



WHERE KIDS COME FIRST

Welcome to the Hyderabad Kids' Fair!

Join us for an extraordinary exhibition filled with fun, learning, and endless excitement.

31 01 02 JAN - FEB
2025

Lifestyle
Education
Nutrition
Hobbies



Concurrent Show

**PETEX
INDIA**
PET INDUSTRY EXPOSITION

Where Kids and Pets Connect

WELCOME TO THE HITEX HYDERABAD KIDS' FAIR - B2C

17th Hyderabad Kids' Fair, taking place from 31st Jan - 02nd Feb 2025 will be the best weekend of the season in Hyderabad with loads of edutainment, creative learning, interactive sessions and playful activities.

Unlimited entertainment, games, workshops, arts & crafts, competitions, role- plays, music, shopping, fun rides and yummy food! You name them, and we've got them.

17th HITEX Hyderabad Kids' Fair will host a great line-up of high-spirited activities and promote creativity, positive thinking, healthy growth, physical activity, sports, self-esteem and confidence in kids.

HITEX Hyderabad Kids' Fair attracts thousands of visitors each edition and is consistently proved to be a must-participate event for kids' products companies who want to exhibit their brands and products to large audience.

It's a double-treat for kids and families to take home a great experience from the well-planned activities and to explore and buy extensive products from the leading brands.

ABOUT HITEX

HITEX Hyderabad International Trade Expositions Ltd.) is an event organizer that pays attention to minute details from concept to realization and organizes 10 shows annually, namely HIMTEX, IPEC, ECO SUSTAIN EXPO, PHIC Expo, PETEX, SportExpo, Kids'Fair, LDF India, All In Print Expo and Business Women Expo.





WHY EXHIBIT?

Reach a Captive Audience: The Hyderabad Kids' Fair attracts thousands of visitors, including parents, children, and families eager to explore the latest trends and offerings for kids.

Boost Brand Visibility: Showcase your products, services, and innovations to a diverse audience, establishing your brand as a leader in the children's market.

Generate Sales Opportunities: Engage with potential customers, build connections, and drive sales through direct interactions and demonstrations.

Gain Valuable Insights: Receive feedback and insights directly from your target audience, helping you refine your offerings and better understand their preferences and needs.

EXHIBIT CATEGORIES

Toys and Games: From educational toys to interactive games, display your latest creations that inspire imagination, learning, and fun.

Fashion and Accessories: Showcase trendy and stylish clothing, footwear, and accessories for children, catering to their unique tastes and preferences.

Books and Learning Materials: Present a wide range of educational books, interactive learning materials, and digital resources that enhance children's knowledge and skills.

Art and Craft Supplies: Display a variety of art supplies, craft kits, and DIY materials that encourage creativity and artistic expression.

Sports and Outdoor Activities: Highlight sports equipment, outdoor games, and recreational products that promote physical fitness and an active lifestyle.

Technology and Gadgets: Present innovative gadgets, interactive devices, and digital platforms designed specifically for children's entertainment and education.

Food and Nutrition: Highlight products and services that promote healthy eating habits in children. This category encompasses a wide range of offerings, from nutritious snacks and beverages to dietary supplements and meal planning solutions.

EXHIBITOR BENEFITS

Brand Exposure: Gain visibility through dedicated promotional campaigns, social media coverage, and inclusion in our official event materials.

Networking Opportunities: Connect with industry professionals, potential partners, and fellow exhibitors, fostering collaborations and business relationships.

Dedicated Exhibitor Space: Showcase your products and services in a well-designed exhibition area that maximizes visibility and engagement.

Marketing Support: Benefit from marketing assistance, including exhibitor toolkit, guidelines, and promotional materials to help you make the most of your participation.

On-Site Services: Enjoy logistical support, including booth setup assistance, access to utilities, and dedicated staff to address any queries or concerns.

EXHIBITOR PROFILE

Education, Technology

- ◇ Schools
- ◇ Books & Stationery
- ◇ After School Services
- ◇ Kids Magazines
- ◇ Kids TV Channels
- ◇ Mobile Apps
- ◇ Gadgets
- ◇ Gaming Products

Health & Safety

- ◇ Children Hospitals
- ◇ Kids Safety Products
- ◇ Kids Insurance & Banking
- ◇ Children Hygiene Products
- ◇ Kids Cosmetics & Oral Care
- ◇ Children Health Care Services

Playground Infrastructure

- ◇ Furniture
- ◇ Play Equipment
- ◇ Software
- ◇ Playground Infra
- ◇ Security Systems

Kids Apparel & Accessories

- ◇ Casual Wear
- ◇ School Uniforms
- ◇ Kids Cycles
- ◇ Kids Furniture

Sports & Toys

- ◇ Kids Sports Goods and services
- ◇ Educational Toys
- ◇ Play Toys & Games

Training services

- ◇ Kids Food, Beverages & Nutrition

HIGHLIGHTS

3-Day B2C Expo:

- ◇ Fun & Learning
- ◇ Activities & Games
- ◇ Sports
- ◇ DIY
- ◇ Shopping
- ◇ Workshops
- ◇ Food
- ◇ Children's Book Pavilion

What Makes Hyderabad Kids' Fair Special?

- ◇ 16 successful editions so far
- ◇ 25,000+ Visitor Footfall in each edition
- ◇ 100+ Exhibitors in each edition
- ◇ 50+ Fun & Edutainment Activities in each edition
- ◇ One-stop exhibition for all kids' products
- ◇ Participation from all major brands of kids' products

Market Statistics – Hyderabad

- ◇ 12 lakh school-going kids in Hyderabad
- ◇ Over 25% of population is kids under 14 years
- ◇ Tier 1 city for school stationery products
- ◇ ₹55 cr. market for kids' sports goods and accessories



GLIMPSES FROM PAST EDITION



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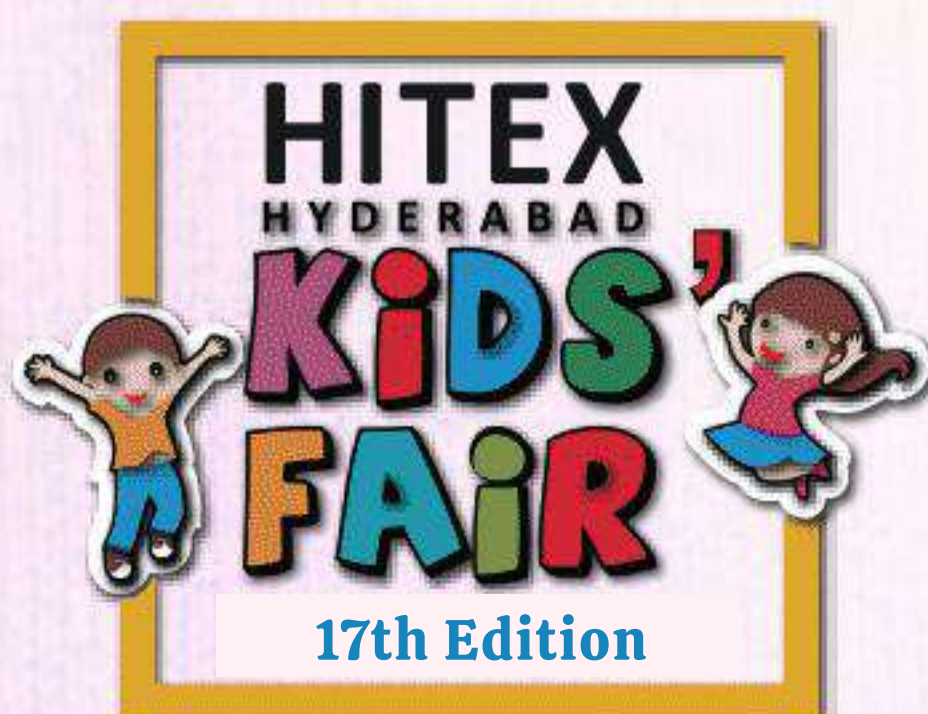


Participation Charges

Stall Cost Particulars	Rate per Sq. M. <i>(Taxes applicable)</i>
Built-up Stall (Min. 9 Sq.M.)	INR 9,000
Bare Space (Min. 24 Sq.M.)	INR 8,500

Shell Scheme Deliverables

- ◇ One Information Desk
- ◇ Two Chairs
- ◇ Three Spotlights
- ◇ Carpet
- ◇ One Power Point of 15A: Max. 500 watts
- ◇ One Wastepaper Basket
- ◇ Fascia with Company's Name and Stall Number



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Organized by:



For enquiries and space booking, contact:

Hyderabad International Trade Expositions Ltd., Trade Fair Office Building,
1st Floor, HITEX, Izzat Nagar, Hyderabad - 500 084, Telangana, India

Purva P

+91 9121211135

Email : pp@hitex.co.in

Saritha Madasu

+91 9121211161

Email : sm@hitex.co.in

