



11<sup>th</sup> - 13<sup>th</sup> October, 2019 | Las Vegas Convention Centre

[www.bigboystoysvegas.com](http://www.bigboystoysvegas.com)



# BIG BOYS TOYS | LAS VEGAS

The Innovation & Luxury Lifestyle Exhibition



# The Innovation & Luxury Lifestyle Exhibition

## Why Exhibit at Big Boys Toys

- Big Boys Toys is the ideal platform for brands, products and services to gain valuable exposure from high-net-worth individuals in one of the world's most affluent countries.
- Hundreds of industry executives looking to discover your products.
- Showcase your organization, products and services to potential buyers, product placement professionals and industry influencers.
- Increase your exposure with the hundreds of press in attendance.
- Meet with editors from leading industry and global news outlets.
- Profit from onsite sales to the affluent attendees looking for the latest and most cutting-edge technology.
- Access hundreds of leads through data acquisition.

## Why Las Vegas & Audience Profile

- In 2016, Las Vegas hosted almost 22,000 tradeshows, meetings and conventions in which there was a record-breaking attendance of 6.3 million delegates.
- In 2017, around 42 million people came to the Las Vegas city.
- 61% of Las Vegas visitors attend a show and 16% of the Vegas visitors are international visitors.

## Big Boys Toys showcases unique products and services from the following categories:

### Aviation

The entire range of products and services from the aviation industry-helicopters, UAVs, drones, private jets, gyrocopters, and charter services.

### Adventure

The best products and services in adventure tourism, extreme sports and bespoke luxury travel.

### Fashion

The best and most luxurious brands in fashion, watches, pens, jewelry, and other accessories.

### Drive

Focusing on the latest designs and advances in high-performance vehicles. Witness the fastest, sleekest and most unique automobiles of the world.

### Digital

The latest in digital entertainment, mobile communication, home theatre systems and innovation in electronic entertainment.

### Fashion

BBT brings together different fashion brands and fashion designers for showcasing their creativity to a global audience. Unraveling the best and unique clothing and fashion accessories for the esteemed shoppers.

### Lifestyle

From interior designing, architecture, luxury furniture, art, boutique properties to concierge services, luxury gifts and other life enhancing products and services.

### Marine

Bringing the most exciting products, both on and in water- superyachts, speedboats, submarines, and marine gadgets.

### Off-Road

Find an amazing line-up of off-road vehicles crafted for the best driving experience.

### Ride

Covering everything from cruisers to hi-tech racing machines for dirt, track and road.

### Kids' World

The kids' world exhibition with the latest games, gaming accessories, furniture items, and other luxury products exclusively for the kids.

### Pets' World

Showcasing the premier and luxury pet exhibition with a great range of innovative products ranging from beds, accessories, food, training systems, etc.

### Wellness

Products and services enhancing the well-being, exercise equipment, fitness technology, spa, nutrition, sportswear, anti-aging.

### Woman's World

Woman's world is featuring luxury woman brands with innovative products and services from fashion, wellness, jewelry, adventure, drive, ride, etc.



The event features the most unique and luxurious creations from an amazing lineup of products and services

### Interactive Features:

#### Chill Out Zone

A space created to give visitors the chance to unwind, relax and refresh while enjoying live entertainment and music.

#### Interactive Activities

Experience different activities while visiting the show such as archery, shooting range, simulators, etc., among several others.

#### Marketing and Promotion

Big Boys Toys is marketed with a full-fledged media campaign using various platforms, totaling a value worth more than USD 3 million for exposure.

Advertisements in various lifestyle and luxury magazines and newspapers, online banners on partner's websites, direct mail, newsletters, SMS shots, social media campaigns, TV, and radio spots and outdoor advertisements.

Big Boys Toys is promoted throughout the year with internal newsletters and updates to our network.

### Off-Road



### Ride



### Wellness



#### Objective of the Marketing & PR Campaign

- Sustain the event's reputation as the the innovation & luxury lifestyle exhibition
- Generate pre-event buzz about the event and its exhibitors
- Highlight the event's luxury, innovations and technology aspects

### Testimonials

"It was great for us to present our products, the Magic Flute and Figaro at one the best shows in the Middle East, the Big Boys Toys! The show was well-organized and well-managed with large numbers of visitors looking for new technology. SW Speakers is very happy to be a part of Big Boys Toys."

Sinan Wasif  
CEO, SW Speakers, Luxury Audio Systems

"Big Boys Toys 2015 was truly an excellent opportunity to present the Iris Series Superyachts and a chance to interact face to face with a niche market of clientele including the royal families. We met exhibitors from all over the globe and established connections to collaborate in the future."

Yanisilava Briggs  
Creative Director, Eramotive Superyachts

"We are very excited to launch the Anadi at Big Boys Toys. This show offered us the ideal platform for a spectacular introduction to the market and it gives us the opportunity to reach a big audience in the UAE and across the Gulf."

Adhar Srivastava  
Founder And CEO, Soleil Motors, Supercars

### Facts & Figures:

- > Annual visitors of Las Vegas are 36.7 million, out of which 26% from Southern California and 16% from other countries.
- > Las Vegas is the home of world-class casinos, which gave the city the name-the gambling capital of the world.
- > Las Vegas is also the home 14 biggest hotels out of the world's biggest 20 hotels.
- > Around half of the biggest exhibitions in the USA are taking place majorly in three cities: Las Vegas, Orlando and Chicago.
- > An average visitor to Las Vegas spent at least \$122.66 for shopping.
- > One-third of the population in Las Vegas are millionaires.
- > BBT welcomed the largest number of royal family members than any event held in the Middle East.
- > BBT has a huge network of high-net-worth-individuals.

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An Event By:

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