

9th Annual

ABC Kids Expo[®]

Kentucky Exposition Center



**Sept. 23-26,
2011**

Kentucky
Exposition Center

Louisville, KY



*The Premier
Juvenile
Products Show
in the World*

**Reserve Your
Space Today!**

www.theabcshow.com



Call the ABC Hotline:
(210) 691-4848

If your company name begins with:

0-9 and A-K

Contact: Jonathan Walton - Ext.101

E-Mail: jonathan@theabcshow.com

L-Z

Contact: David Rice - Ext. 112

E-Mail: david@theabcshow.com



EXHIBITOR PROSPECTUS

The New Place to Be in 2011

ABC Kids Expo® is your opportunity to meet face-to-face with domestic and international buyers, media and fellow suppliers at the premier juvenile products show in the world.

- **Newest, most innovative products available**
- **More than 1,000 exhibitors**
- **Nearly 1 million square feet of exhibit space**
- **Themed product showcase areas**
- **Private industry event closed to the public**

Virtually every significant manufacturer or distributor of products for infants and small children will be at ABC Kids Expo® 2011, exhibiting their latest innovative products, networking with established customers, and landing new accounts.

Reap year-round benefits as an ABC Kids Expo® exhibitor:

- Extensive domestic and international direct mail campaign by show management to drive show attendance.
- Frequent print and electronic communication between show management and our large database of retailers that builds relationships and drives attendance.



Work with an award-winning team you can trust:

TRADE SHOW NEWS NETWORK (TSNN)

- First Annual Event Excellence Award for Best Performance by a Trade Show (2010)

TRADE SHOW WEEK

- Fastest 50 Growing Trade Shows in North America (2005 – 2009)
- Winner, Top Trade Show (2005 & 2009)

TRADE SHOW EXECUTIVE

- Ranked in “Gold 100” trade shows (September 2008 & 2009). Currently #54.
- Winner, Fastest & Most Dynamic Growth of a Trade Show in America (September 2008)

IAEE (INTERNATIONAL ASSOCIATION OF EXPOSITIONS & EVENTS):

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

Larry Schur, President/Show Manager, named “Show Manager of the Year” by trade show industry peers (October 2008)

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)



Don't miss out on your chance to take home orders and get leads that will help sustain your business for months and years to come!

RESERVE YOUR SPACE TODAY!
Call the ABC Hotline at (210) 691-4848 or visit www.theabcshow.com for more information.



A Virtual Who's Who in the Industry

Buyers:	6,275
Sales Representatives:	592
Exhibitors:	6,912
Media:	480
Government/Special Services/Other:	396
Total Attendance:	14,655

Taking Care of Business

Retail Stores:	2,507
Media Companies:	197

A Warm Welcome Awaits

Exhibits:	1,003
First Time Exhibitors:	(38%) 382
Total Exhibitor Booths:	3,670
First Time Exhibitor Booths:	(13%) 489

THE POWER OF PARTNERSHIP

Take advantage of the momentum of the 2010 show with our highest attendance ever!

14,655 total attendees – up nearly 7.8% from 2009

6,275 buyer attendees – up almost 5% from 2009

Retailers from 64 countries

The Unique Benefits of Meeting Face-to-Face

Maintaining continued, consistent visibility is critical to businesses today. Exhibiting at ABC Kids Expo® should be a key component of your marketing program because:

- Face-to-face meetings build trust and relationships.
- Education and training are more effective in a live setting.
- Live meetings actually save time and money.
- Live meetings result in a more effective exchange of ideas.
- Face-to-face meetings provide the human connection that powers business.
- Face-to-face meetings create jobs and power the economy.

From "FACE TIME. It Matters." by the Convention Industry Council (CIC)

ABOUT ABC KIDS EXPO®: OUR MISSION

ABC (All Baby & Child) Kids Expo® is a non-profit public benefit corporation that was founded in March 2003. It is a partnership of juvenile products manufacturers and independent specialty store retailers whose primary objective and purpose is to act as a business league that helps organize and produce trade shows and educational conferences for the benefit of juvenile products manufacturers, industry retailers, distributors and manufacturers' representatives of juvenile products. The ABC Kids Expo® is a private trade show for the juvenile products industry and is not open to the general public. For more information about our organization and trade show, contact Larry Schur, Show Manager, ABC Kids Expo®, 12302 Hart Ranch, San Antonio, TX 78249 USA.

It's All Here for 2011

Major Exhibitor Product Categories

- Apparel/ Layette
- Baby Care/ Safety Products
- Baby Gear
- Furniture/ Bedding
- Gifts/ Room Decor
- Maternity Square
- Modern Child
- Naturally Kids
- Service Providers
- Nursing/Feeding
- Toys/Games/ Books/AV



EXHIBITOR PRODUCT SUB-CATEGORIES

Activity / Play Mats
Apparel
Audio / Video Products
Back Packs / Carriers
Banks
Bassinet / Baskets
Bath / Baby Care Products
Bedding – Crib / Cradle
Bibs / Burp Cloths
Bikes / Trikes / Scooters
Birth Announcements / Shower Invitations / Stationery / Photo Albums
Blankets
Books & 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
Desks
Diaper Bags / Travel Products
Diapers & Wipes
Educational Products
Feeding Products
Footwear
Gates
Gift Sets
Glider Rockers
Head Supports / Support Cushions

Headwear
High Chairs / Infant Seats
Jewelry
Layette
Lighting / Lamps
Maternity Products
Mattresses
Mirrors
Mobiles
Night Lights
Nursing Pillows / Shawls
Organic Products
Pads & Covers
Pictures / Picture Frames / Wall Hangings
Playards
Plush
Premie Items
Retail Store Packaging

Room Décor & Accessories
Rugs
Safety Products
Service Provider
Skincare Products
Strollers / Carriages
Sun Protection
Swings
Table / Chair Sets
Toilet Training Products
Toy Chests
Toys
Underwear / Hosiery
Window & Wall Décor
Youth & Teen Bedding
Youth & Teen Furniture



“There was a tremendous turnout for this show, especially in light of the economic conditions that affect all of us. Buyers came to buy and most stayed until the very end of the show.”

Ken Goore, Owner
Goore's for Babies to Teens

“The ABC Kids Expo® is the best opportunity each year to see buyers from all over the world. Not only do the large domestic retailers attend, but also hundreds of overseas chains, dot coms and distributors who are constantly looking for new and different products.”

Patti Sumergrade, Owner
Sumersault Ltd.

“Of the major trade shows I have attended, the ABC show is one of the best run. The amount of customers, friends and buyers in one place at one time is unsurpassed. The show has been a proven success for us year after year.”

Dennis Wolkin, Plant Manager
Colgate Mattress Atlanta Corp.

Stand Out in the Crowd

Maternity Square® Showcase & Runway

Maternity Square® is our newest showcase and features manufacturers of maternity clothing & lingerie, as well as fashion and accessory items such as diaper bags, nursing slings and nursing covers. Runway events will be held within the showcase area during the ABC Kids Expo.

Applications are available by calling the ABC Hotline at (210) 691-4848, ext. 113, or through our web site under the "Exhibitor Info" tab. The deadline for submissions for this year's showcase is March 31, 2011.

New Product Showcase

Our New Product Showcase is a much-anticipated focal point of the ABC Kids Expo®. The 2010 showcase featured over 200 products from more than 100 manufacturers. The evening before the Grand Opening of the event, we host an exclusive 2-hour reception in the New Product Showcase area of the Exhibit Hall for members of the media and independent specialty retailers to preview the hot new products being introduced for the coming year. Because of this fabulous reception, many of these products receive international publicity online before the expo even begins.

Applications are available through our web site under the "Exhibitor Info" tab. Submissions for this year's showcase will be accepted through August 31, 2011, or until the showcase is filled, whichever comes first.



Modern Child® Pavilion

Our popular Modern Child® pavilion features manufacturers who focus on contemporary design and high functionality. This juried section of the show represents the most innovative designs within numerous product categories. Manufacturers' products are reviewed annually in order to ensure compliance with Modern Child's selection criteria.

Applications are available by calling the ABC Hotline at (210) 691-4848, ext. 103, or through our web site under the "Exhibitor Info" tab. The deadline for submissions for this year's showcase is March 31, 2011.



Naturally Kids® Pavilion

The Naturally Kids® exhibitor pavilion showcases manufacturers of environmentally friendly products that are healthy for both families and young children and demonstrate responsibility to our planet and its natural resources. This juried section of the show includes a comprehensive collection of manufacturers from a number of product categories.

Applications for this year's pavilion are available by calling the ABC Hotline at (210) 691-4848, ext. 103, or through our web site under the "Exhibitor Info" tab. The deadline for submissions is March 31, 2011.

"The ABC show is 'The Industry Event' for KidCo. There's no more efficient way to introduce new products, meet potential new buyers or network with existing customers."

**Ken Kaiser, President
KidCo, Inc.**

"The ABC show is the single best place to see buyers who focus on baby and children's products. 99% of the buying power in the juvenile marketplace attends this show, and they are there to find great new products and write orders."

**Kelly Neal Mariotti, President
Green Frog Art**

"I don't know how anyone can even consider NOT exhibiting at the ABC Show. If you want to be in the Infant/Juvenile Industry, you have to show here!"

**Jeff Hutsell, CEO/Owner
Levels of Discovery**



2011 Show Schedule

Exhibitor Setup*

Sept. 20 - 22

New Product Showcase Reception for Media and Specialty Stores

Sept. 22

Trade Show

Sept. 23 - 26

All-Attendee Banquet Reception

(No charge to registered attendees)

Sept. 24

Dismantle*

Sept. 26 - 28

* Children under age 16 are not permitted in the Kentucky Expo Center exhibit and concourse areas during these times. Please plan to make arrangements for childcare away from the convention center.

Exhibit Space

RATES

Information on exhibit booth costs and configurations is available on our web site under the "Exhibitor Info" tab.

SPECIFICATIONS

Single Booth:	10' X 10'
Back Drape:	8' high
Side Drapes:	3' high
Carpet:	Included (No pad)

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 will be posted under the "Exhibitor Info: Booth/Room Specs & Pricing" tab on our web site once they are finalized.

Booth sizes do not apply to the New Product Showcase area 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 (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.

SHARED BOOTHS

You may share a booth with another company that has already registered for the 2011 ABC Kids Expo®, but you must receive approval in advance by show management and the primary exhibitor. See our web site for details.

BOOTH ASSIGNMENTS

ABC Kids Expo® assigns booth space locations using a variety of predetermined factors. Requests for placement on corners, end caps or other booth configurations, or to be near or next to other exhibitors, will be considered but cannot be guaranteed. 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.

Assignments will be made approximately 90 days prior to the show and are not confirmed until payment is received in full.

The 2011 floor plan and exhibitor list will be available on July 1, 2011. To view the 2010 floorplan and get more information about reserving your exhibit space, visit our web site.





Advertising & Sponsorship Opportunities

ABC Kids Expo® offers a wide range of budget-friendly opportunities for you to promote your company name, brand and products – some for as little as \$250. Hurry and choose the ones that are right for you before time and space run out. Available only to our exhibitors and media partners.

TRADE SHOW DIRECTORY

For as little as \$500, your 4-color ad will be placed in the hands of every attendee who walks through the doors at the ABC Kids Expo®. Buyers tell us that they save and use our Show Directory as a major vendor guide all year long, year after year.

MAP BOOK ADVERTISING

Our ABC Kids Expo® Map Book helps retailers navigate through rows and rows of exhibitors while they shop. Starting at just \$550, your message will be in front of all of our attendees in this indispensable tool.

ADDENDUM ADVERTISING

Advertising in our Trade Show Directory Addendum offers high visibility and great rates.

INTERACTIVE FLOOR PLAN

Enhanced listings are available both online and at numerous kiosks on the show floor. Get noticed with an upgraded listing that includes graphics and text, or really show them what you've got with a Flash presentation or multimedia video.

SPONSORSHIPS

Numerous sponsorship opportunities are available for this year's show. Visit our web site for updated information.

Media Center

The Media Center is a private press room 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.

Confirmed exhibitors may also post electronic media kits, press releases and/or special event announcements regarding the show on the ABC web site. See details on our web site.

FOR MORE INFORMATION:

For contact information and details about ways to enhance your presence at ABC Kids Expo®, call Nathan at the ABC Hotline at **(210) 691-4848, ext. 103**, or click on "Advertising & Sponsorships" under the "Exhibitor Info" tab at www.theabcshow.com.





Louisville: *It's All Here!*

ABC Kids Expo® is excited to call Louisville, Kentucky home in 2011.

We bet you will be, too. Here's why.

The Kentucky Exposition Center is close to downtown Louisville and less than 5 minutes from the Louisville International Airport.

This world-class facility features over 1.3 million square feet of indoor exhibition space, meeting rooms and public areas, including Freedom Hall, a 19,000 seat indoor arena. A full-scale amusement park is also on the property.

Just a few minutes' walk or 5 minute drive:

- **Churchill Downs**, home of the **Kentucky Derby** and **Kentucky Derby Museum**
- **Glassworks**, housing 50 glass artists, and open daily for tours and special events
- **Kentucky Center for African American Heritage**
- **Muhammad Ali Center**
- **Frazier International History Museum**
- **Shopping malls, restaurants, cineplexes, and a variety of hotels**

Within a 15 to 20 minute drive:

- **Fourth Street Live**, a \$70 million downtown complex of restaurants, coffee shops, bars, nightclubs and other entertainment venues
- **Main Street**, home of the **Louisville Slugger Bat Factory & Museum**, **Louisville Science Center & IMAX Theater**, and the **Kentucky Museum of Arts & Design**
- **Market Street**, offering one of the region's most unique antique malls, and a number of contemporary art galleries and restaurants in a newly revitalized area
- **Fourth Street Wharf**, with **The Belle of Louisville**, a restored 1800s paddle wheel steamboat with daily cruises along the Ohio River
- **The Louisville Zoo**, spotlighting the **Gorilla Forest**, a 4-acre natural habitat for 12 western lowland gorillas
- **The Kentucky Center for the Arts**, **Louisville Ballet**, **Actor's Theatre of Louisville**, **The Louisville Orchestra** and **The Kentucky Opera**
- **Slugger Field**, home of Louisville's AAA baseball franchise and farm team for the Cincinnati Reds
- **Harrah's Horseshow Southern Indiana Casino**, just across the Ohio River, with a 503-room hotel, 8 restaurants and 93,000 square feet of Las Vegas style gambling available 24/7

Louisville is at the hub of several major interstates and within driving distance of more than half of the U.S. population. Louisville International Airport is served by most major carriers and offers direct flights to many major cities. Easy access, minimal cab fares and an extensive mass transit system make getting around Louisville fast and easy.

Shuttle service will be provided to/from our 20 host hotels during set-up, show hours and tear down. Visit our web site often as we continue to add information about show events, transportation, lodging, dining and entertainment.

Louisville
DO SOMETHING ORIGINAL.

Photographer: Dan Dry



Restaurants

Photographer: Dan Dry



Theatre



Fourth Street Live!



Parks



Museum Row



Galleries/Antiques

ABC Kids Expo®

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