

Save the Date! *Surf Expo 2011*

Surf Expo, the national tradeshow for the board sports and beach lifestyle industries, is known for providing retailers with the lines that water sports enthusiasts and vacationers want - including the children's market.

"Surf Expo is an amazing, professionally run trade show," says Robert Prescott of r&d international, inc., who is working closely with show organizers to build the number of children's companies as attendees as well as exhibitors. "We are impressed by the multitude of resources for buyers - seminars, speakers, hi-tech interactive kiosks with directional maps of the floor plan, the wake board awards ceremony, stand up paddle board demos and skate park." Robert and his wife Donna design and produce the Young Colors, Silly Sarongs and Frumpy Rumps children's lines. "Any store looking for surf or beach lifestyle products would love to check out Surf Expo."

Now celebrating its 35th year, the 2011 Surf Expo January 6-8 meets retailers' product needs for Spring Break and Summer seasons with more than 375 children's apparel and souvenir/gifts for children, including t-shirts, toys, apparel, accessories and swimwear. "Show organizers are also working to build a 'Kid's Corner,' too," Robert adds, "so future growth for the children's industry is great."

A preview of exhibitors includes the show debut of Robert's Silly Sarongs and Young Colors. Stephen Joseph, KID-U-Not, Fresh Produce, Jibber Jabbers, Just Kiddin Playwear, Anita G, Gossip Girl, Hula Star, Dainty Miss and Snapper Rock are other brands making up this growing segment at Surf Expo. An international presence includes Earth Nymph Design, a new children's headwear line from Australia.

Surf Expo features three fashion shows daily, each including children's lines from exhibiting companies. Children's lines are also featured in the onsite directory on a page dedicated to the market. "Plus, a lot of fun is scheduled, too - like free keg beer and even a Christian Surfers church service," says Robert.

With headquarters in Atlanta, GA, Surf Expo is the largest and longest-running trade show for the board/beach/fashion industry, held in January and September in Orlando, FL. Featuring seven product categories of Resort, Swim, Souvenir, Boutique, Surf, Skate and SUP, it draws buyers from specialty stores across the U.S., the Caribbean, Central and South America and around the world. Surf Expo is endorsed by the Surf Industry Manufacturers Association (SIMA); the Board Retailers Association (BRA) and the Water Sports Industry Association (WSIA). SurfExpo.com.





CELEBRATES 50 Years



Over 19,000 attendees celebrated 50 years of Kind + Jugend in September, considered the world's largest trade fair for baby and toddler outfitting products. Eighty percent of the visitors were from abroad. The number of exhibiting companies was also higher than ever before: The 820 exhibitors from 41 countries at the fair represented an increase of more than 5% compared to the previous event.

Fifteen companies took advantage of the Newcomers offer, which gives young, innovative companies from Germany an opportunity to receive funding from the Federal Ministry of Economics and Technology (BMWi) for their participation at Kind + Jugend, two winning Innovation Awards.

"We have regularly visited Kind + Jugend ever since BabyOne was founded 22 years ago," says managing director Wilhelm Weischer. "The fair's broad range of offerings has always

provided us with lots of ideas, innovative new products and suppliers. In this way, Kind + Jugend has made a dynamic and customer-orientated contribution to enhancing our range of products."

Presentation of the Kind + Jugend Innovation Award — the trade fair's quality seal
The Kind + Jugend Innovation Award's importance at the national and international levels is also confirmed by the number of products submitted by the participants competing for the coveted trophy, which in 2010 rose once again, this time to a total of 213 products. The entries accepted for the competition were all newly developed or enhanced products that are unlike items already available on the market in terms of form, appearance, material properties, ease of use, and/or technology.

The winners of the Kind + Jugend Innovation Award 2010 are: World of Moving Baby (prams and travel

systems); Babyzen, RECARO GmbH & Co. KG; World of Travelling Baby (children's car seats); Cybex Pallas-fix plus Isofix connect, Columbus Trading Partners GmbH; World of Moving Baby & Travelling Baby Accessories (accessories for prams, travel systems and children's car seats) Free Rider, Phil and Teds; World of Baby Safety at Home (safety-related products for babies and toddlers at home); Juka 9, Struck Handelsgesellschaft mbH; World of Baby Textiles (home textiles, baby and toddler clothing etc.); Twinkle Kid UG; World of Baby Care (hygiene products and electrical appliances); iiamo Go, iiamo Aps; World of Baby Furniture (children's furniture and accessories); Angel 2010, Baby Dan A/S.

Save the Date! The next edition of Kind + Jugend is September 15-18, 2011. Kindundjugend.com.

ENK Children's Club: *Spring/Summer 2011 Exhibition*



ENK International wrapped a successful three-day run of Children's Club, home to over 685 top collections ranging from Layetteo to Tween.

The show welcomed a diverse cross section of domestic and international retailers, including names such as American

majors: Saks Fifth Avenue, Nordstrom, Bergdorf Goodman, Lord & Taylor and Barney's. Specialty and boutique stores continued to be a driving force at Children's Club and retailers were out in force including Z Baby, Lester's, Milk and Honey Kids, Pennies From Heaven, Lime Tree, Stac and more.

"The show had a steady increase in the number of exhibitors over the preceding season, topping out at 685," says show director Stanley Kaye. "We were happy to see the number of international retailers grow." Stores such as Gimme New York (Tokyo), Picabo (Istanbul), Bossy Boots (Dublin), Zero to Seven (Seoul), Tweens.com (Brazil), Savini (Antwerp), Kanamatus (Tokyo), Blossom Mother (London) Breeze (Osaka) and Baby and Co (Sao Paulo) were all in attendance. Stanley also notes, "Another area of growth was the continued expansion of on-line retailers, with big names such as Macys.com, GiltGropue.com and Diapers.com (just sold to Amazon.com) seen shopping the aisles."

Save the Date! The next edition of Children's Club is January 23-25, 2011. ENKShows.com

AMERICASMART A t l a n t a

Congratulations! AmericasMart Atlanta's Building 1 celebrates its 50th anniversary in 2011 – it first opened as the Atlanta Merchandise Mart in 1961 – and its long-running role as a premiere U.S. showcase for home furnishings, décor and accents continues with the January 2011 Atlanta International Gift & Home Furnishings Market and Atlanta International Area Rug Market. Building 1 is home (so to speak) to the market's expansive HOME furnishings product mix, encompassing more than two million square feet of merchandise. Spanning 15 floors of permanent showrooms, the HOME product includes high-end, design-driven home furnishings, home accessories, fine linens and textiles, wall paintings, lighting, holiday and floral décor and the world's largest collection of area rugs. With the most complete product collections, the HOME building becomes a destination for retailers to discover more product, experience more diverse offerings and select from more options. AmericasMart.com.



ABC Kids: 8th Consecutive Record Attendance

Total attendance climbed to 14,655 at the 2010 ABC Kids Expo - a 7.8% increase from last year and another all-time record for the trade show. Retailer attendance increased by 4.9%, exhibitor attendance by 10.9% and media attendance by 34.1%. Booth count increased by over 350 to 3,670 exhibits. Retailers from 64 were in attendance. The ABC Kids Expo is a partnership of juvenile products manufacturers and independent specialty store retailers organized for the purpose of promoting the children's products industry and is not open to the general public.

"All Baby & Child Inc., parent company of the ABC Kids Expo, wishes to thank all participants in the 8th Annual ABC Kids Expo," says promotions and production manager Eric V. Seemann.

"Currently, we are actually at over 600 manufacturers registered to exhibit for over 3000 booth spaces at the event in Louisville, KY on September 23 thru 26." TheABCShow.com.

Save the Date! Registration for the All Baby & Child Spring Educational Conference in Fort Worth, TX on May 2-4, 2011 will be available soon. 