

WHERE KIDS COME FIRST

Welcome to the Hyderabad Kids' Fair!

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

22 23 24 DECEMBER
2023

Lifestyle
Education
Nutrition
Hobbies



Concurrent Show

PETEX
INDIA
PET INDUSTRY EXPOSITION

Where Kids and Pets Connect

Organized by



Associate Partner



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Hospitality Partner



Kids Run Partner



WELCOME TO THE HITEX HYDERABAD KIDS' FAIR - B2C

16th Hyderabad Kids' Fair, taking place from December 22nd to 24th, 2023. 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.

16th 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 7 shows annually, namely HIMTEX, PHIC Expo, PetEx, IPEC, SportExpo, Hyderabad Kids Fair 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



WHY VISIT?

Engaging Activities: Enjoy a wide range of interactive exhibits, workshops, and performances designed to entertain, educate, and inspire young minds.

Learning Opportunities: Discover innovative educational resources, books, and programs that foster creativity, critical thinking, and skill development in children.

Quality Time with Family: Create lasting memories and strengthen family bonds as you engage in shared experiences and exciting activities together.

Explore New Products: Discover the latest toys, fashion, books, and accessories from leading brands, ensuring you stay updated with the best products for your child's growth and enjoyment.

VISITOR CATEGORIES

Parents and Caregivers: Discover a multitude of resources, expert advice, and parenting tips to support your child's development and well-being.

Children (Ages 3-12): Immerse yourselves in a world of play, exploration, and creativity through hands-on activities, games, and interactive exhibits.

Educators and School Groups: Gain insights into innovative teaching methods, access educational materials, and explore opportunities for school collaborations.

Childcare Professionals: Discover new ideas, tools, and resources to enhance your childcare services, ensuring a fun and nurturing environment for the children in your care.

VISITOR BENEFITS

Engaging Exhibits: Experience a wide variety of engaging exhibits, workshops, and live performances that cater to the diverse interests and ages of children.

Learning Opportunities: Gain valuable insights into child development, educational approaches, and resources that can support your child's growth.

Entertainment for All: Enjoy a day filled with laughter, entertainment, and excitement as you engage in games, rides, arts and crafts, and live shows.

Exclusive Deals: Take advantage of special discounts, promotions, and offers from participating exhibitors, allowing you to find great products at affordable prices.

Networking Opportunities: Connect with like-minded parents, educators, and childcare professionals, exchanging ideas and experiences that can enrich your parenting journey.

VISITOR PROFILE

◇ Kids	◇ Parents & Grandparents	◇ Childcare Specialists
◇ Schools	◇ Day Care Centers	◇ Kids' Products Stores





CHILDREN'S BOOK PAVILION

The 16th HITEX Hyderabad Kids' Fair is an exciting and engaging event that brings together young readers, parents, educators, and book enthusiasts to celebrate the world of literature and learning. This event, specifically tailored for children and families, focuses on promoting reading habits, education, and entertainment in an interactive and vibrant environment.

Kids Books Pavilion is an extended component of the Hyderabad Kids' Fair, offering a diverse collection of books catering to various age groups and interests. From picture books and early readers to middle-grade novels and young adult literature, the fair aims to provide a comprehensive selection that appeals to readers at different stages of their reading journey.

Participants can expect to explore a wide array of genres, including fiction, non-fiction, fantasy, science fiction, mystery, adventure, and more. The fair typically showcases books from both local and international publishers, ensuring a rich cultural and literary experience for attendees.

In addition to books, the pavilion is expected to feature activities such as interactive storytelling sessions, writing workshops, panel discussions, and book-related games. These activities foster a deeper engagement with literature, encourage creative thinking, and provide a platform for young readers to interact with their favourite authors and fellow book lovers.

Overall, the books pavilion here would be an opportunity for children and families to discover the joys of reading, explore new stories and ideas, and nurture a lifelong love for books and learning. It's a celebration of literature, imagination, and the power of storytelling in shaping young minds.

BY PARTICIPATING IN THE KIDS'S BOOK PAVILION, YOU WILL HAVE THE OPPORTUNITY TO:

Reach a Targeted Audience: The Hyderabad Kids Fair attracts thousands of families, educators, and book enthusiasts, providing you with a unique platform to connect with your target audience.

Promote Your Publications: Showcase your books, magazines, and other literary materials to a wide and diverse audience, allowing you to gain visibility and brand recognition.

Networking: Connect with other publishers, authors, educators, and literary professionals to explore potential collaborations and partnerships.

Engage with Children and Parents: Engage in interactive activities such as book readings, storytelling sessions, and book signings to create lasting impressions and memories for young readers and their families.

EXHIBITOR CATEGORY:



Publishers



Authors



Comic illustrators & writers

HIGHLIGHTS

3-Day B2C Expo:

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

What Makes Hyderabad Kids' Fair Special?

- ◇ 15 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. (Taxes applicable)
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:

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