April 4th, 5th 2020
Centre of Excellence Macoya Trinidad

Reserve Your Space Today
www.123KidsExpo.com

KiDS expo
...a market place for all things children
Collaborate with other exhibitors, and form new cocreation ventures with others who may be offering related services or products

Connect with new buyers and those interested in your brand, by extending your reach beyond your physical location

Communicate your message, to a large and captive audience who are interested in your products or services

About 123 Kids Expo

At a macro level, the 123 Kids Expo is a business forum geared towards the promotion of a world of quality child-centric products and services and will highlight what’s new and what’s next- showcasing exhibitors from around the world with technology driven innovation.

This event reaches a wide demographic throughout the Caribbean because - it is the only one of its kind.
## 123 Kids Expo Show Profile

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Booths</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>Brands Represented</td>
<td>29</td>
<td>33</td>
</tr>
<tr>
<td>Buyers / Visitors</td>
<td>600+</td>
<td>900+</td>
</tr>
</tbody>
</table>

- Nestle
- JMMB
- Milo
- Popcorners
- Samai
- Philips Avent
- Safety first
- Aunt Jackie's Girls
- Kids Originals
- Diquez
- Ushare - Phot Booth
- Kool Kids
- Abbytopia of Hope
- Idium Customized Lamps
- Cliffhangers - Book
- Parenting TT
- E - Sports Caribbean League

- Kids Supply Castle
- Slime
- Brains Brilliants & Beyound - Education
- Sargicor
- Guardian Group
- Just Childish
- Kids Spa
- National Centre for Persons with Disabilities
- Robotics
- Academic Plus
- Bold Print Bookshop
- Dip & Decorate
- Event Desires
- Connect the Dots
- Delhi Palace
- Trinidad & Tobago Coalition for Inclusive Education
Why Exhibit?

Trinidad & Tobago is located in the southern most caribbean, outside of the hurricane belt. A positive investment climate, Trinidad & Tobago continue to gain recognition as an investment country (www.investtt.co.tt), where foreign attendess have a chance to make one on one contacts, B2B meetings and develop dynamic business relationships. This is evident with the just concluded Trade and Investment Conference (TIC), which hosted both regional and international exhibitors.

Trinidad & Tobago is a stable economy that maintains close relations with it’s caribbean neighbours and major North American and European trading partners. It’s a member of the following international association, United Nations of American States(OAS), Association of Caribbean States (ACS), Commonwealth of Nations World Trade Organization (WTO), Caribbean Community (CARICOM).

The presence of international companies can be seen in all sectors, Trinidad & Tobago continues to gain recognition as a first class country, attracting many international companies, with the recent opening of Little Caesars and ALDO opening it’s doors in 2017.

123 Kids Expo is the most exciting event in the Pregnancy and Parenting Calendar and presents a unique opportunity for exhibitors to connect with a diverse and passionate audience in the juvenile industry.

Whether it’s brand awareness or business partnerships your company is looking to engage in, 123 Kids Expo offers the perfect platform!

* Business to Business meetings.

* Strengthen existing and build new relationships.

* Bring your brand to life in an exciting interactive environment.

* Leverage your marketing budget by association with our national campaign.

* Directly communicate with and educate thousands in your target market at a major industry event targeted specifically at your core customers.

* Boost new business and build brand loyalty.

* Find Partners to accelerate your business.

* Launch new products/services and get instant feedback.

* Conduct market research

* Compare competitive information/techniques/advantages/“push/pull”.

* Align your brand with the Caribbean’s only kids and juvenile event.

* Exhibitor (logistics) support before during and after the event

* Free shuttle service to and from venue at the beginning and ending of each day.
**Product Categories**

- Apparel
- Gift/Accessories
- Room Decor/Bedding
- Furniture
- Toys and Games
- Technology
- Educational Products
- Health and Nutrition
- Footwear
- Interior Decor/Design
- Event Planner
- Jewelry
- Pharmaceutical
- Food and Beverage
- Personal Care
- Craft and Accessories
- Maternity Products
- Safety
- Service Providers
- Organic Products
- Music
- Lighting

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**Market Place**

Provides a Parisian style market place. This floor space allows you to connect with attendees in an open and welcoming environment without the restrictions of a finite booth space, walls and drapes. Attendees will be able to move freely and interact with exhibitors featuring different products all at once.

The marketplace is designed for small & start up businesses showcasing a wide variety of trendy, stylish clothes, accessories, gifts, speciality products and services.

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**You can’t afford to miss the 3rd Annual 123 Kids Expo**

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123 Kids Expo is connecting NGO’s with the audience of kids & family while giving support to the public through seminars and interactive workshops.

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Call us at 1 868 712 7669 or visit www.123KidsExpo.com
EXHIBITOR SPACE

The 2020 floor plan and exhibitor list will be available approximately 90 days prior to the show.

RATES

Information on exhibit booth cost and configuration is available on our web site under Exhibitor tab / Booth space spec and pricing.

SPECIFICATIONS

Single space: 3m x 3m

Back drape: 8’ high

Marketplace: 6ft x 8ft’ space

BOOTH PRICING

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Cost per Booth</th>
<th>Deposit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table Top</td>
<td>$220 US</td>
<td>25%</td>
</tr>
<tr>
<td>3m x 3m</td>
<td>$750 US</td>
<td>25%</td>
</tr>
<tr>
<td>5m x 5m</td>
<td>$1150 US</td>
<td>25%</td>
</tr>
<tr>
<td>Small Pavilion</td>
<td>$2700 US</td>
<td>25%</td>
</tr>
<tr>
<td>Large Pavilion</td>
<td>$3500 US</td>
<td>25%</td>
</tr>
</tbody>
</table>

BOOTH ASSIGNMENT

123 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.

123 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.
Advertising & Sponsorship Opportunities

Position yourself as a leader in the industry with our budget - friendly advertising and sponsorship opportunities

E Newsletter Advertising
Included in one weekly newsletter of the upcoming show. Limited Spots available.

Website Banner AD
Have your brand visible on our homepage with an Mrec clicking through to your URL.

Additional Social Media Coverage
Connect with our social audience on Facebook, Instagram, Twitter, and Youtube

Event Bag
Include a sample, flyer or publication in the social event bag

Product Placement
Bathrooms
If you have a beautiful hand soap, sanitizer or moisturiser, why not get our visitors using them while they’re at the show?

Café tables
We’re looking for a hand sanitizer to have on the café tables for mums to clean their (and their little ones) hands before enjoying their lunch. It’s a great product placement and sampling opportunity

Sponsorship Opportunities
If you are looking to make an even bigger impact, several sponsorship opportunities are available. Visit the Sponsorship section on our website

PLACE YOUR ORDER
All Advertising and Sponsorship Opportunities are available on a first come first serve basis. To reserve your space, contact Kaisha at 712 7669 or kaisha@123KidsExpo.com
All categories of baby and juvenile products.
Maternity | Babies | Tots | Kids | Teens

**Business** - 123 Kids Expo will grant access to our database prior to the show to ensure successful market entry by connecting directly with key buyers, learn their sourcing requirements and start getting sales orders.

**Exhibitor support** - provide a marketing support to increase your visibility and efficiently extend your reach into the greatest kids consuming market.

**Maximize your product awareness** - Integrated content Marketing. Take advantage of our extensive domestic communication network to announce your presence before the show. We integrate your news into our newsletters and social media platforms.

**Sponsorship packages** - Position yourself as a Key Player in the Market. Create more visual awareness of your brand through numerous sponsorship opportunities.

**Identify New product Development Opportunities** - Anticipate what products will be in need and produce innovative items that can potentially revolutionize the marketplace.

**Workshops** - Present and discuss your latest innovations with stakeholders in the industry and invited buyers.

**Networking Reception** - Network with decision makers and exchange ideas at the cocktail reception on the first day of the show.

**Best booth Competition**: Win your booth space free and 50% off 2021 show.