



**KIDSPACE**

**4 - 6 JUNE, 2024**  
**DUBAI WORLD TRADE CENTRE**

**Transforming kidspaces**  
with product, design and technology





Unveiling KIDSPACE, the new B2B trade exhibition dedicated to all things kids' from furniture, décor, and furnishings to kids' mobility, technology and apparel.

Join us as we bring together thousands of bold B2B buyers from across the MENA region who are hungry to source the latest products from the biggest suppliers and manufacturers. Your products will be front and center for an audience actively seeking the latest trends and innovations.

# WHY EXHIBIT AT KIDSPACE?

- **Targeted Audience:** Capture the attention of **retailers** who are eager to discover what's new and exciting for their retail space. Meet your next **distributor**, who can help place your products in the hands of the MENA market, distributing far and wide.
- **Brand Exposure:** Amplify your brand in one of the world's most fast paced and growing markets, MENA, in the heart of Dubai. A chance to shine and leave a lasting impression on potential customers of this exciting region.
- **Networking Opportunities:** Engage with fellow exhibitors, industry influencers, and potential clients during our networking events. Build valuable connections that can elevate your brand and open doors to new collaborations.
- **Media Exposure:** Benefit from extensive media coverage and social media buzz surrounding the event. Your brand will be in the spotlight, reaching a targeted audience and creating a buzz that extends far beyond the trade show floor.

## PRODUCT SECTORS

Furniture, Furnishings & Room Decor

Kids Mobility (Prms/Strollers, Car Seats etc)

Education & Play Areas

Kids Care & Hygiene

Technology, Safety & Security

Stationery & Gift Items

Textile and Apparel

Licensing



# 2024 HIGHLIGHTS

## FIND THE BUSINESSES AND BUYERS MOST RELEVANT TO YOU

**150+**  
Brands

**20+**  
Countries





**4**  
Interactive Experiences

KIDSPACE is all about what makes kids' and babies' lives amazing. From adorable kids' furniture and playful accessories to essential children's gear like prams, car seats, and carriers, this is your golden opportunity to showcase your latest and most enchanting collections to keep the tiny tots happy.

Our new kid's hub is your gateway to the vibrant and bustling MENA region, where countless families are seeking high-quality products and solutions for their little ones. Connect with some of the well-known retailers, including **Alshaya Group, Al Tayer Group, Crate and Barrel, IKEA, and KARE UAE**. The stage is set for your brand to shine and make a lasting impression in an industry exploding with potential.



# DIRECT ACCESS TO BUYERS

-   
Retailers
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Distributors
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Interior Designers
-   
Procurement Professionals

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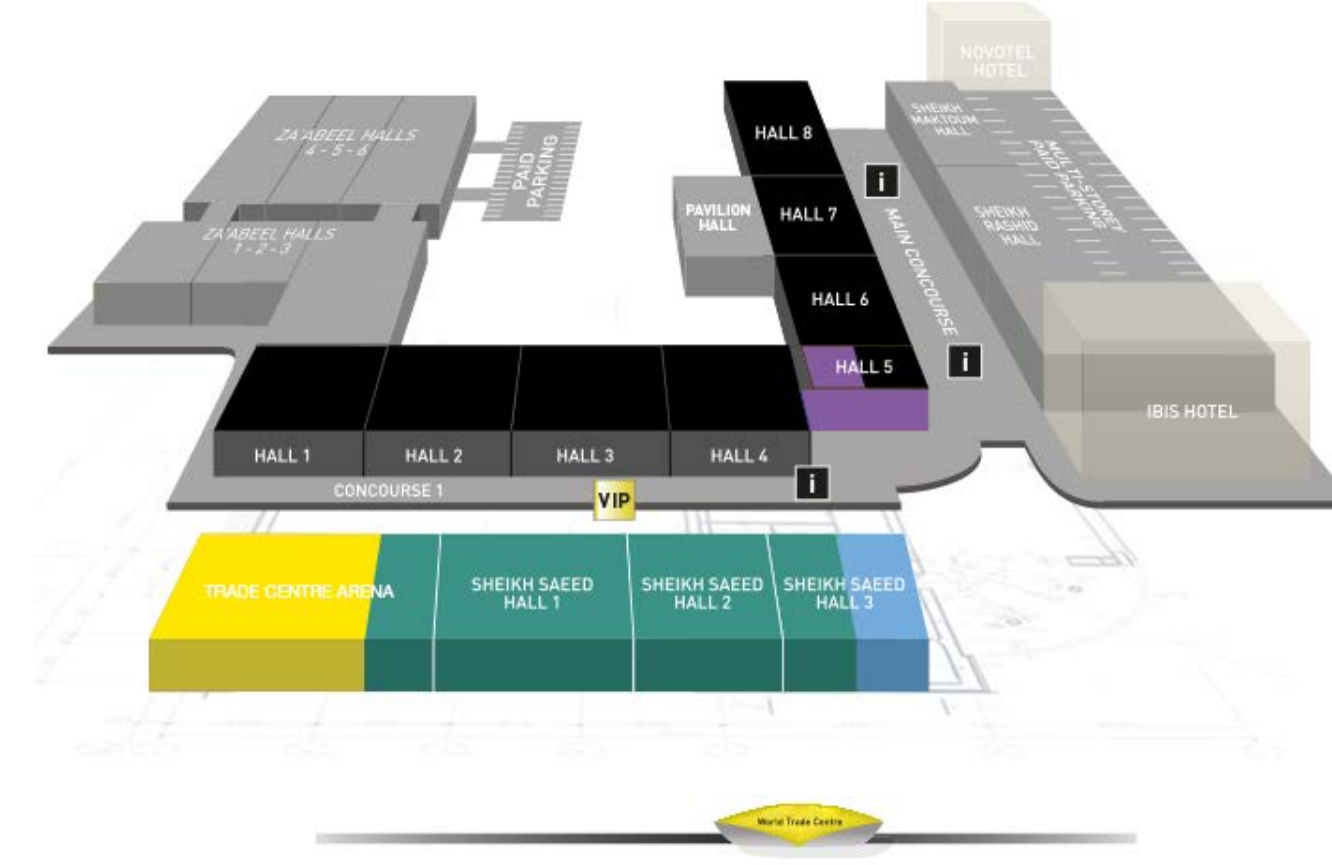
- INDEX**
- Furniture and Components
  - Accessories and Décor
  - Kitchen and Bath
  - Design and Fit-out
  - Art
  - Flooring and Surfaces






- WORKSPACE**
- Workplace Interiors
  - Workplace Technology
  - Workplace Wellbeing

- LEISURE SHOW**
- Wellness and Spa
  - Sports and Fitness
  - Recreation, Fun and Adventure

- THE HOTEL SHOW**
- HoReCa
  - Operating Supplies and Equipment
  - Facilities Management, Cleaning and Hygiene
  - HITEC (Hospitality Technology)

- KIDSPACE**
- Furniture, Furnishings & Room Decor
  - Kids Mobility (Prams/Strollers, Car Seats etc)
  - Education & Play Areas
  - Kids Care & Hygiene
  - Technology, Safety & Security
  - Stationery & Gift Items
  - Textile and Apparel
  - Licensing



-  Halls 1 - 8
-  Hall 5
-  Sheikh Saeed Hall 3
-  Sheikh Saeed Halls 1 - 3
-  Trade Centre Arena

# EXPLORE A WORLD OF DESIGN, COLOR AND CREATIVITY

KIDSPACE has teamed up with INDEX, The Hotel Show, Workspace, and Leisure Show to create an awesome place for people who love cool designs, play, amazing hotels, and fun offices, all under one roof, like magic.



## FAST FACTS

The global kids' furniture and fittings market is projected to reach **US\$ 183.2 Billion** by the end of 2031.

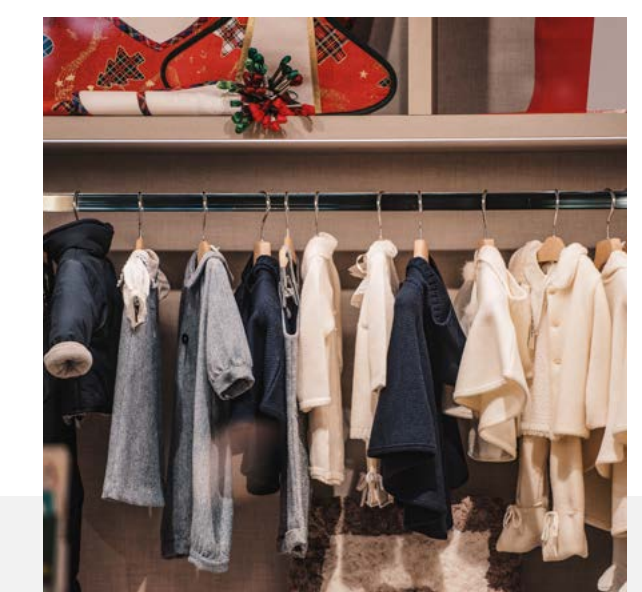
The global baby strollers and prams market is expected to be valued at **US\$ 5.60 Billion** by 2028.

Revenue in the Toys & Games Market is projected to reach **US\$42.58bn in 2023.**

Revenue in the kid's Apparel market amounts to **US\$272.30bn in 2023.** The market is expected to grow annually by **2.57% (CAGR 2023-2028).**

The global early childhood education market is expected to reach **USD 676.7 Billion** by 2030, at a CAGR of **11.8%** from 2022 to 2030.

Global kids cleaning products are estimated to achieve a market size of **USD 6.076 Million** by 2030 at a CAGR OF **6.1 %** FROM 2022 to 2030.



# THREE DAYS OF STRATEGIC DEBATE, INTERACTIVE FEATURES AND INSIGHTFUL DISCUSSIONS

KIDSPACE SEMINARS



## NETWORK. SHOWCASE. CONNECT.

This is your exclusive invitation to dive headfirst into a sea of opportunities, forge strategic partnerships, and build your brand in this thriving industry.

**Exclusive Networking Events:** Unlock thrilling networking experiences by connecting with fellow exhibitors, industry influencers, and potential clients at our range of electrifying networking events. Forge invaluable connections that have the power to catapult your brand within the MENA market.

**Inspiring Content:** The KIDSPACE conference will attract thousands of professionals seeking to expand their insight into the latest trends. Choose to sponsor one the many sessions or conference as a whole and position your brand as an industry leader.

## HOSTED BUYER PROGRAMME

Our bespoke hosted buyers programme is the ultimate business opportunity for exhibitors to meet with both international and regional buyers in a one on one setting. Not only is it a cost-effective way for exhibitors to meet with a wide range of key decision makers all under one roof, but it offers a truly tangible return on investment for exhibitors, ensuring that everyone leaves with a lasting impression and a wealth of new connections.



## MARKETING OPPORTUNITIES

Once you become a signed exhibitor, your promotional journey with KIDSPACE begins. Take advantage of our all-year-round, targeted marketing campaigns to help boost your presence ahead of the show.



**Dedicated marketing campaigns:** From email marketing and PR to social media and digital advertising, your brand's name will be part of innovative campaigns, reaching hundreds of thousands of targeted buyers from across MENA.

**Email reach**  
250,000+ contacts  
Avg open rate: 24%  
Avg CTR: 5.4%

**Social media reach**  
3,766,905

**Website traffic**  
194,000 users (during visprom period)

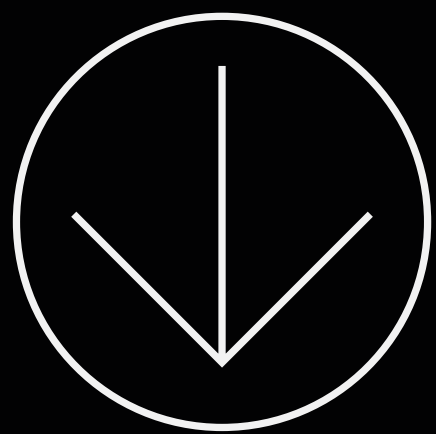
**Expected PR value**  
\$7,906,092

**Pre-Show Activity:** We offer a range of pre-show marketing activities including video interviews, boosted social media announcements and PR activity, to help you get your name out there in the market.

**Show app:** Set up meetings via our show app with key buyers ahead of or during the show. Arrange those key one on one meetings with visitors and discuss potential business opportunities following on from the show.

**Onsite activity:** Activity during the show is at its peak, be part of our exciting social media content, show dailies or PR interviews to reach the local media market.

# SECURE YOUR PLACE AT KIDSPACE



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**dmg** :: events