

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



2025 POP Week Sponsorship Opportunities November 6th - 9th





Chicago Toy & Game Group dba POP!

Mission, Vision and Values

Mission:

- To Connect the POP Community: toy and game inventors, designers, factories, suppliers, developers, marketers, salespeople, retailers, shoppers, members of the media – all play stakeholders.
- To Support the POP Community: POP events, pub events, and internet platform.
- To Inform the POP Community: newsletters, seminars, on-line resources, and 24/7 news feed.

Vision:

- To be the most comprehensive network in the industry, connecting, supporting and informing the worldwide community of play.

Values:

- We believe in the power of play as a necessary component of child development.
- We believe that the people in the Toy & Game Industry are dedicated to bringing joy and happiness to children of all ages throughout the world.
- We believe that Innovation and Creativity are the driving forces for industry growth and relevance.
- We believe in ethics and fair-mindedness in dealing with all industry stakeholders.
- We believe in the untapped potential of children throughout the world to do good and make the world better.
- We believe in providing the industry critical and creditable support services with information, training and consumer feedback.
- We believe in an organization grounded in Trust and Accountability.
- We believe in being the premiere creative organization and connection portal for the Global Toy and Game Industry and that innovation and creativity are the driving forces for growth and relevance.



POP Week Events!

Celebrating 23 Years of Global Innovation, Creativity & Connection

Conferences



November 6th-9th

Innovation Conference with
Pitches - Meetings - Networking
– Mentoring - Top Speakers -
POP Roast & Toy Takedown
Play in Education Conference –
Bringing Play into the Classroom

TAGIE Awards



November 8th

Celebrate Innovators!
Star Studded Gala!
PlayCHIC looks unveiled!
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 – B2SM
Largest family toy & game event
in N.A.! Kicking off holidays with
hot toys and games, Holiday Gift
Guide, Star Wars Character
Lunch, PlayCHIC Influencer
media event & more!



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 partnership.

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

“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 Excellence Awards

The TAGIEs: Celebrate & Entertain 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 too many - each is unique and meaningful.
- Tell YOUR STORY and be an industry leader in innovation.

Be a Presenter!

- 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!



Joe's Live Concert Venue





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 – B2SM**
- **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! Built in influencers.
- **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.
- **PlayCHIC Social Influencer and Media Event** – Bring your brand to life in fashion on the runway and selfies.

"The Chicago Toy and Game Fair is 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

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





PlayCHIC Reimagined!

A Chicago Toy & Game Fair Event



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. 9th 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





POP Website & Newsletter Opportunities

POP & CHITAG Website Ads and Banners

Reach Consumers, Trade & Media on PeopleofPlay.com – **over 300,000 unique visitors in 2023**

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

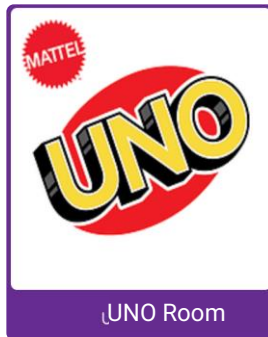
Every person we reach is one more person that could be your next customer!

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!





Sponsorship Menu

Innovation Conferences

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

TAGIE Awards

Presenting Sponsor: includes keynote	\$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.)	\$1,800
Includes placement in 2024 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/Educator/Media/Consumer Gift Bag	\$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*	\$ 8,000
Custom Activations for Your Brand	Quote
Super Power Sensory Hour	Quote
Star Wars Character Lunch	Quote



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
- 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
- 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+



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



Thank You to our Key 2024 Sponsors!

