

Innovative - Engaging - Immersive - High Profile - Global - Interactive - Fun



2025 POP Week Sponsorship Opportunities November 6th - 9th





POP Week Events!

Celebrating 23 Years of Global Innovation, Creativity & Connection

Conferences



November 6th-9th

Inventor Pitch & Innovation Conference

Pitches - Meetings - Networking
- Mentoring - Top Speakers

Play in Education Conference

Bringing Play into the Classroom

TAGIE Awards



November 8th

A Global Celebration of Innovation Excellence!

Star Studded Gala!
Entertainment!

Venue - the fabulous Joe's
LIVE Concert Hall!

Young Inventors



November 8th

Support and mentor the next generation of Toy Nation.

The kids need you! Almost a dozen young inventors have gotten licensed generating 20 million in sales.

Toy & Game Fair



November 8th-9th

B2C - B2B - B2M Largest family toy & game event in N.A.!

Kicking off holidays with hot toys and games, Holiday Gift Guide, Star Wars Character Lunch, Influencer media event & more!
New - Product Zones!



Inventor Pitch & Innovation Conference

The Industry's Premier Pitch & Education Event

Be at the Forefront

- Join other industry leaders at the toy industry's most respected, largest and longest running inventor pitch and innovation conference.
- Uncover the next phenomenon in the industry.
- Top Keynote speakers and interesting and inspiring session topics.

Convenient, Efficient, Top ROI

- Conference venue – the most efficient in industry! Your suite is your meeting space.
- Breakfast and evening events for easy and natural networking right in the hotel atrium! Cultivate valuable connections and partnerships.

Most Innovative People Globally

Unparalleled access to most innovative people from all over the world – 25+ countries represented.



Amazing show! The caliber of people and inventions were simply outstanding. The location is perfect! So convenient and affordable! Well done! -Erik Quam, VP of New Product and Business Development, Smart Toys

“Where else can creators, inventors, manufacturers, retailers, and toy & game companies all come together for a few days in November to learn, share cool ideas and, if lucky, make that connection that leads to the next big thing? The energy is just so positive, and it reminds us of how lucky we are to do what we do. The POP inventor conference is not just about feeling good and celebrating our great industry though. It’s an essential component of Hasbro’s external innovation strategy.” - Angus Walker, Hasbro



Toy & Game Innovation Excellence Awards

The TAGIEs: Celebrate & Entertain in Style!



Prestige & Recognition

- THE Global Toy & Game Innovation Awards event of the year honoring the people behind the products!
- Honor your colleagues for their innovative work.
- Multiple award categories to celebrate innovative efforts contributing to the success of a product, but not too many - each is unique and meaningful.
- Tell YOUR STORY and be an industry leader in innovation.

Support Innovators!

- Toy and Game Stunts and special segments.
- Inspiring keynote speakers & honorees.
- PlayCHIC looks showcased during cocktails.
- Spotlight your corporate initiatives.
- Showcase your products to the audience!
- Be a category presenter and many other sponsor options!





Young Inventor Challenge

“Illuminating the STEM Brilliance of Tomorrow's Toy Architects”
-Title of Newsweek article about our Young Inventor Challenge

Inspire, Shape & Mentor the Future

- Spearhead, support and drive creative thinking, STEAM skills & inventing with the next generation of toy professionals
- Kid's inventions have been licensed and are on retail shelves! Sponsors have FIRST PICK in their categories.
- Media opportunity.
- Be a mentor/judge!

Young Inventor Challenge Mission

To inspire the next generation to use creativity, critical thinking, and STEAM skills in the invention and innovation process and to connect professionals within the toy and game industry to mentor these young innovators in their design process.

2024 Summer Camp Edition launched to over 14,000+ kids worldwide thru partnerships with ASTRA retailers and Happy Camper Live camps. 2025 event will be even bigger!





Chicago Toy & Game Fair

Where Consumers, Trade & Media Play Together



Kick off the Holiday Season!

- **B2B – B2C – B2M – 1.52+B media impressions in 2024!**
- **Engage Retailers, Consumers and the Media** at the start of the holiday season – the first week of November!
- **Rosemont Convention Bureau is a hands-on partner:** promoting our events with billboards, 700,000+ email lists and getting local businesses ready to join the fun!
- **Be a part of North America's largest public toy & game fair** with experiential and immersive event.

Special Events

- **Girl Scouts & Boy Scouts** - Badge/patch activations – get your brand involved!
- **Star Wars Character Lunch** – Fan favorite!
- **Games for Guests** in area hotels! Your puzzles, toys, and games could be 'checked out' for guests to play.
- **NEW! Pavilions:** Plush, Pet Toys, Skill Toys, Candy, Puzzles, Ride-ons, Games and Toys!

"Our first time exhibiting at CHITAG Fair (2024) was a fantastic experience. We received wonderful feedback from both kids and parents alike. Mary and the team on the ground at the convention centre were incredibly helpful, answering all our questions and helped facilitate some excellent media opportunities. The CONNETIX team had a great time and we're already looking forward to attending again next year!" - Lisa McCarthy, Connetix, Project Manager, Events, Australia





Chicago Toy & Game Fair

New for 2025: Product Zones

Key Sponsor: Logo on Hanging Sign + Gold Level Benefits

Supporting Sponsor: Product in Supervised Play Area in each Zone





Chicago Toy & Game Fair

The Return of our Star Wars Character Lunch!



Fan Favorite!

- Fun Galactic Themed Lunch (R2D2 Dogs, Chewbacca Nacho Bar, Assorted Jumbo Wookiees, Darth Brownies, Jabba the Punch, Iced Tea and Lemonade)
- Photo opps with members of Star Wars: Galactic Academy: Death Star School of Illinois, 501st: Midwest Garrison & Rebel Legion: Nar Shaddaa Base and more!
- Prize giveaways
- Special Guests





Chicago Toy & Game Fair

PlayCHIC Reimagined!



Your Brand on the Runway!

- Our PlayCHIC toy inspired fashion show ran 2012-2016, before the visual frenzy of TikTok, etc.
- PlayCHIC has been reimagined as an Influencer event at the Fair on Nov. 8th on stage with a VIP area for influencers and sponsors, yet visible so that everyone at the Fair can enjoy and take photos! Use your social following to get ideas for your runway look!
- Looks will also be welcomed during cocktail hour at the TAGIEs!

play
chic





Sponsorship Menu

Innovation Conferences

Week Presenting Sponsor	\$15,000
Evening Networking Event	\$10,000
Keynote and Speaker Sponsor	\$5,000
Attendee Gift Bag	\$5,000
Coffee Break	\$5,000
Branded Event	Quote

TAGIE Awards

Presenting Sponsor: Includes Welcome	\$25,000
Award Category: Present Award, your logo engraved on crystal award – Will sell out fast!	\$10,000
Brand Content in rotation during cocktail hour on all nine large screens surrounding areas	\$2,500
Themed Cocktails, Stunts & Special Segments	Quote

Exhibit at the Fair...

10x10 booth (10x20 for \$3600, etc.) POP
 Members \$1,800 Includes placement in 2025
 Holiday Gift Guide

Young Inventor Challenge

Presenting Sponsor	\$25,000
Awarding Sponsor – Popular!	\$10,000
Separate Deck with More Opps Available on Request	

Chicago Toy & Game Fair

Presenting Sponsor*	\$50,000
Retailer/Media/Consumer Shopping Bags	\$5,000
Games for Guests in Hotels*	\$5,000
Retailer Refreshment Lounge*	\$5,000
Brand Content in rotation on Lobby Screens	\$2,500
Sponsor Holiday Gift Guide	\$10,000
PlayCHIC Influencer Event (see page 9)	\$8,000
Key Sponsor Product (see page 6)	\$10,000
Supporting Sponsor Product Zone (see page 6)	\$2,500
Custom Activations for Your Brand	Quote
Super Power Sensory Hour	Quote
Star Wars Character Lunch	Quote



Sponsorship Benefits

Platinum

- Sponsor Report
- Premium Placement in Media/Marketing
- Custom Created Meme and promotion on POP and in POP social channels
- TAGIE Awards Product Placement (You provide product)
- The Bloom Report Company or Person of the Week Profile
- Social Media Features
- POP Pro or Company Profile
- Your Logo in our Sponsor Block in Newsletters and Website, including the Bloom Report
- Plus Your Specific Event Benefits: Conference, TAGIEs, Young Inventor Challenge and Fair

Sponsorships \$15,000+

Gold

- Your Company's news in Bloom Report newsfeed with images
- TAGIE Awards & After Party Product Placement (You provide product)
- The Bloom Report Company or Person of the Week Profile
- Social Media Features
- POP Pro or Company Profile
- Your Logo in our Sponsor Block in Newsletters and Website, including the Bloom Report
- Plus Your Specific Event Benefits: Conference, TAGIEs, Young Inventor Challenge and Fair

Sponsorships \$10,000+

Silver

- The Bloom Report Company or Person of the Week Profile
- POP Pro or Company Profile
- Your Logo in our Sponsor Block in Newsletters and Website, including the Bloom Report
- Plus Your Specific Event Benefits: Conference, TAGIEs, Young Inventor Challenge and Fair

Sponsorships \$5,000+



2024 POP Week Media Summary

1.52 Billion Impressions:

- 137 online print clips
- 15 broadcast segments
- 3.1M social media reach
- 14M direct marketing promotions
- 205K toy industry email subscribers
- 60K CHITAG ticket email subscribers
- 52 Bloom Report issues
- 70K CHITAG.com unique visitors
- 300k+ PeopleOfPlay.com unique visitors

PR Highlights



POP Website & Newsletter Opportunities

POP & CHITAG Website Ads and Banners

Reach Consumers, Trade & Media on PeopleofPlay.com – **over 147,000 unique visitors in 2024**

Reach the Trade on CHITAG.com – over 70,000 unique visitors

Every person we reach is one more person that could be your next customer!

Our websites and newsletters reach 165 countries.

Branded POP Pub Zoom Networking Rooms

“Meet Me in the UNO Room”

High Traffic, Keep your company top of mind with year round placement. Popular at our quarterly webinars and monthly POP Pub Nights!



Your Message in our Newsletters and/or in POP and Bloom Report News Feeds!

Targeted Advertising with Custom Messaging

2,500,000+ Annual Impressions!

The Bloom Report, Industry, Consumer, Inventor, Play in Education, Media, and POP News!





Thank You to our Key 2024 Sponsors!

