OCT. 23–25, 2019
Las Vegas Convention Center | Las Vegas, NV

Reserve Your Space Today!
www.theABCshow.com
(210) 691-4848

EXHIBITOR PROSPECTUS

EXHIBIT SALES
Ryan Elder
(210) 691-4848 ext. 103
Mobile (214) 728-9475
Ryan@theabcshow.com

EXHIBIT SET-UP / CUSTOMER SERVICE
David Rice
(210) 691-4848 ext. 104
Mobile (210) 480-9242
David@theabcshow.com

INTERNATIONAL PAVILIONS
Amanda Cena
(210) 691-4848 ext. 115
Amanda@theabcshow.com

SPONSORSHIP / ADVERTISING
Ryan Elder
(210) 691-4848 ext. 103
Mobile (214) 728-9475
Ryan@theabcshow.com

NEW PRODUCT SHOWCASE / INVENTION CONNECTION
Amanda Cena
(210) 691-4848 ext. 115
Amanda@theabcshow.com
Explore the benefits of attending the 2019 ABC Kids Expo®, the world’s premier juvenile products trade show, as we return to Las Vegas for our 17th annual trade show.

Exhibit among the industry elite, with virtually every significant manufacturer or distributor of products for infants and children presenting their newest, most innovative products and services.

Engage with international buyers, media and fellow suppliers, when over 500 exhibitors and over 5,000 industry participants are expected to converge at this private trade event.

**Ranked #1 Favorite Trade Show for 5 consecutive years by the readers of Baby & Children’s Product News.**

**Work with an award-winning team.**

**TRADE SHOW EXECUTIVE**

- Ranked in “Gold 100” trade shows (2008 – 2019) Currently #65
- Winner, Fastest & Most Dynamic Growth of a Trade Show in America (2008)

**TRADE SHOW NEWS NETWORK (TSNN)**

- Ranked in “Top 250 Trade Show” (2016) Currently #76
- First Annual Event Excellence Award for Best Performance by a Trade Show (2010)
- Ranked 12th in Top 20 Fastest Growing Trade Shows in Attendance (2010)
- Ranked 20th in Fastest Growing Trade Shows in Net Square Footage (2010)

**TRADE SHOW WEEK**

- Winner, Top Trade Show (2005 & 2009)

**IAEE (International Association of Expositions & Events)**

- Winner, Outstanding Achievement in Trade Show Sales & Marketing (2008)

President/Show Manager Larry Schur, named “Show Manager of the Year” by trade show industry peers in 2008, leads a team of highly trained show management professionals, many of whom have either earned or are in the process of completing their Certification in Exposition Management (CEM).

Call the ABC office at (210) 691-4848 or visit www.theABCshow.com to register.
ABC Kids Expo® Show Profile*

All the Right People in One Place

<table>
<thead>
<tr>
<th>Event</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booths</td>
<td>1,027</td>
</tr>
<tr>
<td>Brands Represented</td>
<td>988</td>
</tr>
<tr>
<td>Buyers and Media</td>
<td>1,786</td>
</tr>
<tr>
<td>Buyer Countries Represented</td>
<td>60</td>
</tr>
</tbody>
</table>

With Room for More (included in total numbers for the year)

<table>
<thead>
<tr>
<th>Event</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Time Exhibitor Booths</td>
<td>226</td>
</tr>
<tr>
<td>Total Exhibit Space (sq. ft.)</td>
<td>500,000</td>
</tr>
</tbody>
</table>

*2018 final attendance figures

2019 Show Schedule

Exhibitor Setup**
Oct. 20 - 22

New Product Showcase Reception for Media and Specialty Stores
Oct. 22

Trade Show
Oct. 23 - 25

Industry Reception Brooklyn Bowl
(No charge to registered attendees)
Oct. 23

Dismantle**
Oct. 25 - 27

** Please note that no children under age 16 are not permitted in the Las Vegas Convention Center exhibit and concourse areas during setup and dismantle times. Please plan to make arrangements for childcare away from the convention center.

ABOUT ALL BABY & CHILD/ABC KIDS EXPO

All Baby & Child Corporation (ABC), parent company of ABC Kids Expo®, is a non-profit public benefit corporation that was founded in March 2003. It is a historic partnership between independent specialty stores and the manufacturers who support them. Our united goal is to promote the continued growth and prosperity of independent retailers and manufacturers in the juvenile products industry.

Its objective is to produce trade shows and events that enable ABC to fund critical needs in the industry, provide educational opportunities to industry constituents and grant assistance to worthy charitable organizations, while always protecting the financial health of the trade show.

Since 2003, ABC and its exhibitor partners have contributed millions of dollars in funding and in-kind product donations to charities that work for the health and welfare of children. We are major supporters of First Candle, Kids in Distressed Situations (K.I.D.S.), Our Military Kids, and Cribs for Kids, among others. In recognition of its support, commitment and partnership within the philanthropic community, ABC was named the 2010 First Candle Honoree.

The ABC Kids Expo® and ABC Spring Educational Conference & Trade Show are private trade events and not open to the general public. For more information about the organization, its charitable giving, and its conference and trade shows, contact Larry Schur, Show Manager, ABC Kids Expo, PO Box 780847, San Antonio, TX 78278 USA.
Exhibitor Product Subcategories

Activity / Play Mats
Apparel
Audio / Video Products
Back Packs / Carriers
Banks
Bassinets / Baskets
Bath / Baby Care Products
Bedding - Crib / Cradle
Bibs / Burp Cloths
Bikes / Trikes / Scooters
Birth Announcements / Shower Invitations / Stationary / Photo Albums
Blankets
Books and Tapes
Bouncers / Walkers
Breast Feeding / Nursing Products
Car Seat / Stroller Accessories
Car Seats
Case Goods / Dressers
Changing Tables
Computer Software / Retailer Automation
Cradles / Portable Cribs
Cribs
Diaper Bags / Travel Products
Diapers and Wipes
Educational Products
Feeding Products
Food / Drink Products
Footwear
Gates
Gift Sets
Glider Rockers
Head Supports / Support Cushions
Headwear
High Chairs / Infant Seats
Jewelry
Layette
Lighting / Lamps
Maternity Products
Mattresses
Mobiles
Night Lights
Nursing Pillows / Shawls
Organic Products
Pads and Covers
Pictures / Picture Frames / Wall Hangings
Playards
Plush
Preemie Items
Retail Store Packaging
Room Décor & Accessories
Rugs
Safety Products
Service Provider
Skincare Products
Strollers / Carriages
Sun Protection
Supplements / Vitamins
Swings
Table / Chair Sets
Toilet Training Products
Toy Chests
Toys
Underwear / Hosiery
Window / Wall Décor
Yoga / Fitness Products
Youth / Teen Furniture

One of the most popular new show features for 2018, The Plaza™ provides a new experience for retailers to engage with exhibitor’s products in a Parisian style marketplace. Exhibitors in The Plaza will get to participate in an open and welcoming environment without the restrictions of a finite booth space. This exciting floor-space will allow you to interact with exhibitors in a unique setting not seen in many trade shows. Retailers will be able to move freely around The Plaza without the limitation of drapes or walls and experience multiple products from different exhibitors all at once.
Exclusive Opportunities & Unique Benefits

New Product Showcase

Located near the front of the exhibit hall for maximum exposure, our extremely popular New Product Showcase offers manufacturers a platform to introduce their hottest new products for the coming year to the industry.

We host a reception in this pavilion the evening before the show officially starts. This event is open exclusively to independent specialty retailers and members of the media, allowing many of these products to receive international online publicity before the expo even begins.

Applications are available through our website under the Learn More > Exhibitor tab or by contacting Amanda at (210) 691-4848, ext. 115, or Amanda@theabcshow.com.

Located near the front of the exhibit hall for maximum exposure, our extremely popular New Product Showcase offers manufacturers a platform to introduce their hottest new products for the coming year to the industry. Applications are available through our website under the Learn More > Exhibitor tab or by contacting Amanda at (210) 691-4848, ext. 115, or Amanda@theabcshow.com.

### New Product Showcase

Exhibitors are also automatically entered to participate in the popular Awards of Distinction.

The Naturally Kids® Exhibitor Pavilion showcases manufacturers of environmentally friendly products that are healthy for both families and young children and demonstrate a responsibility to our planet and its natural resources.

This juried section of the show includes a comprehensive collection of manufacturers from a number of different product categories.

You can get an application for this year’s pavilion through our website under the Learn More > Exhibitor tab or by contacting David at (210) 691-4848, ext. 104, or David@theabcshow.com.

Our Modern Child® Pavilion features juvenile product manufacturers that focus on contemporary design and high functionality. This juried section of the show represents the most innovative designs within numerous product categories.

Emphasis is placed on originality, creativity, innovation and authenticity, as well as functionality in addressing and solving the needs of today’s parent and child.

You can get an application for this year’s pavilion through our website under the Learn More > Exhibitor tab or by contacting David at (210) 691-4848, ext. 104, or David@theabcshow.com.

The immensely popular ABC Invention Connection® returns after its successful debut at our 2013 show. This pavilion features inventors and their products, which are in either a conceptual or prototype stage.

Inventors seeking manufacturers to produce and/or license their products, as well as those interested in getting feedback about their products from retailers and the press, may contact Amanda at (210) 691-4848, ext. 115, or Amanda@theabcshow.com.

Maternity Square® features manufacturers of maternity clothing & lingerie, as well as fashion and accessory items such as diaper bags, nursing slings and nursing covers.

The 2019 Runway Show – The Live Event! will be held on October 23rd at 2:00 p.m.

Get more information under the Learn More > Exhibitor tab on our website or by contacting David at (210) 691-4848, ext. 104, or David@theabcshow.com.

### ABC KIDS EXPO TIMELINE

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>ABC/JPMA reach partnership agreement whereby ABC would provide JPMA with $1.2M for 3 years beginning in 2012 to fund critical industry initiatives. Brey is formed as a new retail specialty organization.</td>
</tr>
<tr>
<td>2012</td>
<td>ABC introduces Made in USA Showcase.</td>
</tr>
<tr>
<td>2013</td>
<td>International attendance from 46 countries — ABC introduces Made in USA Showcase.</td>
</tr>
<tr>
<td>2014</td>
<td>International attendance from 70+ countries (new record) — Introduction of ABC Celebrity Nurseries.</td>
</tr>
<tr>
<td>2015</td>
<td>International attendance from 79 countries.</td>
</tr>
<tr>
<td>2016</td>
<td>ABC rebrands entire show — Addition of floor destinations — Addition of Buyers Lounges and on-floor Media Center.</td>
</tr>
<tr>
<td>2017</td>
<td>ABC launches The Plaza™ on the trade show floor. ABC North American pavilions at CBME in Shanghai hosts record number of exhibitors. Site of the ABC Industry party moved to the amazing Brooklyn Bowl @ The Linq.</td>
</tr>
<tr>
<td>2018</td>
<td>ABC introduces The Plaza™ on the trade show floor.</td>
</tr>
</tbody>
</table>
Exhibit Space

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Booth</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Booth</td>
<td>10’ X 10’</td>
</tr>
<tr>
<td>Back Drape</td>
<td>8’ high</td>
</tr>
<tr>
<td>Side Drapes</td>
<td>3’ high</td>
</tr>
<tr>
<td>Carpet</td>
<td>Included (No pad)</td>
</tr>
</tbody>
</table>

The general exposition area and each of the pavilions have their own color-coordinated carpeting and drapes. These are subject to change from year to year and can be found in the Booth Specs > Pricing section under the Learn More > Exhibitor tab on our web site.

Booth sizes do not apply to The Plaza or Showcase areas, where products are featured on platforms, slat wall displays, mannequins, or in lighted display cases.

A black & white booth sign measuring 7” tall x 42” wide (which must be ordered prior to the show) and a carpet sticker with your booth number, along with the pipe, drape and carpet, are included at no additional cost.

Information on exhibit booth costs and configurations is available on our web site under the Learn More / Exhibitor tab.

BOOTH ASSIGNMENTS

Exhibitors can now select their own booth locations, based upon availability and receipt of all monies and agreement. Prior participation at ABC shows is not a factor in booth placement, and we do not use a point system in the booth assignment process.

ABC Kids Expo® reserves the right to change the floor plan, including but not limited to aisle space, and booth assignments without notice to provide a more satisfactory, attractive and successful exposition.

The 2019 floor plan and exhibitor list will be available approximately 90 days prior to the show. To view the 2019 floor plan and get more information about reserving your exhibit space, look under the Learn More > Exhibitor tab on our web site.

Past show photos are also available from a link on the home page of the web site.
Advertising & Sponsorship Opportunities

Stand out from the crowd with our budget-friendly advertising and sponsorship opportunities.

**ADVERTISING** — Reach your show goals by reaching your targeted buyers/retailers with these budget-friendly options. Choose from a single item or maximize your exposure by combining two or three. Bundling discounts available!

For details about each of these advertising opportunities, visit the Advertising section under the Learn More > Exhibitor tab on our web site. Open to our exhibitors and media partners only.

**PRE-SHOW MARKETING**
- The Virtual Show on the ABC website: Virtual Listing Enhancements
- The Virtual Show on the ABC website: Online Team Action Pack
- Attendee e-Newsletter Announcements

**AT-SHOW MARKETING**
- Personalized video and interview with Mini Mama celebrity Terra Jolé, star of Little Women: LA and Dancing with the Stars
- Tote Bags
- Floor Logo Adhesives
- Window & Door Clings
- Industry Party
- Buyer’s Lounge
- Entry Column Wraps
- Media Center Promotional Options

**MAJOR SPONSORSHIPS** — If you’re looking to make an even bigger impact, several major sponsorship opportunities are available. For details, visit the Sponsorships section under the Learn More > Exhibitor tab on our web site.

**PLACE YOUR ORDER**
All advertising and sponsorship opportunities are available on a first-come first-served basis. For availability and to reserve your space, contact Ryan Elder at:

(210) 691-4848 ext. 103
Mobile (214) 728-9475
Ryan@theabcshow.com

MEDI A CENTER
The Media Center is an enclosed area right on the show floor where trade and consumer media can access material you provide about your latest product offerings. It is open during show hours and is a free-of-charge service to all our exhibiting manufacturers.
Top 10 Reasons to exhibit at the 2019 ABC Kids Expo

One of the lowest prices for **booth space** in the nation

**One-on-one** opportunities to meet with over 2,000 prospective retail buyers

Complimentary admittance to the **industry reception**

Obtain high brand recognition from retailers and media at a very low cost by participating in our **New Product Showcase**. Exhibitors that participate in the New Product Showcase are automatically entered into our popular **Awards of Distinction** competition free of charge

**VIP Invite** program tailors your message to our retailers at no cost to you

Exhibitors have the opportunity to gain **international exposure** through multiple social media channels with more than a million followers by signing up for an exclusive product interview with **Terra Jolé, Mini Mama and star of Little Women: LA and Dancing with the Stars**

**Education** on proven implementation strategies to reach your target audience through our **Exhibitor Success & ROI Center**

Learn from **in-room** and **on-floor** education sessions ranging from Entering the Asian Market to important updates you need to know from the CPSC

**Special ABC Discounted Airfare** from Delta and Southwest Airlines when traveling to and from Las Vegas

**Discounted** and guaranteed **lodging** at more than a dozen Las Vegas Resorts to fit any budget

Visit [www.theABCshow.com/exhibit.asp](http://www.theABCshow.com/exhibit.asp) for more information