14th Annual ABC Kids Expo
October 18-21, 2016
Las Vegas Convention Center
Las Vegas, NV

The world of juvenile products—
all in one place.

Call the ABC office at: (210) 691-4848
If your company name begins with:

0-9, A-F
Contact: Belinda Wallace - Ext. 112
E-Mail: belinda@theabcshow.com

G-O
Contact: Denise Gamboa - Ext. 110
E-Mail: denise@theabcshow.com

P-Z
Contact: Becky Alarcon - Ext. 101
E-Mail: becky@theabcshow.com

International Pavilions & Exhibitor Registrations with Asian Addresses
Contact: Taylor Hamman - Ext. 116
E-Mail: taylor@theabcshow.com

Reserve Your Space Today! • www.theabcshow.com
Explore the benefits of attending the 2016 ABC Kids Expo®, the world’s premier juvenile products trade show, as we return to Las Vegas for our 14th 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 in over 1 million square feet of exhibit space.

Engage with international buyers, media and fellow suppliers, when over 1,000 exhibitors and over 12,000 attendees are expected to converge at this private trade event.

Experience the best this industry has to offer, both on the show floor and through a variety of networking events.

Benefit from year-round ABC Kids Expo® exhibitor promotion.

- Extensive 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

EXHIBIT HALL

Call the ABC office at (210) 691-4848 or visit www.theabcshow.com to register.

You can’t afford to miss the 14th Annual ABC Kids Expo!

Work with an award-winning team.

TRADE SHOW EXECUTIVE
- Ranked in “Gold 100” trade shows (2008 – 2013) Currently #57
- Fastest 50 Growing Trade Shows in North America (2010 – 2013)
- Winner, Fastest & Most Dynamic Growth of a Trade Show in America (2008)

TRADE SHOW NEWS NETWORK (TSNN)
- 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).
 ABOUT 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.), 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.

2016 Show Schedule

Exhibitor Setup**
Oct. 15 - 17

New Product Showcase Reception for Media and Specialty Stores
Oct. 17

Trade Show
Oct. 18 - 21

Industry Reception
(No charge to registered attendees)
Oct. 18

Dismantle**
Oct. 21 - 23

** 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.

ABC Kids Expo® Show Profile*

All the Right People in One Place

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Buyers:</td>
<td>5,323</td>
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<tr>
<td>Sales Representatives:</td>
<td>513</td>
</tr>
<tr>
<td>Retail Stores:</td>
<td>2,255</td>
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<tr>
<td>Exhibitors:</td>
<td>1,004</td>
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<tr>
<td>Exhibit Booths:</td>
<td>3,259</td>
</tr>
<tr>
<td>Media:</td>
<td>344</td>
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<tr>
<td>Media Companies:</td>
<td>159</td>
</tr>
<tr>
<td>Government/Special Services/Other:</td>
<td>323</td>
</tr>
<tr>
<td>Total Attendance:</td>
<td>12,874</td>
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<tr>
<td>Buyer Countries Represented:</td>
<td>79</td>
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With Room for More (included in total numbers for the year)

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
<td>First Time Exhibitors:</td>
<td>314</td>
</tr>
<tr>
<td>First Time Exhibitor Booths:</td>
<td>423</td>
</tr>
</tbody>
</table>

*2015 final attendance figures
All the Right Products in One Place

Major Exhibitor Product Categories

- Apparel/Layette/Gift
- Baby Care/Safety Products
- Baby Gear
- Furniture
- Health & Nutrition
- Maternity Square®
- Modern Child®
- Naturally Kids®
- Nursing/Feeding
- Room Décor/Bedding
- Service Providers
- Toys/Games/Books/AV

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
- Latte
- Lighting / Lamps
- Maternity Products
- Mattresses
- Mobiles
- Night Lights
- Nursing Pillows / Shaws
- 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 / Hoisery
- Window / Wall Décor
- Youth / Teen Bedding
- Youth / Teen Furniture

Association of Independent Stores (A.I.S.S.) debuts with 4-way partnership of NINFRA, USA Baby, Baby Furniture Plus Assn. and Baby News — Exhibitor wait list swells to over 300 exhibitors

NINFRA resigns from partnership with A.I.S.S. and forms All Baby & Child (aka ABC)

First industry reception — Top of the Riviera

At that time, the largest event ever held in the juvenile products industry

ABC launches "Retailers Reward Program" for participating specialty retailers

ABC Team wins its first of many prestigious awards — 1st Place Trade Show Week Fastest 50 award for the growth of a trade show (see page 2)

ABC launches New Product Showcase and Modern Child® Pavilion

ABC launches Early & Often program

ABC launches the Naturally Kids® Pavilion

Introduction of The ABC Trolley and Money Vault for retailers

ABC Kids Expo Timeline

Charitable Donations

$100,000 Feed the Children

$175,000 Feed the Children, American Red Cross, United Jewish Communities, K.I.D.S.

$150,000 K.I.D.S.

$150,000 K.I.D.S.

$210,000 K.I.D.S., First Candle

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New Product Showcase

Located in the upper level hall near the registration desk 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 web site under the Learn More > Exhibitor tab. Submissions for this year’s showcase will be accepted through August 31, 2016 or until the showcase is filled, whichever comes first. For more information, contact Sarah at (210) 691-4848, extension 111, or sarah@theabcshow.com.

Modern Child® Pavilion

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 web site under the Learn More > Exhibitor tab or by contacting Becky at (210) 691-4848, ext. 101, or becky@theabcshow.com.

The Invention Connection

ABC Invention Connection returns after its successful debut at our 2013 show. Located inside the lower level exhibit hall entrance, this enclosed 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 Taylor at (210) 691-4848, ext. 116, or taylor@theabcshow.com. Deadline for submissions: August 1, 2016.

To learn more, visit our website at theabcshow.com.

Maternity Square® Showcase & Runway

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 2016 Runway Show – The Live Event! will be held on October 19th at 2:00 p.m.

Get more information under the Learn More > Exhibitor tab on our web site or by contacting Taylor at (210) 691-4848, ext. 116, or taylor@theabcshow.com. Deadline for submissions: August 31, 2016.

To learn more, visit our website at theabcshow.com.
RATES
Information on exhibit booth costs and configurations is available on our web site under the Learn More / Exhibitor tab.

SPECIFICATIONS
<table>
<thead>
<tr>
<th>Single Booth:</th>
<th>10’ X 10’</th>
</tr>
</thead>
<tbody>
<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 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.

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 2016 floor plan and exhibitor list will be available approximately 90 days prior to the show. To view the 2015 floor plan and get more information about reserving your exhibit space, look under the Learn More > Exhibitor tab on our web site.
Advertising & Sponsorship Opportunities

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

**ADVERTISING** — We offer three advertising categories. Reach your show goals by reaching your targeted buyers/retailers with these budget-friendly options. Choose from a single category 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: Virtual Listing Enhancements
- The Virtual Show: Targeted Event Action Mailer
- Attendee e-Newsletter Announcements

**AT-SHOW MARKETING**
- Show Directory Ads
- Addendum Ads
- Floor Plan Map Ads
- ABCtv Commercial Opportunities
- “The Center” Media Carousel
- Tote Bag Inserts
- Floor Logo Adhesives
- Window & Door Clings

**POST-SHOW MARKETING**
- The Virtual Show - Virtual Listing Enhancements
- Attendee “Wrap Up” e-Newsletter Announcements

**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 DeAnna at (210) 691-4848, ext. 103, or deanna@theabcshow.com.

**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.
“ABC is one of the best shows for us anywhere in the world. They consistently deliver the buyers and target market we are looking for. Furthermore, their team is an absolute pleasure to work with, which makes it very easy for brands to represent ourselves to our full potential.”

—Keith Hyams, Cake Lingerie

“We have presented in the Maternity Square Pavilion for the past couple of seasons with great success! We find that being positioned around other maternity products helps buyers understand the trend direction and merchandising potential of this growing market segment.”

—Kristal Gaston, UpSpring Baby

“The ABC show consistently delivers great customers and has helped our company grow in the U.S. and abroad. We look forward to the show every year and all the future possibilities. ABC always delivers!”

—Loretta Schneider, Larrivo

*2015 final attendance figures.