

EVERYBODY IN!

ONE MARKETPLACE. ALL YOUR BUYERS.

VEGASKIDS

AT LAS VEGAS MARKET

AUGUST 2 - 6, 2010

www.vegaskidslv.com



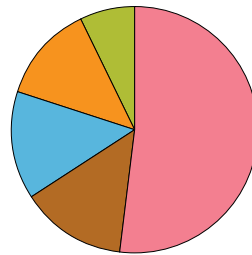
The newly expanded Vegas Kids at Las Vegas Market brings together the full spectrum of kid's furniture markets together for one super-convenient, opportunity-packed selling event.

Being co-located with Las Vegas Market means you'll have access to more than 50,000 home furnishings professionals which will allow you to see more clients, write more orders, open up new markets and expand your distribution channels—all in five, high-impact, business-building days.

This new Mega-Marketplace will greatly enhance your exposure and lead-generating options.

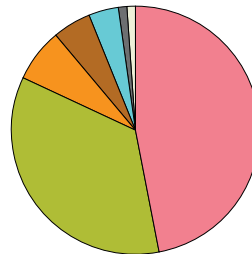
BEING CO-LOCATED WITH LAS VEGAS MARKET, VEGAS KIDS EXHIBITORS WILL BE EXPOSED TO 50,000+ NEW AND KEY BUYERS FROM ALL REGIONS OF THE U.S. AND AROUND THE WORLD.

Domestic Buyers:



- 52% West
- 14% Southwest
- 14% Southeast
- 13% Midwest
- 7% Northeast

International Buyers:



- 47% Canada
- 35% Latin America
- 7% Pacific Rim
- 5% Europe
- 4% Asia
- 1% Middle East
- 1% Africa

Prime Exhibit Space Now Available.

Apply Today.

Contact John Harrison at 702. 599.3052 or
Email john.harrison@lasvegasmarket.com

NEW BUYER ATTENDANCE UP!

Almost nine out of ten exhibitors (88%) indicated that up to half of their business at Las Vegas Market represents "new" accounts they don't see at other markets.

21% of Furniture buyers at Las Vegas Market indicated they were interested in Juvenile furniture.

*Source of Statistics: Las Vegas Market Registration Data, February 2010



COMPREHENSIVE MARKETING CAMPAIGN

- Aggressive VIB program to retain and attract key juvenile buyers by incentivizing and rewarding them for attending
- Direct mail campaigns to entire database of juvenile retailers
- Comprehensive advertising in targeted juvenile trade publications
- High-impact electronic marketing as well as the launch of a new, dedicated website: www.vegaskidslv.com
- Year-round public relations yielding worldwide media exposure
- Onsite seminars and networking events
- Cost-effective brand-building opportunities
- New product promotions
- Dedicated Retail Relations team providing one-on-one outreach to key buyers inviting them to Market
- Database development and list acquisition

FREE ADDED VALUE PROGRAMS

- Electronic co-branded Exhibitor Invitation program
- Co-branded Web Banner Ad and Show Logo for your website
- New product promotions on website and via email broadcasts
- Press kit placement in the Media Center

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KEEP GROWING WITH YOUR MARKETS.

Even in these tough economic times, the juvenile industry remains strong. In fact, statisticians report these categories are expected to experience phenomenal growth:

- **Youth Bedroom Furniture** sales are estimated to grow 12.7% by the year 2013
- **Crib** sales are expected to climb 12.8% over the next 5 years

As reported in Kids Today March/April, May and July 2009 issues.

5 MILLION SQUARE FEET OF PRODUCTIVITY.

World Market Center Las Vegas provides a highly effective business environment that's designed to drive traffic to your booth and maximize your selling opportunities.

- State-of-the-art campus featuring contemporary architectural design
- Three beautiful interconnected buildings, with products grouped by category
- Open, easy-to-walk floor plans with optimum racetrack circulation
- Ample passenger elevators and escalators throughout
- Easy-access freight elevators and loading docks
- Customizable sponsorship packages available
- WiFi access throughout
- Complimentary self-parking, parking garage and valet parking
- Fully-equipped internet lounges and registration areas
- Convenient cafes and food kiosks

VEGAS KIDS EXHIBIT SPACE INCLUDES:

- Freight handling (drayage)
- Exhibitor ID Sign
- 1st night's cleaning
- Standard carpeting and lighting (upgrades available for additional charge)
- 8' MIS Walls (no walls for island booths)
- Exhibitor listing in online and printed directory; iPhone app and on-site kiosks
- Marketing tools including complimentary e-blast program, co-branding opportunities, press kit placement and more
- Electrical access and outlets available for additional charge
- Cost-effective freight storage program between Markets

RATES:

- Up to 499 sq. ft. \$24/sq. ft.
- 500 - 999 sq. ft. \$23/sq. ft.
- 1000+ sq. ft. \$22/sq. ft.

Please contact us for more information on customizable packages.