



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

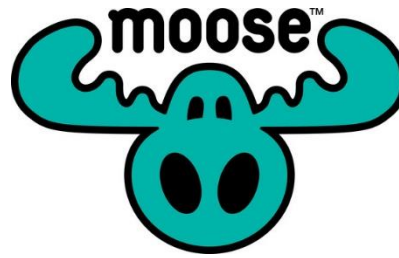
Show your products to print, broadcast and social media at the Fair.

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.

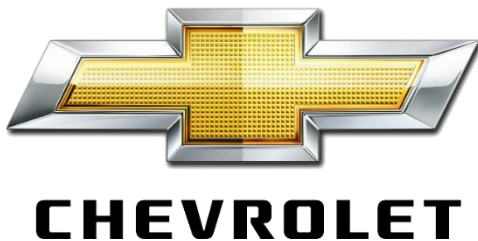
Use ChiTAG Fair as your training ground to equip your sales force to describe the customer experience to buyers.

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



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

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?

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.

Floor Plan and Exhibitor List



CHITAG EXHIBITOR LIST



Booth# Exhibitor

		815	Extraordinaires Design Studio	1017	Laser Tag	1203	Robotics Adventure
		1220	Family Time Magazine	420	Legends of Adventure, LLC	1071	Robotics Team
1104	501st Legion			209	Living Puppets	615	Sago Sago Toys
1005	AdMagic	517	Fat Brain	416	Liz Eversoll	428	Silver Leaf
1227	Adventure Sandwich	407	Fibre-Craft	209	Magformers	1124	Silver Leaf
424	Amazing Chicago's Fun house Maze	209	First In Recreation & Entertainment, Inc.	209	Magic Wand Scenarios	621	Smart Toys & Games
221	Ben's Bubble Show			1215	Maker Space	115	Social Media Recharge Booth
1317	Berg Toy	1115	Floppets	1015	Malibu Game Company	915	SpaceScooter
1015	Bilingual Kids Lab	815	Flying Pig Games	1001	Marektoy Oy/Competo Games	721	Spiel deJahres
1220	Blue-Green Vacations	119	Ford Tonka Truck	801	Mayfair Games	1021	Spikeball, Inc.
1202	Boy Scouts	719	Foxmind	1117	MEGA Mania Games	701	Spin Master Corp.
217	Brickstuff	1217	Frammie	1207	MEL Science, Ltd	715	Spin Master Corp.
1200	Brightz, Ltd	409	Funnybone Toys	423	Mercy Magic	101	Spin Master Corp.
1203	British International School of Chicago	119	Furnise Toy	1205	Mission Propelle	125	Sprout Experience by HP
1407	Bubble Soccer	315	Future of Play	306	MommyNearest	320	Squirrel & Company
535	Chevrolet	315	Galactic Sneeze	401	Moose Toys	321	State Farm
1103	Chicago Chapter of the Illinois Jedi	1301	Game Truck	518	Moving Parts, LLC	204	Straight Up Chess
528	Chicago Kids Media	318	Genius Games	427	Mukiki	1006	Street Level Youth Media
1123	Chicago Tribune	405	Genius of Play, Toy Industry Association	422	My Amazing Monster	501	Tactical Games
1221	Chicagofun.com	609	Getta1Games	815	My Hope Dolls	921	The Game At The Point
527	Child's Play Touring Theatre	515	Giant Jenga	1015	Narrows Hill	523	The Home Improvement Network
123	Chill Out Zone, National Lekotek Center	1209	Gir Scout's	1017	NateCo Holdings, LLC	305	The Presidential Game
1120	Chiro One	901	Goliath	209	Natural Selection		
815	Clever Playing Cards	421	Good Time Kids	821	Noochie Golf		Toy Drive near Entrance
610	CogniToys, Elemental Path	823	Grandpa Beck's Games	1015	Not Parent Approved	1101	Uncle Milton
118	College Illinois	608	Griddly Games	923	OffWorld Designs, Inc.	444	UPS
1119	Columbia College Games	1017	Harper Toy	521	Ogo Sport, LLC	315	Versa Bricks
215	CSE Games	319	Harvest Time Partners, Inc.	725	Orio	1023	VersaHoop
1229	Dave and Busters	814	Haywire	411	Pack O Game	430	Waxed Hands
922	Defined Mind - Wordwright	219	Hey Its Matthew	317	Paige & Paxton	815	We R Fun Games
418	Devil's Advocate	419	Honest Tea	406	Patch Products		WITS Games, Inc.
816	Digital Dream Labs	315	IkoToys	101	Paw Patrolter, Little Charmers and Chubby Puppies, by Spin Master Corp.		Toy Drive Booth WJMK-FM CBS Radio
		529	Indige Face Painting				
			Entrance Information				
		205	InPlay Products, Inc.	1015	Persist Marketing, LLC	1107	Word Winder
		607	INVICTA Challenge	307	Play with Paint	218	WV Games
507	Concessions - Dunkin Donuts Coffee	220	JBEE ABEE 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		
815	DiscoverGames.com			1021	Puzzle Hunt		
417	Douglas Reuter			720	Ravensburger		
415	Edwin the Duck	307	Keifer Art	601	Razor		
825	Enlivenze, LLC	215	Keji, Inc.	1122	Renewal by Anderson		
201	EqEntainment	301	Laser Pegs	819	Rio Grande Games, C&C		

ChiTAG Fair 2016

Partnership Opportunities



\$50,000

Presenting Partner

\$35,000

**Young Inventor
Challenge Partner**

\$15,000

**Blogger & Media
Breakfast Event Partner**

\$5,000

**Educator's Conference
Partner**

\$5,000

**Media Recharge Booth
Partner**

\$5,000

**Star Wars Luncheon
Partner**

\$2,500

Café Decorator Partner

\$2,500

Bag Partner

\$1,000

Name Badge Partner

\$1,000

Program Ad Partner

\$350

**Banner Placement
Partner**

**\$99/mont
h**

**Games for Educators
Partner**

ChiTAG Fair 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**

\$3,500

Friends of TAGIE Partner

\$1,000

**TAGIE Advertising
Sponsor**

ChiTAG Fair 2016

Partnership Opportunities



Presenting Partner

- Includes 30'x50' booth space (\$27,000 value)
- Recognition as Presenting Partner of the Chicago Toy & Game Fair in national 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, industry newsletters going to over 40,000 Toy and Game Industry colleagues, and consumer newsletters going to over 10,000
- Full-page, 4-color ad in ChiTAG Fair Program
- Optional Blog Post/Advertorial on The Business of Play
- 4 tickets to the Toy & Game Innovation Awards Dinner (\$1000 value)
- 500 promotional tickets to the ChiTAG Fair (\$5,000 value)

\$50,000

Young Inventor 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
- Your company promoted through extensive media campaign during weeks leading up to the Fair, including regional and national TV, radio, print and online
- Half page, 4-color ad in ChiTAG Week program
- Opportunity to put product or materials into Blogger gift bags

\$15,000

ChiTAG Fair 2016

Partnership Opportunities



PlayCHIC Partner 2 Looks

- Includes 20'x30' booth space (\$10,800 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 Fair 2016

Partnership Opportunities



PlayCHIC Partner 2 Looks 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

\$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 Fair 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 (\$4000 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 promotion (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 promotion (TV, radio, print, websites, social media)
- Full page, 4-color ad in TAGIE Program
- Company logo on TAGIE website

\$20,000

TAGIEs Cocktail Reception Partner (ONE AVAILABLE)

- 20' x 30' space at Chicago Toy & Game Fair (\$10,800 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 local and national media promotion (TV, radio, print, websites, social media)
- Full page, 4-color ad in TAGIE Awards Program
- Company logo on TAGIE Website

\$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' x10' booth space, 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' x10' booth space

\$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 newsletter
- Includes 10' x 10' booth space

\$5,000

Bag Partner

- Attendees receive giant gift bags at entry with Partner's logo to collect products purchased at Fair
- Includes 10' x10' booth space

\$2,500

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

\$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

\$1,000

Games for Educators Partner

- Website/Newsletter
- Newsletter reaches over 178,000 educators, monthly
- www.g4ed.com

\$99/month

ChiTAG Fair 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

\$3,500

TAGIE Advertising Sponsor

Full-page, 4-color ad in TAGIE 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 a convention, looking at a massive, detailed purple dinosaur costume. The dinosaur has yellow spikes along its back and a long, red, segmented tongue. A tag hanging from its mouth reads "DINOSAUR ZOO". In the background, a large white dinosaur head is visible. The event is taking place in a large hall with a blue carpet.

CHICAGO TOY & GAME WEEK

**Come Out &
Play!**

Chicago Toy & Game (ChiTAG) Group
Jessie Mansbacher
(919)260-8757
jessie@chitag.com
www.chitag.com