



ALL YOU NEED TO KNOW

**THE
TINY
SHOW
ON TOUR**

A NEW EXPERIENCE BY PLAYTIME

A NEW EXPERIENCE TO MEET THE INDUSTRY'S NEEDS

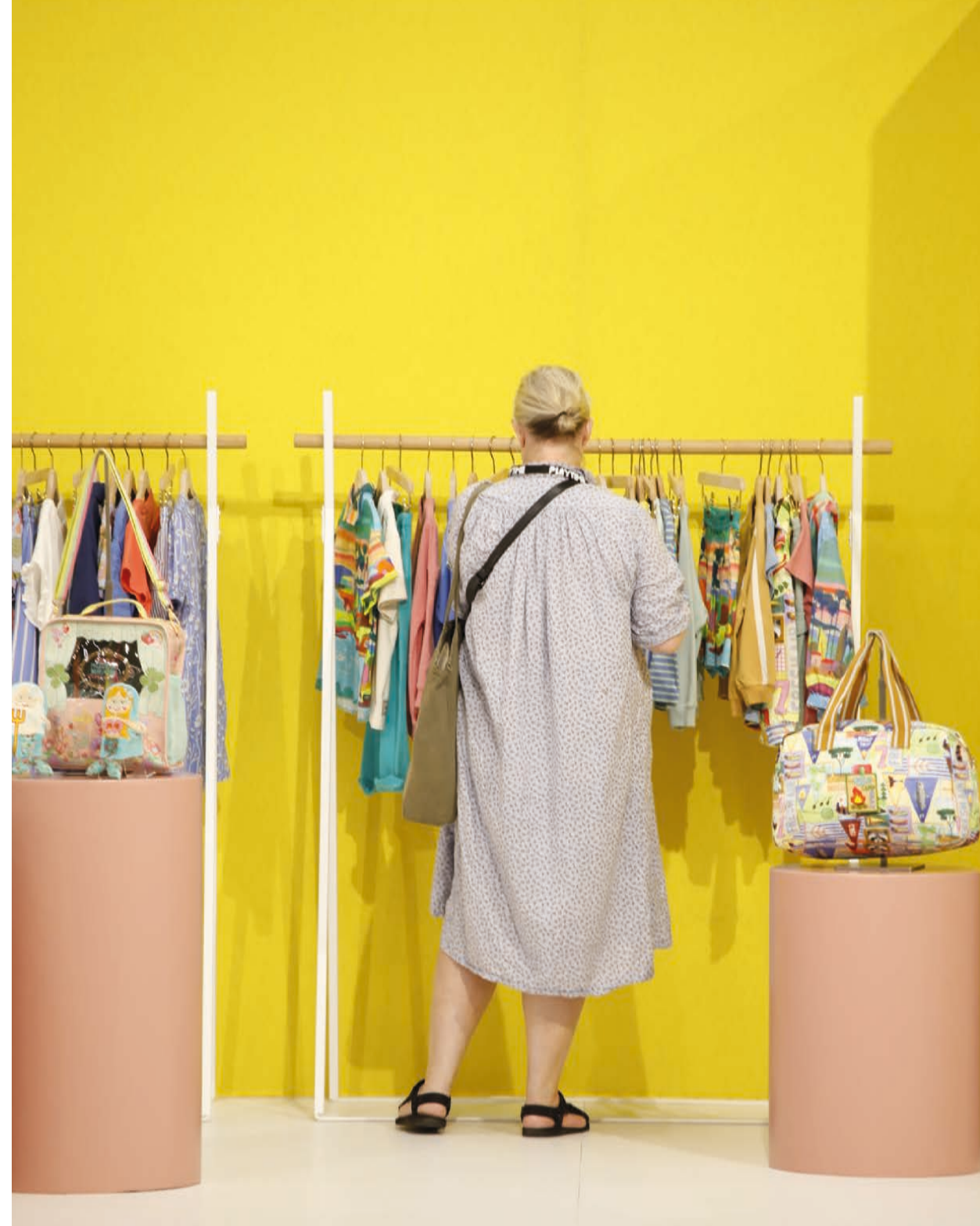
Leader and global reference in the kid's market thanks to its trade shows around the world, Playtime welcomes nearly **600 brands each season** to its trade shows, while on its B2B ordering platform, OrderWizz, brands and buyers enjoy buying and selling all year long. Playtime is an international community that remains human sized, offering **the best and most inspirational business experience in the kids' fashion, lifestyle, and parenthood sector!**

This season, Playtime is introducing **The Tiny Show on Tour**, a **traveling event** designed to give around **30 international brands** the opportunity to meet **local buyers** where they are and develop their business. It will act as a **complementary experience** to Playtime Paris and Playtime & Kid's Hub New York.

With The Tiny Show on Tour, Playtime is once again **adapting its expertise to meet the shifting needs** of the kids' fashion and lifestyle markets by offering brands and buyers a **new, intimate meeting** for professionals. Centered around the concept of proximity to prominent markets, this format will maintain **the same values** of our other events.

"Meet your customers: Don't go alone, let's go together!"

Sebastien de Hutten,
CEO Picaflor - Playtime



California's children's fashion and lifestyle market is dynamic, shaped by sustainability, health consciousness, and digital innovation. Brands that align with these values and adapt to technological advancements are well-positioned to succeed in this evolving market.

FIRST STOP: LOS ANGELES!

BECAUSE WHO ISN'T DREAMING OF CALIFORNIA?

For its first edition, The Tiny Show on Tour will put down its suitcase in Los Angeles for the summer edition of LA Kids Market at **California Market Center (CMC)**.

As **the biggest city in California** and the second largest urban area after New York City, **Los Angeles plays a central role**. It's an economic driver, but also an influential city in the United States. By collaborating with California Market Center (CMC), Playtime is uniting its forces with a major actor that is already well-established in the region.

With a long, rich history as the first B2B sales point on the West Coast, CMC already welcomes **20 showrooms year round** that represent **more than 250 of the biggest international brands and local labels** who are independent, creative, or eco-responsible, bringing **the biggest selection of kids' fashion and lifestyle brands** to the West Coast for LA Kids Market. Some of these showrooms are held by agents or distributors. It was therefore a logical choice for The Tiny Show on Tour Los Angeles to occupy **5 spaces** on the floor dedicated to children's brands during the summer edition of LA Kids Market, its most popular edition each year.

THEY'VE EXHIBITED AT CMC:

Molo, 1+ In The Family, Petit Bateau, Grech & Co, Rylee + Cru, Scotch & Soda, Pink Chicken, Angel Dear, Camper, Bean's Barcelona, Stella McCartney Kids, Wynken, Snug, Billieblush, Feather 4 Arrow, CarlijnQ, Fendi, Play Up, Kickee Pants, Super Smalls, Victoria, Deux Par Deux, Li + Me, Riffle Amsterdam, Blueberry Hill, Mia NY, Petite Revery, Boardies, Little Marc Jacobs, Red Caribou, Cozmo, Mimi & Lula, Aden + Anais, Musli, Old Soles, Apple Park, Munsterkids, Petit Lem, Appaman, Robeez, Snapper Rock Kids Swimwear, Rockahula Kids, The New Chapter, Little Who, Vintage Havana, Mini Melissa Footwear, Wee Farers...

MEET LOCAL BUYERS WHERE THEY ARE

Buyers from the entire state, as well as the surrounding states (Oregon, Washington, New Mexico, Nevada, Montana, Idaho, Colorado, Arizona, Wyoming, Texas...) and even British Columbia and Alberta in Canada, never miss the opportunity to attend events at the CMC. In addition to the contact list established by the CMC, Playtime already has a strong database within these areas, meaning the dual communication from CMC and Playtime will reach both familiar friends and newcomers.



THEY'VE ALREADY ATTENDED EVENTS AT CMC:

Fiveloaves Twofish (CA), Eggy (CA), Fiddlesticks (CA), Broomtail (CO), Poppy Store (CA), Sprouts (MT), Dungeness Kids (WA), Peony Couture (CA), Moon + Sun Studio (CA), Wild Plains (KS), Cistar (CA), Skipper & Scout (CO), Kitson Kids (CA), The Nest (AZ), Everything But the Princess (OR), Looby Doo (BC-CANADA), Lennie+Remi (SC), Leypop Shoppe (CA), Beck and Brix Home (CA), Earth + Clay Collective (CA), Espi's Kids (CA), Hide & Squeak Kids (CA), Honey Bug (CA), Jadabugs Kids Boutique (CA), M. Frederic Kids (CA), Magical Child (CA), My Dream Boutique (CA), Ragg Tattoo (CA), Small Frys (CA), A January Love (GA), Pi, Baby Boutique (ID), Ga Ga For Kids (MI), Mady & Max (MT), Gypsy Baby (NM), Le D Bug Boutique (OR), Graeson Bee Boutique (TX), Lyon & Pearle (WA), Wishes the Toy Store (CO), Puddles - A Children's Shoppe (CA), Will & Ivey (NV), The Red Balloon (CA), The Children's Hour (UT), Four and Twenty Sailors (UT), Kissui (CA), A Mother's Haven (CA), Droplets (HI), Kids, Atelier (CA), Hopscotch (CA), Half Pint (CA), Hopscotch Kids (OR), The Moppet Shoppe (CA), Calakids (CA), Otto + Olive (CA), Along Came A Spider (CA), Sweet Threads (CA)...

THE POWER OF THE PLAYTIME COMMUNITY!

Exhibiting at **The Tiny Show on Tour** is not only about registering for our traveling event and meeting the best buyers - it's also about enjoying **UNIQUE VISIBILITY** through our international community of professionals and passionates!



+104K FOLLOWERS

the strongest community of any trade show on social media. (+98K followers on Instagram alone).

TARGETED NEWSLETTERS

that promote exhibitors to our local community of buyers and professionals.

TARGETED CALLS

that introduce The Tiny Show on Tour and exhibitors to our regional community of buyers.

INSTAGRAM PUBLICATIONS

to highlight brands that will exhibit at The Tiny Show on Tour.

AN ONLINE MAGAZINE WITH READERS WORLDWIDE

that offers exhibitors the opportunity to be featured in a number of articles!

+ ALL THE BENEFITS OF THE COMMUNICATION

from CMC to their network of professionals!



OUR PRICES

SMALL PACKAGE

\$1,950

INCLUDING:

- 1 table
- 2 chairs
- 3 racks or 3 shelves

MEDIUM PACKAGE

\$3,000

INCLUDING:

- 1 table
- 3 chairs
- 6 racks or 6 shelves

LARGE PACKAGE

\$5,000

INCLUDING:

- 2 tables
- 4 chairs
- 9 racks or 9 shelves



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