

CHICAGO TOY & GAME WEEK



An opportunity to

promote play and Chicago

CHICAGO
TOY & GAME
WEEK



Our City of Chicago



Chicago is known as the toy and game inventing capital of the world, with many of our favorite childhood toys having been (and continue to be) invented, created or discovered here in our City.

For the past decade, toy and game inventors have flocked to our City to the annual Chicago Toy & Game Week in November, which is already a magical time before the holidays, with lights and festivities to encourage kids, friends and families to come out and play.

Adding to the ChiTAG events, Chicago itself is the play destination for both North Americans and international visitors alike putting on a glamorous and exciting week of fun. Be part of the playful atmosphere as the entire City comes alive with play – with a spectacular Magnificent Mile Lights Festival, the Mickey and Minnie Parade, playful culinary delights, amazing shopping, and all the magic and glamour this City offers.



For 2016 we are aiming BIG

and we need you



October

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



Chicago is already

part of the play ecosystem



We are growing every year, and are firmly part of the play ecosystem, alongside ComicCon, GenCon and SXSW in the States, and Essen and Cannes Game Fairs in Europe.



Play events attract people



These events have citywide support, as could we.
It is good for Chicago and it brings economic growth by
bringing business and tourism to Chicago.



GENCON

56,000
attendees

\$50 million
estimated annual
economic impact



SXSW

72,000
attendees

\$317.2 million
estimated annual
economic impact



COMICCON

134,225
attendees

\$165 million
estimated annual
economic impact



CANNES

150,000
attendees

\$? million
estimated annual
economic impact



ESSEN SPIEL

162,000
attendees

\$? million
estimated annual
economic impact



Here's what we've already got on...



**Chicago Toy &
Game Fair**



**Toy & Game Inventor &
Industry Conferences**



**Toy & Game
Innovation Awards**



**PlayCHIC Play-Inspired
Fashion Show**



**Young Inventor
Challenge**



**Playful desserts at
Chicago's restaurants**



**Disney Festival of
Lights Parade**

more
events
here

**Co-created
events**



CHICAGO TOY & GAME WEEK

We can celebrate play

all across Chicago



city-wide
activities



playful
desserts



playful
theatre



art school
installations



fun
transport



gamer
events



Navy Pier
activities



airport
welcome



Flower &
Garden Show



Join our mission to promote play

Here's where we need your brilliance



Join us in our mission to build community through play.
Come help us **PREPARE** for, **DESIGN** for, and **RUN** our events.
Create ways for people of all ages to connect with another
and experience the joy and value of play
during Chicago Toy & Game (ChiTAG) Week.

We look forward to working and playing with you!

Playfully yours,
The ChiTAG crew



Help with designing the experience



Play is what we're about, and we would love all aspects of the experience to be thoughtfully designed, and evoke fun, joy and wonder. If you want to help us craft playful experiences, we need you!



Visual designer



Banner designer



Brochure and Stuff designer



Website content creator



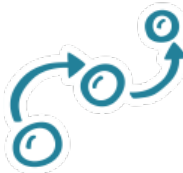
Sensory Experience designer



Entrance designer



Event Planning assistant



Public Relations coordinator



Social media maven



Photo booth creator



Videographer & photographer



Stage Event assistant



Help with liaising and communication



Creating playful experiences requires a lot of cat herding, drumming up interest, collaborating with, and organising stakeholders and groups. If you're great at communication, are organised, playful and creative, we need you.



**Schools
liaison**



**Museums
liaison**



**Scouts
liaison**



**Incubators
liaison**



**Navy Pier
liaison**



**Non-profits
liaison**



**Local business
liaison**



**Restaurants
liaison**



**Found Art
liaison**

**add
your own
adventure**

Talk to us



A stylized logo for 'CHICAGO TOY & GAME WEEK'. The word 'CHICAGO' is in white with a purple outline. 'TOY & GAME' is in yellow with a red outline. 'WEEK' is in white with a purple outline. The logo is decorated with stars and a green and yellow pixelated pattern.

CHICAGO TOY & GAME WEEK

The Legoland Discovery Center logo, featuring the word 'LEGOLAND' in large white letters with a red outline, and 'DISCOVERY CENTER' in smaller red letters below it. A red LEGO brick logo is positioned to the left of the text.

LEGOLAND
DISCOVERY CENTER

A blue banner with the text 'Come Out & Play!' in white, bold, sans-serif font.

Come Out & Play!

An orange banner containing the contact information for the Chicago Toy & Game (ChiTAG) Group.

Chicago Toy & Game (ChiTAG) Group
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