehr, C'era Una Volta..., Angel Dear, Bebe Organic, Tumble N' Dry, Jamie Kay, Hello Simone, Play up, Oso & Me, Mini a Ture, Sunchild, Konges Sløjd, Pepita&me, Arsène et les pipelettes, Mini Melissa, Louis Louise, American Vintage, Petite Plume, Halcyon Nights, Tocoto Vintage, Musee Bath, Ferné, Markey's,....

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

Appaman, Flap Happy, MIA New York, Shade Critters, Kissy Kissy, Bari Lynn, Azarhria, Snapper Rock, Mer St Barth, Alitsa, Floafers, Deux par Deux, OMG Accessories, Bonjour Baby, Magnetic Me, Vintage Havana, Hatley, Paige Lauren, Elephantito, Little Me, Andy & Evan, OldSoles, Lilies & Roses, Reima, Boatilus, Princess Daliana, Nessi Byrd, three wildflower designs, Tea Collection, Iscream, Hope & Henry, Igor, Memoi, Camu Camu, Baby Club Chic, Boboli, Billy Loves Audrey, Purebaby,....



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!



+ 3,100 buyers

The United States: 87%
International: 13%

+33 different countries and
+39 US states

TOP 10 U.S. STATES:

NEW YORK 38.9%
NEW JERSEY 15.3%
PENNSYLVANIA 6.9%
FLORIDA 5.2%
CONNECTICUT 4.7%
CALIFORNIA 4.4%
MASSACHUSETTS 3.6%
TEXAS 2.6%
OHIO 2.2%
ILLINOIS 2%

BUYERS:

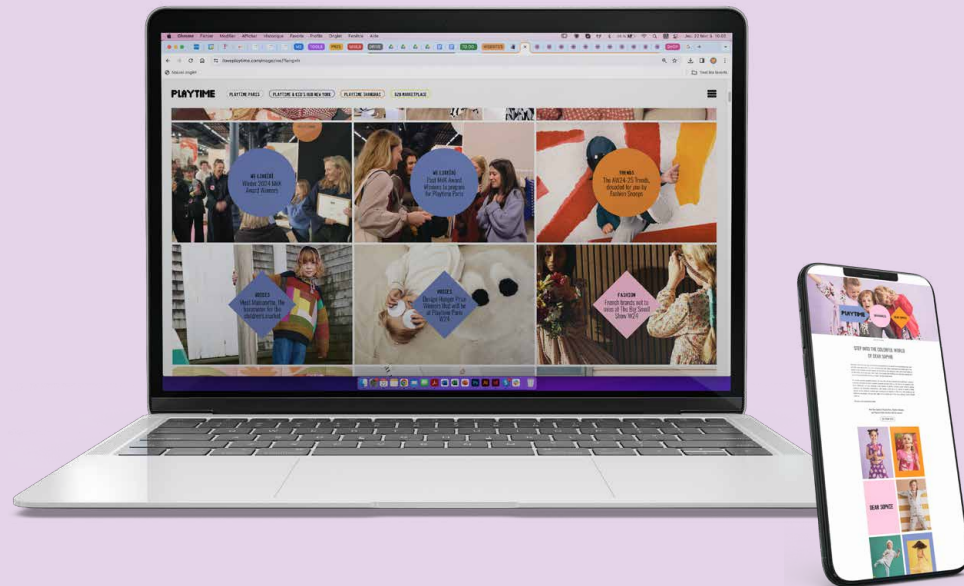
English Rabbit (USA-CA), Childrensalon (United Kingdom), Les Petits Voyous (Canada), Little Loungers (USA-NJ), BabyB (Kuwait), Ladida (USA-NJ), Magic Edition (South Korea), Flamingo Baby + Child (USA-NY), Poppy's (Panama), Beams (Japan), TipToe Boutique (USA-NY), Alef Store (Saudi Arabia), Panda and 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)

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 passionates!



+107K FOLLOWERS

the strongest community of any trade show on social media (+101K followers on Instagram alone).

A STRATEGIC COMMUNICATION PLAN

Including +10 targeted newsletters and +20 articles in our online magazine promoting exhibitors to our international community of buyers and professionals.

+6 EXCLUSIVE OPPORTUNITIES

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

+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.

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’)= \$3,310
- 7X10 (70’) = \$4,595
- 7X14 (98’) = \$5,405
- 7X16 (112’) = \$6,100
- 10X16 (160’) = \$7,655
- 10X20 (200’) = \$9,425
- 10X30 (300’) = \$13,750

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.



NEW THIS SEASON AND FIRST TIME EVER AT A SHOW!

How about having your products on display not just for the 3 days of the show, but for 6 months?

Always innovating in the race for opportunities, Playtime is now giving all its exhibitors the possibility to show their lines and lookbooks to buyers, at no extra cost, from their previous seasons and for the season to come. Nothing’s more convincing than showing what you do, and only fully verified buyers will be able to access your products!

We’ve also added a chatbox for buyers so they can always contact you directly from the list of exhibitors. Never before has there been such a direct line between brands and buyers!

Let us help you create new business opportunities ahead of, during and after the event.



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