CHICAGO TOY & GAME GROUP, INC. PRESENTS

SPONSORSHIP OPPORTUNITIES

NOVEMBER
Navy Pier
Chicago

Join Top Leaders and Innovators in the Toy & Game Industry

Sponsoring the Toy & Game Conferences during Chicago Toy & Game Week offers prime targeted exposure to driving forces in the industry. Your sponsorship provides exceptional opportunities to:

PROMOTE YOUR BRAND

Boost your profile and generate new business with an address all conference attendees and additional exposure to our large industry mailing lists.

EDUCATE YOUR CUSTOMERS

Align your company as an industry expert by participating in panel discussions with other top influencers. Advertorials and targeted sponsorships help you position yourself as a leader in the field.

DISCOVER NEW OPPORTUNITIES

Get face-to-face access to your target market in our relaxed networking events, connecting directly with top toy industry leaders and decision makers as well as reaching small startups and entrepreneurs entering the market.

The Conferences

A gathering of the world's leading toy and game industry experts and innovative new talents. Our annual conferences at Chicago's Navy Pier in November 2013 were host to presenters and attendees from over 25 countries. There are no other industry conferences that are as prominent or as comprehensive. It is a forum for toy and game industry experts, independent inventors, designers, manufacturers, retailers, manufacturer representatives, distributors, suppliers, marketers, media and related professional services firms to share knowledge, learn about new trends, pool resources, license new products and discover new business opportunities.

Toy & Game Inventor Conference (T&GCon)

Since 2006, T&GCon has connected new inventors with toy industry experts to learn from as well as companies from around the world to show ideas. There are over 100 companies and professional inventors you can learn from in speaking and panel sessions and unrivaled networking with at the many breaks and evening events that are included (PlayCHIC and TAGIEs). Licensing deals do happen here!

International Summit for Professional Inventors (I-SPI)

I-SPI has been a resounding success since its 2011 debut. Organized by inventors and designers, for inventors and designers, I-SPI brings Inventor Relations Executives from dozens of worldwide companies to present their top-secret wish lists to the professional inventor community, followed by two days of private meetings. All this, plus information-packed workshops and networking opportunities.

Inventor Relations Summit (IRS)

In 2013 we introduced this new initiative for Inventor Relations Executives participating in I-SPI to bring the best thought leaders in Inventor Relations together. Tanya Thompson, ThinkFun's Head of Inventor Relations, heads the initiative. Tanya says, "It will be an opportunity for all of us to gather in one room to network, share, and gain knowledge about what it takes to be great at Inventor Relations. It is our hope that this will be an amazing opportunity as the best in our field collaborate and inspire to build a stronger Inventor community and Toy and Game Industry." This initiative was inspired by a 2-day workshop Tanya and Mary Couzin attended in Germany in June 2013, where major German companies gathered to discuss best practices. Held Thursday afternoon during I-SPI, this Summit/Collaboration/Think Tank/Roundtable will be expanding each year.

Who Will You Reach?

Great question! With unrivaled opportunities for education and networking, our corporate sponsors receive prime exposure to many diverse business partners and decision makers. Previous speakers have included executives from Hasbro, Mattel, Spin Master, Disney, Razor, Patch Products, ThinkFun, Fat Brain Toys, Out of the Box Publishing, Marbles the Brain Store, Sears, Rehkemper Innovation, Mayfair Games, Ravensburger, Goliath Games, KID Group, Vivid Imagination, Flair, Walgreens, Shopko, Building Blocks, Best of Best, The Playmakers, LeapFrog, Educational Insights, Buffalo Games, Bananagrams, NH Contract Management, Paladin, Lund and Company Invention, Digital Megaphone, 360KID, BoostAR, ADMI, TAP Marketing, Global Toy News, Peaceable Kingdom, All in 1 Products, Korea Board Games, HATCH Experience, Living in Digital Times, Design Edge, SmartLab Toys, Toy Trends, USAOpoly, Otherdoor Entertainment and many more.

Our goal is to partner with our sponsors, offering the highest value for their investment and connect them with the people they want to meet. We work hard to make that happen.

TOY & GAME INVENTOR CONFERENCE

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor
ONE AVAILABLE
$15,000

- Recognition as Presenting Sponsor at T&GCon, I-SPI and IRS in pre-conference collateral and advertising
- Logo Placement and brief sponsor description on T&GCon and I-SPI Home pages
- Announcement of sponsorship in our industry and inventor newsletters, including logo and brief description of products/services (40,000 and 10,000 subscribers respectively) Prominent company recognition in media promotion (TV, radio, print, websites, social media)
- Prominent company logo on signage at the venue
- Company marketing material on lunch tables and registration tables
- Introduction of a keynote speaker
- Participation on speaker panel
- Skirted table outside main conference room, highly visible to all attendees
- Full-page, 4-color ad in Conference program
- Two full-conference T&GCon registrations – includes PlayCHIC Fashion Show, TAGIE Awards and a skirted table in Inventor Walkabout room
- Up to a 10' x 20' exhibit space at Chicago Toy & Game Fair - for sponsor or one of sponsor's clients
- Guest Post/Advertorial on our industry blog, *The Business of Play*
- Logo placement in published media, inventor and industry newsletters going to over 40,000 industry colleagues
- Press Release announcing Presenting Sponsor

Supporting Sponsor
FOUR AVAILABLE
$10,000

- Prominent company logo on signage at venue
- Recognition and introduction to attendees during Conference opening remarks
- Placement of your company marketing materials on registration table
- One full T&GCon registration – includes PlayCHIC Fashion Show, TAGIE Awards and a skirted table in Inventor Walkabout room
- Full-page, 4-color ad in T&GCon Program
- 10' x 10' booth at Chicago Toy & Game Fair for sponsor or sponsor's client
- Logo placement on T&GCon and I-SPI home pages

Session Sponsor
SIX AVAILABLE
$5,000

- Recognition on program schedule as session sponsor
- Opportunity to be on sponsored panel session
- One full T&GCon registration – includes PlayCHIC Fashion Show, TAGIE Awards and a skirted table in Inventor Walkabout room
- Full-page 4 color ad in T&GCon Program
- Logo placement on T&GCon homepage

Coffee Break Sponsor
TWO AVAILABLE, one each day
$5,000

- Exclusivity on company-branded product placement or table decoration at coffee break area. Coffee served all day and treats on Thursday afternoon.
- One full T&GCon registration – includes PlayCHIC Fashion Show, TAGIE Awards and a skirted table in Inventor Walkabout room
- Full-page, 4-color ad in T&GCon Program
- Logo placement on T&GCon homepage

Other Sponsorship Opportunities
Various Pricing

- $2,500 **Decorate Stage Areas**
  Product/idea must be must be approved by show management and supplied by sponsor. Includes one full T&GCon registration – includes PlayCHIC and TAGIE Awards
- $2,500 **Decorate Registration Area**
  Product/idea must be approved by show management and supplied by sponsor. Includes one full T&GCon registration – includes PlayCHIC and TAGIE Awards
- $2,500 **Name Badge Wallets**
  Includes one full T&GCon registration – includes PlayCHIC and TAGIE Awards
- $1,000 **Advertising Rates**
  T&GCon Program
  Full-page, 4-color ad in T&GCon Program

For more sponsorship information, contact: info@chitag.com or phone 847-677-8277