

winfun[®]

2019-2020 Exhibition Brief

2019.5.07

Brand Positioning

Winfun is a leading international brand of premium developmental products for babies and preschoolers, our systematic development and parenting program help infants to “win” all aspects of inspiration through “fun” play to meet all needs of infants at every stages, like American football coach Bum Phillips said in his 30-year career:

“Winning is only half of it, having fun is the other half”

As coach of the Oilers, Bum Phillips became the winningest coach in franchise history (59-38 record).

Strong creativity and curiosity are the driving force of learning for Children. They get rich experiences, wealth of knowledge and broad horizons through fun play. Winfun’s values and philosophy is really all about play and learn. Play-based learning provides a crucial foundation for children to learn, develop new skills, and build relationships with others. Winfun will help children comprehensive development include, gradually increase their knowledge, stimulate the desire for exploration and creation, develop children's hands-on skill, critical thinking skills , creative problem-solving abilities, observation ability, language and expression ability and so on, through a series of systematic tutorials and parents guidance.

Brand Core Value

To create health, wisdom and happiness for children's growth

To become a world-class educational group and unlock children's unlimited potential



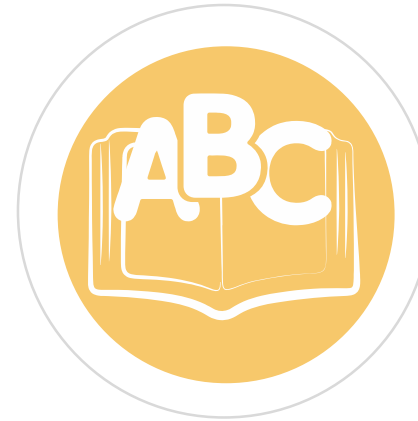
Creativity

More imagination space for children to exert endless creativity



Fun

Win multiple inspirations during the fun process



Educational

Systematic learning to improve children's comprehensive ability



Safety

Winfun Products meet international safety testing standards

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Exhibition Design Brief

Part 1 Mini Launch Event Concept

Release new product with new winfun brand image

Kind+Jugend 2019

Part 2 Booth Design Concept

Release new product with new winfun brand image
Kind+Jugend 2019

Booth Design Concept

① **Theme Topic: The Art of Life**

- Release new winfun brand image based on the theme “**The Art of Life**”

② **Baby Products / Toys**

- $\frac{1}{3}$ area to promote toys
- $\frac{2}{3}$ area to promote Baby Products (Stroller / Car Seat / Baby Product)

③ **Booth design look and feel**

- Clean & Simple design / Artistic
- Strong winfun Brand identity with the theme “The Art of Life”

④ **Open Vs. Private Exhibition booth design**

- $\frac{1}{3}$ Open area: winfun Toys
- $\frac{2}{3}$ Private/Semi private demo area: The Baby product is only open to winfun distributors, not for public.

Booth Design Concept

⑤ **Meeting / Conversation Zone Concept**

⑥ **Marketing Promotion Concept** : Play Video (Provide suggestions / methods/ Gift sets for us to promote the brand more effectively)

⑦ **Other considerations:**

- Customers can played/experienced our products, they can understand the brand concept and product advantages
- Clearly to protrude the high quality/safety product image
- How to protect our products when exhibition closed daily ?
- Based on our booth location, please advise that which side is more appropriate to open, to attract more audiences to visit our booth.

Color Reference

winfun Brand color:



PANTONE
1925 C



WHITE

Toys : 4 stages color



1. Red: 1925 C
2. Orange: 1375C
3. Blue: 7460C
4. Green : 334 C

2020 Toys / Baby product Fair

- Booth design + Construction including below 4 shows :
- Same Design Concept : Consistency Design / winfun brand identity / Clean and Simple / eye-catching

1. Booth Design + Construction including below 4 shows :

2. Same Design Concept : Consistency Design / winfun brand identity /

3. Clean and Simple / eye-catching

4. Booth Design + Construction including below 4 shows :

Requirement

1. The quality of booth design and construction is really important to us so that please send us the previous exhibition design portfolio for review reference
2. Please send us the Factory information, e.g: Factory photo, Location etc.

Please offer us:

- 1.Quotation
- 2.Kind+Jugend Booth Design Concept & Visual
- 3.Please advise which of the above fairs that your company can handle
- 4.Company information
- 5.Time schedule