



# POP Events 2023

Innovative, Immersive & Interactive

November 1<sup>st</sup> - 5<sup>th</sup>, 2023



# Celebrating 21 Years of Global Innovation, Creativity & Connection

## Be Our Partner!

We provide unrivaled innovative events, even through the pandemic we did not stop, we pivoted with the support of our loyal sponsors and network.

This year we are kicking off the Holiday Season with our signature events! Join us at new venues with new dates and events - that uniquely serve both B2B and B2C!

With Appreciation and High Fives!



*Mary*

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

## Here's Why!

- LARGEST and Most GLOBAL Reach Across Multiple Platforms for Your Messaging
- Innovative Events
- Media, Industry and Consumer Facing
- Custom Approach to Your Needs
- Not a 'One and Done' sponsorship, we Support You Year Round



# POP Week Events!

## Conferences



### November 1st-5th

Innovation Conference with  
Pitches - Meetings - Networking  
POP Roast & Toy Takedown  
Play in Education Conference  
Retail Education Conference

## TAGIE Awards



### November 3rd

Celebrate Innovators! Support  
innovation! We are hosting the  
celebration in the fabulous  
Joe's LIVE Concert Hall!  
The theme this year is...  
Heroes of Play

## Young Inventors



### November 4th

See the joy in their eyes in-  
person on the fair floor or  
connect virtually. All sponsors  
welcome, including those  
supporting this years inaugural  
Summer Camp Edition.

## Toy & Game Fair



### November 4<sup>th</sup>-5th

Largest family toy & game event  
in N.A.! Kicking off holidays with  
even more play experiences,  
expanded holiday gift guide,  
PlayCHIC Influencer media event  
and more!



# Be an Inventor Pitch & Innovation Conference Sponsor

## Be at the Forefront

- Be an innovation Leader  
Be a part of the toy industry's most respected, largest and longest running pitch innovation conference

## New Venue! New Events!

- New Conference Center – perfect for meetings and networking.
- POP Roast and NEW Family Feud events to encourage networking and relationship building.

## Discover New Ideas

- Uncover the next phenomenon in the industry.
- Cultivate valuable connections & partnerships.
- Join other industry leaders in pitch sessions across categories.

## Most Innovative People

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



***CHITAG/POP's Inventor Conferences are timed optimally.  
There is no better time of year for inventors to pitch ideas to us!"***

*Ben Dermer, SVP Creative Development and Innovation.  
Deputy Creative Officer, Spin Master*

***"One of the first purchases we made as a new design studio was to sign up for a full POP Pro membership. The relationships we have made, the lessons learned and ultimately the deals we have signed as a result of our involvement with POP has paid for itself many many times over. It could cost 10x as much and still be a deal!" -Jordan Goddard, Co-Founder, Indy Toy Lab***



# Toy & Game Innovation Awards – the TAGIEs: Celebrate in Style!

## Prestige & Recognition

- THE Global Innovative Awards event of the year!
- Honor your people in this BEST IN CLASS award show
- Multiple award categories to celebrate all your efforts, but not so many - each is unique and meaningful.
- Tell YOUR STORY and be an industry leader in innovation.

## Support Innovation!

- Empower innovators and leaders for years to come!
- Show case your products to the audience!
- Toy and Game Stunts and special segments.
- Spotlight your corporate initiatives.
- Inspiring keynote speakers and honorees.
- Be a category presenter!



## New! Joe's Live Concert Venue





# Young Inventor Challenge: Invest in the Future

## Inspire the Future

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

## Mentor the Future

- Spearhead and support youth innovation.

## Shape the Future

- Kid's inventions have been licensed and are on retail shelves! Latest winner to market: Chicken Poop Bingo.
- Sponsors have FIRST PICK in their categories.
- Media opportunity.
- Be a mentor/judge!

**New this year:** Inaugural Summer Camp Edition launched to over 7,000+ kids enrolled worldwide with partnerships from ASTRA retailers and Happy Camper Live camps.



## Past Media Coverage



STEVE  
HARVEY

Entrepreneur





# Chicago Toy & Game Fair



## Kick off the Holiday Season!

- **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.

## New Events!

- **Influencer Swag Scanger Hunt.**
- **Stocking Stuffer Doorbuster.**
- **Girl Scouts & Boy Scouts** - Badge/patch activations – get your brand involved! Built in influencers.
- **Games for Guests** in area hotels! Your puzzles, toys, and games could be 'checked out' for guests to play.
- **PlayCHIC Social Influencer and Media Event** – Bring your brand to life in fashion on the runway and selfies.

*"The 2022 Chicago Toy and Game Fair was a phenomenal showcase of creativity and innovation where every corner was filled with the joy of play and imagination just like our brand!"*

**Cami Croasdale, Director of Marketing Communications at Gel Blaster**





# Chicago Toy & Game Fair



## PlayCHIC Reimagined!!!

- Our PlayCHIC toy inspired fashion show ran 2012-2016, before the visual frenzy of TikTok, IG, etc.
- PlayCHIC is reimagined this year as an Influencer event at the Fair on Nov. 4<sup>th</sup> 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!

play  
chic







# POP Website & Newsletter Opportunities

## Feature Your Products Happy “Themed” 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  
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!





# Sponsorship Menu

## Innovation Conferences

Week Presenting Sponsor	\$15,000
POP Roast, OpenBar and Dinner	\$10,000
Keynote and Panel Sponsor	\$5,000
Innovation Attendee Gift Bag - <b>SOLD</b>	\$5,000
Branded Event	Quote

## TAGIE Awards

Presenting Sponsor: includes keynote	\$25,000
Award Category: Present Award, your logo engraved on crystal award – <b>Will sell out fast!</b>	\$10,000
TAGIE After-Party: Barry & Jason with your products	\$10,000
Brand Content in rotation during cocktail hour on all nine large screens surrounding areas	\$2,500
Themed Cocktails, Stunts & Special Segments	Quote

## POP Website

Branded Zoom Networking Rooms	\$2500
Sidebar ads	\$1,000 - \$5,000
Happy Whatever Day Product Feature	Quote
Newsletter Banner Ad	Quote

## Young Inventor Challenge

Presenting Sponsor	\$15,000
Category Sponsor – <b>Popular!</b>	\$10,000
Supporting	Quote

## Chicago Toy & Game Fair

Presenting Sponsor*	\$50,000
Girl/Boy Scout Badge/Patch Brand Activation*	\$7,500
Retailer/Educator/Media/Consumer Gift Bag	\$5,000
Games for Guests in Hotels*	\$5,000
Retailer Refreshment Lounge* – <b>SOLD (ASTRA)</b>	
Placement on Influencer Swag Scavenger Hunt	\$2,500
Brand Content in rotation on Lobby Screens	\$2,500
Product Placement in Stocking Doorbuster	\$1,000
Product Highlighted in Program Gift Guide	\$500
Activations, PlayCHIC Influencer Event	Quote

### Exhibit...

10x10 booth (10x20 for \$3000, etc.)	\$1,500
Furnished 10x10 Booth (10x20 for \$3600)	\$1800

\*Includes a 10x10 unfurnished or larger Fair booth



# Sponsorship Benefits

Based on Total Spend

## Platinum

- Sponsor Report
- Premium Placement in Media/Marketing
- Custom Created Meme and promotion on POP and in POP social channels
- Your Company's news highlighted in Bloom Report News Feed with images
- 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
- Happy "x" Days Product Promotion
- Your Logo in our Sponsor Block in Newsletters and Website
- 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
- Happy "x" Days Product Promotion
- Your Logo in our Sponsor Block in Newsletters and Website
- 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
- Plus Your Specific Event Benefits: Conference, TAGIEs, Young Inventor Challenge and Fair

**Sponsorships \$5,000+**



# Annual Impressions

**Over 400,000 followers on following platforms  
with over 20,000,000 annual impressions**

Twitter – Facebook - Instagram - LinkedIn  
YouTube – Pinterest - Eventbrite

## Regular Newsletters

The Bloom Report (shares not incl.) weekly  
Play in Education quarterly

## Subscribers

28,500+ (30%+ open)  
160,000+

## Websites

POP/CHITAG website unique annual visitors 200,000+ uniques  
(80% are consumers)

## Strategic Partnerships

1,000,000+ Impressions

## Press Coverage

200,000,000+ Impressions





# Thank You to Our Key Sponsors from 2022

