



POP Week 2021

Innovative & Experiential Events

Promoting Global Innovation, Creativity & Connectivity

We Appreciate our Sponsors



Join Us!

For our 19th Year, we are hosting hybrid virtual/in-person events and will know definitively the status of all events on Oct. 1st.

With the support of our valued sponsors, we hosted unrivaled innovative events through a pandemic. You can count on us for innovating new ways to promote you and your brands for a top ROI.

We look forward to partnering with you this year.



With Appreciation and High Fives!



Chicago Toy & Game Group, Inc. dba People of Play (POP)

Special Thank You to Last Year's Key Sponsors



















DIAY MONSTER













*The Game Aisle

KITE AND















Events



Conference



November 15th- 19th, 18th-19th or 18th-21st depending on track.

Hybrid is goal, will announce Oct.1.Otherwise, virtual, like we expertly executed in 2020.

TAGIEs



November 19th

Super successfully produced in 2020, the TAGIEs will be filmed like a TV Awards Show... only better! Stories, entertainment and more!

Young Inventor Challenge



November 20th

Hybrid is goal, will announce Oct.1. Otherwise, virtual, like we expertly executed in 2020 with kids from around the world participating.

Fair



November 20th-21st

Hybrid is goal, will announce Oct.1. Otherwise, virtual, like we expertly executed in 2020 with 8 virtual stages of entertainment.

Innovation Conference

Panels + Pitches + Networking



Be at the Forefront

Establish and elevate your company as a leader in innovation. Be a part of the industry's most respected and longest running innovation conference.

Discover New Ideas

Create new business opportunities by making valuable connections and participate in industry pitch sessions across categories.

Most Innovative People

Unparalleled access to most innovative people in toy and game industry.



"POP Week is "THE" event in the Toy Industry, it is a who's who of Toy & Game Inventors and Toy & Game Companies. The Conferences, Gala and Fair are unmatched for Educating, Celebrating and Playing in our industry. It is timed perfectly for seeing the best of the best toys and games right in the heart of our biggest selling season!"

-Gary Swisher, SVP of Design and Development, Spin Master

TAGIE Awards & POP's Got Talent



Prestige & Recognition

Be a part of innovative awards events! The TAGIEs promote not only your company, brand and products but also the people who make them! Storytelling at its best!

Product Promotion

Advertising opportunities for Product Placement, Anniversary videos, and more!

High Production Value

Through the magic of creativity and TV producers, host Karri Bean will traverse the universe delivering awards to the people behind the world's greatest toys and games. Bonus - be a part of the return of the POP's Got Talent after show!



TAGIEs by the Numbers

~14,000 Viewers in 2020 More Projected for 2021

100+ Nominees, Presenters, Honorees With the Industry's Biggest Names

Infinite Possibilities

Young Inventor Challenge



Inspire the Future

Drive creative thinking, STEAM skills and inventing with the next generation of toy professionals to showcase their ideas.

Progressive Positioning

Spearhead and support youth innovation.

Mass Market Ideas

Inventions have been licensed and are on Target shelves! Sponsors have first pick in their categories. The media loves these kids!

New this year: International partnerships with the Danish Toy Association and MassChallenge (UAE)!



Past Media Coverage







Entrepreneur **FOX**



POP Website Opportunities



Feature Your Products on Happy "Whatever" Days

Fun & Easy to Share on Social Clever Product Placement, High Engagement

Celebrate Happy Global Forgiveness Day!

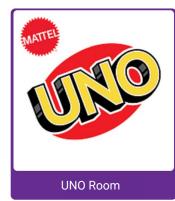


And play a game of Sorry by Hasbro Gaming

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 events and monthly POP Pub Nights!



Your Message in One of our Newsletters

Targeted Advertising with Custom Messaging

2,500,000+ Annual Impressions!

The Bloom Report, Industry, Consumer, Inventor, Play in Education, Media, & NEW! POP Wacky Wednesday





Innovation Conference

Week Presenting Sponsor	\$15,000
Irish Pub Night (if in-person)	\$10,000
Day Sponsor	\$5,000
First Session Sponsorship	\$2,500
Branded Networking Event	Quote

Young Inventor Challenge

Presenting Sponsor	\$15,000
Category Sponsor	\$10,000
Supporting	\$5,000

TAGIE Awards

Presenting Sponsor	\$15,000
Award Category	\$10,000
Present the Award & a 15-30 second segment	
Anniversary Celebration	\$5,000
1-2 minute Video	
Stunts & Special Segments	Quote

POP Website

Branded Zoom Networking Rooms	\$2500
Main Zoom Room	+\$2500
Happy Whatever Day Product Feature	\$150
Newsletter Banner Ad	Quote

Sponsorship Benefits Based on Total Spend



Platinum 🖈

Sponsorships \$20,000+

Everything in Gold, Silver and Friend, PLUS:

Sponsor Media Report

Premium Placement in Media and Marketing

Star-on-Star Interview

First Consideration for Happy "Whatever" Days social promotion of your products for full Year

Gold

Sponsorships \$10,000+

Everything in Silver and Friend, PLUS:

Premier Social Media Features

Media and Marketing Placement

TAGIE Awards Opening Act Product Placement

All Your Employees have Access to our Events

Silver

Sponsorships \$5,000+

Everything in Friend, PLUS:

The Bloom Report Company of the Week Profile

Social Media Features

POP Pro or Company Profile

Consideration for Happy "Whatever" Days for a year

Product Giveaway*
*You provide the product

Friend

All Sponsorships

Your Logo in our Sponsor Block in Newsletters and Website

Your Specific Event
Benefits: Conference,
TAGIEs, Young Inventor
Challenge, Fair all have
many innovative
opportunities for us to
promote you, your brand,
products and company.
See the previous page.

Annual Impressions



Twitter Facebook Instagram

LinkedIn (direct reach)
LinkedIn (other groups)

YouTube TikTok

Pinterest

Eventbrite

Newsletters

Bloom Report weekly People of Play monthly

POP Members

Play in Education monthly

Strategic Partnerships

Press Coverage

Followers

14,400+ 8,000+

4,000+

35,000+ 300,000+

350+

70+ 3,250+

2,300+

Subscribers

2,500 + 40,000+ 1,100+

160.000+

Annual Impressions

900,000+ 1,120,000+ 240.000+

9,000,000+

5,000,000+

15,000+ 250,000+

20,000+

170,000+

Annual Impressions

130,000+ 380,000+ 66,000+ 1,920,000+

1,000,000+ Impressions 2,000,000,000+ Impressions

























