

A row of colorful children's raincoats hanging on a rack. The raincoats are in various colors including yellow, green, orange, blue, and white, with different patterns like floral, geometric, and cartoon characters. They have brass-colored buttons and some have small circular labels with the brand name 'daddy' and 'dangaroo'.

# PLAYTIME

## NEW YORK

**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 AND AN ONLINE B2B MARKETPLACE ACCESSIBLE YEAR-ROUND, ENJOY INTERNATIONAL EXPOSURE AND CONNECTIONS LIKE NEVER BEFORE.**

**AN INCOMPARABLE 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.**

# THE BIG SMALL SHOW







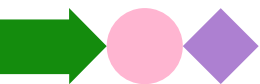
# I WANT TO BE A PART OF IT: NEW YORK, NEW YORK



**pia**  
**ny**

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 kidswear 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.



## TODAY'S TOP BRANDS ON DISPLAY

- ◆ Shop 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: Oucollie, Mon Coeur, Dear Sophie, Molo, Oh Baby!, Camper, ternPaks, Anise & Ava, Miniland, Feather 4 Arrow, Veja, Super Smalls, Teeny Tiny Market, YKRA, Rylee + Cru, 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...
- ◆ 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.



## ALL THE DELIGHTFUL DETAILS...

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.

### + 2,100

professional visitors  
from 22 different countries

**THE UNITED STATES: 90%**

**INTERNATIONAL: 10%**

**AVERAGE NUMBER OF DAYS  
SPENT AT THE SHOW: 2**



### TOP 10 U.S. STATES:

**NEW YORK - 45.2%**  
**NEW JERSEY - 14.4%**  
**FLORIDA - 4.7%**  
**PENNSYLVANIA - 3.6%**  
**MASSACHUSETTS - 3.3%**  
**CONNECTICUT - 2.9%**  
**OHIO - 2.8%**  
**CALIFORNIA - 2.4%**  
**ILLINOIS - 1.3%**  
**TEXAS - 1.2%**  
**OTHERS - 18.2%**

- 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!

### MEET THEM THERE:

Saks Fifth Avenue (USA-NY), Nordstrom (USA-WA), Neiman Marcus (USA-TX), Eggy (USA-CA), Macy's (USA-NY), LADIDA (USA-NJ), Bergdorf Goodman (USA-NY), The Yellow Turtle (USA-VT), Jean & Hadley (USA-NJ), Panda and Cub (USA-NY), Hey Little Diddle (USA-IN), Maisonette (USA-NY), Petit Chic (CANADA), Ever After (USA-NY), Petite Cabane Shop (USA-MI), Mimos (PUERTO RICO), Luibelle (USA-NJ), Swaddle (USA-AL), Olivia Poppin (MEXICO), Tiny Hanger (USA-MD), Poppy Store (USA-CA), Juvenile Planet (USA-NJ), Marigold Modern Kids (USA-SC), Magpies (USA-TN), Giggles (PANAMA)...



# THE MOST IMPORTANT KIDS' TRADE SHOW IN THE UNITED STATES!

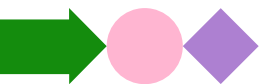


By exhibiting Playtime & Kid's Hub brands at the same show, buyers are able to explore a broader offer that meets all their needs. This modern approach makes their buying experience more efficient than ever, and has solidified Playtime & Kid's Hub New York's position as the largest and most important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

- A show that is endlessly inspiring, from the brands on display to the scenography 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 by Earnshaw's Magazine to discuss the future of the kids' market, trend presentations by Fashion Snoops, and table cards each fall that announce the season's Earnie Award nominees present at the show.







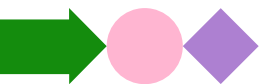
## COMMUNICATION TO PUT YOU IN THE GLOBAL SPOTLIGHT

- ◆ Artful and targeted newsletters that promote our brands, industry news and trends, and our vision of childhood to our international community of buyers and professionals.
- Long lasting relationships with media partners that includes 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 84,000 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.









# THE EASIEST SHOW TO EXHIBIT AT, SO VISITORS CAN STEP INTO YOUR WORLD

- ◆ 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'



## OUR PRICES:

7X8 (56')	\$3,110
7X10 (70')	\$4,360
7X14 (98')	\$5,145
7X16 (112')	\$5,820
10X16 (160')	\$7,330
10X20 (200')	\$9,050
10X23 (230')	\$10,405
10X27 (270')	\$11,930
10X30 (300')	\$13,250

## YOUR BOOTH INCLUDES

- Booth structure
- Lighting
- Public Wifi

- Playtime signage with your brand name and booth number

- Virtual tour for verified buyers on our Marketplace, offering your brand exposure for 6 months

## OPTIONAL COSTS

- Additional banners
- Furniture
- Dedicated emails and promotional opportunities

JOIN US AT THE NEXT EDITION!



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