

The logo for Chicago Toy & Game Week is prominently displayed in the upper left. It features the word "CHICAGO" in a white, rounded font with a black outline, set against a green background with a white grid pattern. Below it, "TOY & GAME" is written in a large, bold, yellow font with a red outline, and "WEEK" is in a white font with a black outline. The entire logo is decorated with yellow stars.

CHICAGO TOY & GAME WEEK

2016 Exhibitor Deck

EXHIBIT WITH US!

The 14th Annual
Chicago Toy & Game Fair

November 19 & 20,
2016

Navy Pier, Chicago, IL

Conference

Awards

Fair

We earned more than **650 MILLION** unique media impressions surrounding our 2015 events...

We had **250+ FEATURES**
in local, national and international media

We reached over **5,000 BLOGGERS**
- more than 400 attended in person - and 300 were
UP CLOSE & PERSONAL at our opening event

More than 1,000 industry influencers attended our events, along with **30,000 CONSUMERS**
...one-third of attendees were under 4 feet tall!

Fair

The Chicago Toy & Game Fair connects popular, emerging and new brands with bloggers, TV, print, radio and 35,000 members of the general public in a highly interactive media-rich environment.

In 2015, we generated over 650 million media impressions.

We are promoting play & innovation, and closing the loop on your marketing cycle with our position right before Black Friday...

... exactly when you want to reach consumers looking for the hottest products.



A photograph of three children in a store, looking at and playing with colorful toys inside clear plastic domes. The child in the foreground is a boy with brown hair, wearing a dark blue long-sleeved shirt, looking intently at a yellow and purple toy. Behind him is a girl with dark hair and a blue headband, also looking at the toys. To the left, another child's hands are visible holding a yellow and purple toy. The background is slightly blurred, showing shelves of other toys.

Fair

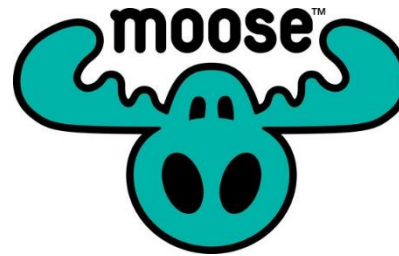
Show your products to print, broadcast and social media at the Fair.

Put yourself in your buyer's shoes, the retailers who talk to your end users every day.

Get your product feedback direct from the end-user, in an unfiltered manner that traditional focus groups don't provide.

Use ChiTAG Fair as your training ground to equip your sales force to describe the customer experience to buyers.

Gather real customer reaction photos and videos to tell the story of your product.



Some of the biggest names in the toy & game industry have leveraged the Chicago Toy & Game Fair to help build their brands.

ChiTAG Fair is also the place to discover new products and trends; all you have to do is watch what the customers play with.



Who do you want your customers to be talking about during the holiday season?

Fair

We have spots on TV, newspaper and radio stations in local, regional, national and international media outlets.

Just as important, we're a nexus for social media. Hundreds of bloggers, smartphone-equipped parents and enthusiastic kids who want to brag to their peers.

How will you make your message go viral?

Debi Sterling of GoldieBlox being filmed by NBC for a segment on the Today Show.

ChiTAG Fair 2016

Frequently Asked Questions



Q: I've heard that you're mostly a game show. Is this true?

A: Not in the slightest. We embrace play in all its forms, and strive to provide a diverse experience for attendees. We have building toys, scooters, dolls, yo-yos... Our goal is to have everyone coming through our gates should leave happy. Our growth trajectory of 20-30% annually since 2008 tells us we're doing a good job of that.

Q: Will there be buyers at the fair?

A: Yes, they're coming to see what the consumers are doing and using this information to plan their ordering for the next year or fill last minute gaps.

Q: Can I sell directly to consumers? Am I expected to?

A: You can, though not all exhibitors do. You should think of us as a media and focus group opportunity. Your ultimate goal is to establish a good reputation with all of our guests and create an experience they will remember after the fair. If you don't sell on-site, you want to make sure that you're on their list and/or they help spread your message.

Q: We have never done a show like this before...

We have assembled a blog "[Having a Successful ChiTAG Fair](#)" containing input from other exhibitors to help you understand and plan for our show.

Last Year's ChiTAG Fair

Floor Plan and Exhibitor List



CHITAG FLOOR PLAN



CHITAG EXHIBITOR LIST

Booth# Exhibitor

1104	501st Legion	815	Extraordinaires Design Studio	1307	Laser Tag	1203	Games
1005	AdMagic	1220	Family Time Magazine	1017	Legends of Adventure, LLC	1203	Robochix - MSOE
1227	Adventure Sandwich		Jump House	420	Living Puppets	615	Robotics Team
424	Amazing Chicago's Fun house Maze	517	Fat Brain	209	Liz Eversoll	428	Sago Sago Toys
221	Ben's Bubble Show	209	First In Recreation & Entertainment, Inc.	416	Magformers	1124	Silver Leaf
1317	Berg Toy	1115	Floppets	1215	Maker Space	621	Smart Toys & Games
1015	Bilingual Kids Lab	815	Flying Pig Games	1015	Malibu Game Company	115	Social Media Recharge Booth
1220	BlueGreen Vacations	119	Ford Tonka Truck	801	Mayfair Games	915	SpaceScooter
1202	Boy Scouts	719	Foxmind	1117	Mega Mania Games	721	Spiel ded Jahres
217	Brickstuff	1217	Frannie	1207	MEL Science, Ltd	1021	Spikeball, Inc.
1200	Brightz, Ltd	409	Funnybone Toys	423	Mercy Magic	701	Spin Master Corp.
1203	British International School of Chicago	119	Funrise Toy	1205	Mission Propelle	715	Spin Master Corp.
1407	Bubble Soccer	315	Future of Play	306	MommyNearest	101	Spin Master Corp. by HP
535	Chevrolet	1301	Galactic Sneeze	401	Moose Toys	125	Sprout Experience by HP
1103	Chicago Chapter of the Illinois Jedi	318	Game Truck	518	Moving Parts, LLC	320	Squirrel & Company
528	Chicago Kids Media	405	Genius Games	427	Mukikim	321	State Farm
1123	Chicago Tribune	405	Genius of Play, Toy Industry Association	815	My Hope Dolls	204	Straight Up Chess
1221	Chicagofun.com	609	Getta 1 Games	1015	Narrows Hill	1006	Street Level Youth Media
527	Child's Play Touring Theatre	515	Giant Jenga	1017	NateCo Holdings, LLC	501	Tactic Games
123	Chill Out Zone, National Lekotek Center	1209	Girl Scouts	123	National Lekotek Center	921	The Game At The Point
1120	Chiro One	901	Goliath	209	Natural Selection	523	The Home Improvement Network
615	Clever Playing Cards	421	Good Time Kids	821	Noochie Golf	305	The Presidential Game
810	CogniToys, Elemental Path	823	Grandpa Beck's Games	1015	Not Parent Approved		Toy Drive near Entrance
1118	College Illinois	608	Griddly Games	923	OffWorld Designs, Inc.	1101	Uncle Milton
1119	Columbia College Games	1017	Harper Toy	521	OgoSport, LLC	444	UPS
215	CSE Games	319	Harvest Time Partners, Inc.	725	Otrio	315	Versa Bricks
1229	Dave and Busters	814	Haywire	411	Pack O Game	1023	VersaHoop
922	Defined Mind - Word wright	219	Hey Its Matthew	317	Paige & Paxton	430	Waxed Hands
		419	Honest Tea	406	Patch Products	815	W R Fun Games
		315	Ikotoys	101	Paw Patrolter, Little Charmers and Chubby Puppies, by Spin Master Corp.	815	WITS Games, Inc.
		529	Indige Face Painting				Toy Drive Booth WJMK-FM CBS Radio
			Entrance Information				
418	Devil's Advocate	205	InPlay Products, Inc.	1015	Persist Marketing, LLC	1107	Word Winder
816	Digital Dream Labs	607	INVICTA Challenge	307	Play with Paint	218	WV Games
		220	JBEE ABBE Creations, LLC	429	Power Home Remodeler	315	Xtraordin Air Toys
		1017	Jo Jo's Gray Rino, LLC	901	Pressman Toy		
		1017	John A. Kikel Enterprises, LLC	206	Purple Pancakes		
				1021	Puzzle Hunt		
815	DiscoverGames.com			720	Ravensburger		
417	Douglas Reuter	307	Keifer Art	601	Razor		
415	Edwin the Duck	215	Keji, Inc.	1122	Renewal by Anderson		
825	Enlivenze, LLC	301	Laser Pegs	819	Rio Grande Games, C&C		
201	EQtainment						

ChiTAG Fair 2016

Partnership Opportunities



\$50,000

Presenting Partner

\$35,000

**Young Inventor
Challenge Partner**

\$35,000

**Young Tech Challenge
Partner**

\$15,000

**Blogger & Media
Breakfast Event Partner**

\$5,000

**Educator Conference
Partner**

\$5,000

**Star Wars Luncheon
Partner**

\$5,000

**Media Recharge Booth
Partner**

\$3,500

Fair Bag Partner

\$2,500

Café Decorator Partner

\$2,500

Name Badge Partner

\$1,000

Program Ad Partner

\$350

**Banner Placement
Partner**

ChiTAG Gala 2016

Partnership Opportunities



\$35,000

**PlayCHIC Partner -
2 Looks**

\$25,000

**PlayCHIC Partner -
1 Look**

\$20,000

**PlayCHIC Partner -
2 Looks BYO**

\$10,000

**PlayCHIC Partner -
1 Look BYO**

\$35,000

**TAGIE Presenting
Partner**

\$20,000

TAGIE Category Partner

\$15,000

**TAGIE Cocktail
Reception Partner**

\$15,000

**TAGIE and PlayCHIC
Dessert Buffet Partner**

\$5,000

Friends of TAGIE Partner

\$1,000

**PlayCHIC Advertising
Partner**

\$1,000

**TAGIE Advertising
Sponsor**

ChiTAG Fair 2016

Partnership Opportunities



Presenting Partner

- Includes 50'x50' booth space (\$45,000 value)
- 20% off additional booth space
- Recognition as Presenting Partner of the Chicago Toy & Game Fair in extensive media campaign (press releases, TV, radio, print and online) & social media campaign
- Company name and logo prominently displayed as Presenting Partner on ChiTAG Week website header throughout website
- Prominent company logo on signage at the event
- Logo placement in published media, recognition on ChiTAG Week homepage, Article in newsletters targeting industry, educators and consumers (245,000 total subscribers)
- Full-page, 4-color ad in Fair Program
- Optional Blog Post/Advertorial on The Business of Play Newsletter
- 4 tickets to the Toy & Game Innovation Awards Dinner (\$1000 value)
- 500 promotional tickets to the ChiTAG Fair (\$5,000 value)

\$55,000

Young Inventor Challenge or Young Tech Challenge Partner

- Includes 30'x50' booth space (\$27,000 value)
- 20% off additional booth space
- Logo and link on event website, registration page, signage
- Article in newsletters targeting industry, educators and consumers (245,000 total subscribers)
- 1 full-page 4-colour ad in official fair program (\$1000 value)
- 20 tickets to ChiTAG Fair
- 4 tickets to Toy & Game Innovation Awards Dinner (\$1000 value)
- Opportunity to give presentation during awards ceremony
- Charitable tax receipt for full value (registered 501c3 charity)

\$35,000

Blogger & Media Breakfast Event Partner

- Includes 20'x20' booth space (\$7,200 value)
- Your company's name, logo, and Partner promotion on Media/Blogger Event Registration pages
- Opportunity to address attendees at Blogger breakfast
- Logo identification on ChiTAG.com
- Logo identification and promotion in three pre-ChiTAG email blasts to media/bloggers/Toy Industry trade
- Pre-show promotion, marketing, social media outreach, press releases
- Extensive media campaign (press releases, TV, radio, print and online) & social media campaign
- Full page, 4-color ad in ChiTAG Week program
- Opportunity to put product or materials into Blogger gift bags

\$15,000

Media Recharge Booth Partner

- Media and Bloggers come here to recharge their phones and cameras as well as sit and relax.
- Place product in booth and greet media in the booth
- Includes 10' x 20' booth space (\$3600 value), with placement near the Recharge Booth

\$5,000

Café Decorator Partner

- Placement of products and/or marketing materials in the café area (subject to management's approval)
- Includes 10' x 10' booth space (\$1800 value)

\$2,500

Program Ad Partner

- Full-page ad in ChiTAG Fair Program

\$1,000

Educator's Conference Partner

- Your logo on Educator's Conference registration pages
- Your logo on the ChiTAG.com home page
- Opportunity to run demonstrations at Educator's Conference
- Includes 12 months of advertising on Games for Educators website and in newsletter
- Includes 10' x 20' booth space (\$3600 value)

\$5,000

Bag Partner

- Attendees receive giant gift bags at entry with Partner's logo to collect products purchased at Fair
- Includes 10' x 10' booth space (\$1800 value)

\$3,500

Banner Placement Partner

- Partner supplies banner(s)
- Banners are placed in stairwells and on balcony overlooking ChiTAG Fair

\$350

Star Wars Luncheon Partner

- Placement of product on Star Wars Luncheon tables
- Opportunity to talk to attendees
- Includes 10' x 20' booth space (\$3600 value)

\$5,000

Name Badge Partner

- Partner's name on all exhibitor, staff, trade, and media name badges at ChiTAG Fair (public does not have badges)
- If Partner wishes to include lanyards, Partner supplies, and we'll use them

\$2,500

Games for Educators Partner

- Website/Newsletter
- Newsletter reaches over 130,000 educators, monthly
- www.g4ed.com

\$350/mo.

ChiTAG Gala 2016

Partnership Opportunities



PlayCHIC Partner 2 Looks

- Includes 30'x30' booth space (\$16,200 value)
- Recognition as Presenting Partner of the PlayCHIC Show in national media campaign (press releases, TV, radio, print and online) & social media campaign
- Company name and logo prominently displayed as Presenting Partner on PlayCHIC website header
- Prominent company logo on signage and step-and-repeat at the event
- 2 unique PlayCHIC haute couture fashion looks (Professional model with accessories and hair/makeup all included)
- Full-page, 4-color ad in PlayCHIC Program
- 5 tickets to the PlayCHIC Show (\$225 value)
- Custom 15-to-30-sec. intro video
- Commercial/product promoted from the runway
- Feature branded content in PlayCHIC's pre-and post-show media campaign
- Full professional photo and video coverage of the event

\$35,000

PlayCHIC Partner 1 Look

- Includes 20'x30' booth space (\$10,800 value)
- Recognition in national media campaign (press releases, TV, radio, print and online) & Social media campaign
- Company name and logo prominently displayed on PlayCHIC website
- Prominent company logo on signage and step-and-repeat at the event
- A unique playCHIC haute couture fashion look (Professional model with accessories and hair/makeup all included)
- Full-page, 4-color ad in PlayCHIC Program
- 5 tickets to the PlayCHIC Show (\$225 value)
- Custom 15-to-30-sec. intro video
- Commercial/product promoted from the runway
- Feature branded content in PlayCHIC's pre-and post-show media campaign
- Full professional photo and video coverage of the event

\$25,000

ChiTAG Gala 2016

Partnership Opportunities



PlayCHIC Partner 2 Looks BYO

- Includes 20'x30' booth space (\$10,800 value)
- Recognition in national media campaign (press releases, TV, radio, print and online) & Social media campaign
- Company name and logo prominently displayed on PlayCHIC website
- Prominent company logo on signage and step-and-repeat at the event
- Professional model with accessories and hair/makeup all included for fashion look you provide
- Full-page, 4-color ad in PlayCHIC Program
- 5 tickets to the PlayCHIC Show (\$225 value)
- Custom 15-to-30-sec. intro video
- Commercial/product promoted from the runway
- Feature branded content in PlayCHIC's pre-and post-show media campaign
- Full professional photo and video coverage of the event

\$20,000

PlayCHIC Partner 1 Look BYO

- Includes 20'x20' booth space (\$7,200 value)
- Recognition in national media campaign (press releases, TV, radio, print and online) & Social media campaign
- Company name and logo prominently displayed on PlayCHIC website
- Prominent company logo on signage and step-and-repeat at the event
- Professional model with accessories and hair/makeup all included for fashion look you provide
- Full-page, 4-color ad in PlayCHIC Program
- 5 tickets to the PlayCHIC Show (\$225 value)
- Custom 15-to-30-sec. intro video
- Commercial/product promoted from the runway
- Feature branded content in PlayCHIC's pre-and post-show media campaign
- Full professional photo and video coverage of the event

\$10,000

ChiTAG Gala 2016

Partnership Opportunities



TAGIEs Presenting Partner (ONE AVAILABLE)

- 30' x 50' space at Chicago Toy & Game Fair (\$27,000 value)
- Designated Keynote Speaker
- Present Lifetime Achievement Award or In Memoriam Award
- Company name/logo engraved on crystal awards, along with honoree
- Two tables reserved at TAGIE dinner (\$5000 value)
- Option to provide company branding and product placement materials as table centerpieces
- Full-page, 4-color ad inside front or back cover of TAGIE Awards Program & Fair program
- Prominent company logo on signage, and verbal recognition at event
- Prominent company recognition on website and in extensive local and national media campaign (TV, radio, print, websites, social media)
- Press release announcing sponsorship

\$35,000

TAGIEs Category Partner

- 20' x 30' space at Chicago Toy & Game Fair (\$10,800 value)
- Designated Presenter for one of the following categories:
 - Excellence in Toy Design
 - Excellence in Game Design
 - Excellence in Character Creation
 - Young Inventor of the Year
 - Rising Star Inventor of the Year
 - Excellence in Electronic Design
- Company name/logo engraved on crystal award, along with honoree
- Prominent company logo on signage, and verbal recognition at event
- One table reserved at TAGIE Awards (\$2500 value)
- Company recognition in extensive local and national media campaign (TV, radio, print, websites, social media)
- Full page, 4-color ad in TAGIE Program
- Company logo on TAGIE website

\$20,000

TAGIEs Cocktail Reception or PlayCHIC Dessert Partner (ONE AVAILABLE FOR EACH)

- 20' x 20' space at Chicago Toy & Game Fair (\$7,200 value)
- Prominent company logo on signage, and verbal recognition at event
- One table reserved at TAGIE Awards (\$2500 value)
- Option to provide your company branded gift bags to attendees, company logo on cocktail napkins product placement at cocktail tables
- Company recognition in extensive media promotion (Print, websites, social media)
- Full page, 4-color ad in TAGIE Awards Program
- Company logo on TAGIE Website

\$15,000

ChiTAG Gala 2016

Partnership Opportunities



Friends of TAGIE Partner

- 4 seats at TAGIE dinner (\$1,000 value)
- Full page, 4-color ad in TAGIE Awards Program
- 10' x 10' space at ChiTAG Fair OR Full-Page 4-color ad in ChiTAG Fair Program

\$5,000

PlayCHIC Advertising Sponsor or TAGIE Advertising Sponsor

Full-page, 4-color ad in PlayCHIC Program

\$1,000

ChiTAG Fair 2016

Booth Pricing and Promotions



Standard Booths are sold in 10x10 increments at \$18 per square foot (\$1800 for 10x10). This includes pipe & drape and a basic sign.

Floor covering, tables and other furnishings may be ordered from our decorator or supplied yourself.

We have partnership opportunities available for a wide variety of audiences. Contact us to discuss your needs and let us customize a package for you.

Our 2016 Exhibitor Manual is available on our website to answer questions pertaining to electric, freight, labor and more.

A large crowd of people is gathered at an event, likely Chicago Toy & Game Week. In the foreground, a large, detailed purple dinosaur costume with yellow spikes on its back is walking on a blue carpet. A person is holding a sign that says "DINOSAUR ZOO". In the background, a large white dinosaur head is visible. The event is taking place in a large indoor space with high ceilings and bright lights.

CHICAGO TOY & GAME WEEK

**Come Out &
Play!**

Chicago Toy & Game (ChiTAG) Group
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