



Chicago Toy & Game Group, Inc. Presents

SPONSORSHIP OPPORTUNITIES



T&GCon

Toy & Game Inventor Conference

November 17-18, 2011

Navy Pier
Chicago

Two days
that just may change
the way you play!

Sponsoring T&GCon is a great way to:

NETWORK

Get face-to-face access to your target market in a relaxed setting, from toy industry leaders and decision makers to small startups and entrepreneurs

EDUCATE

Align your company as an industry expert by participating in panel discussions with other top influencers

PROMOTE

Boost your brand and generate new business with exceptional opportunities to address all conference attendees

REINFORCE

Increase your brand recognition through a variety of high-visibility sponsorship opportunities

For more than 30 years, Chicago has been known as the toy design capital of the world. A vast number of successful toys and games were invented right here, including Radio Flyer Wagon, Rock 'Em Sock 'Em Robots, Mouse Trap, Lite Brite, Inch Worm, Toss Across, Simon, False Chattering Teeth and many more.

In November, 2011, the Chicago Toy & Game Group will bring together the nation's leading toy and game industry experts and the independent inventing community for its annual **Toy & Game Inventor Conference (T&GCon)** at Chicago's Navy Pier.

Since 2006, **T&GCon** has been the toy industry's prominent, most comprehensive conference available to toy game inventors and top inventor relations executives. It is a forum for toy and game industry experts, independent inventors, designers, manufacturers, retailers, consultants and related professional services firms to share knowledge, learn about new trends, pool resources and generate new business opportunities.

New for 2011 is **T&GCon's Social Media At Play**, a full-day, in-depth session, featuring expert social media practitioners who will provide education, trends, and tips necessary for using all forms of digital media. **Social Media At Play** will also be available as a one-day, stand-alone conference offering.

Our goal is to partner with with our sponsors, offering the highest value for their investment, and connecting them with the people they want to meet - and we'll work hard to make that happen. With unrivaled opportunities for education and networking, our corporate sponsors receive prime exposure to many diverse business partners and decision makers.

2010 speakers included executives from Hasbro, Spin Master, Disney, Razor, Out of the Box Publishing, Fat Brain Toys, Patch Products, ThinkFun, Zobmondo!, Global Toy News, Kunoichi, Sears, Marbles the Brain Store, Rehkemper Invention, Toy Industry Association, and many more.

Please refer to our Sponsorship Opportunities listed on the next few pages for more information and contact me anytime at mrussell@chitag.com.

Mary Kay Russell
Director of Marketing
Chicago Toy & Game Group, Inc.
(630) 717-2511





Toy & Game Inventor Conference

T&GCon 2011

November 18-19, 2011

SPONSORSHIP OPPORTUNITIES

Official Sponsor

ONE AVAILABLE
\$20,000

Exclusive recognition as Official Sponsor at **T&GCon** and in pre-conference collateral and advertising

Prominent signage displaying company name and logo at conference entrance and conference registration table

Introduction and opportunity to address attendees during morning opening greeting on Thursday OR Friday

Participation on speaker panel

Premium exhibitor table placement in Inventor Walkabout room

Placement of company marketing material in attendee welcome bags

Three full **T&GCon** registrations - includes Networking Dinner and **TAGIE Awards Dinner**

Full-page, 4-color ad inside front or back cover of **T&GCon** program; half-page, 4-color ad in **ChiTAG** program

20x20 booth at **Chicago Toy & Game Fair (ChiTAG)**

Prominent logo placement in published media, bi-weekly attendee updates, and on **T&GCon** homepage with link back to your website

Option to provide customized giveaways to attendees and speakers

Presenting Sponsor

TWO AVAILABLE
\$15,000

Recognition as Presenting Sponsor at **T&GCon**, and in pre-conference collateral and advertising

Participation on speaker panel

Introduction and opportunity to address attendees during morning opening greeting on Thursday OR Friday

Skirted table in Inventor Walkabout room

Placement of company marketing material in attendee welcome bags

Two full-conference **T&GCon** registrations - includes Networking Dinner and **TAGIE Awards Dinner**

Full-page, 4-color ad in **T&GCon** program; half-page, 4-color ad in **ChiTAG** program

10x20 booth at **Chicago Toy & Game Fair** (for you and/or your clients)

Logo placement in published media, bi-weekly attendee updates; recognition on **T&GCon** homepage with link back to your website

Coffee Break Sponsor

\$2,500 TWO AVAILABLE

Exclusivity on company-branded product placement or table decoration at coffee break area. Coffee served all day; treats served AM/PM

Participation on speaker panel

One full **T&GCon** registration - includes Networking Dinner and **TAGIE Awards Dinner**

Skirted table in Inventor Walkabout room

Half-page, 4-color ad in **T&GCon** Program
Quarter-page, 4-color ad in **ChiTAG** Program

Recognition on **T&GCon** homepage with link back to your website

Networking Dinner Sponsor

ONE AVAILABLE
\$12,000

Prominent company logo on signage at venue. Introduction, recognition, and invitation to address all attendees at dinner.

Option to provide your company-branded gift bags to attendees or company logo on dinner napkins

One full **T&GCon** registration - includes Networking Dinner and **TAGIE Awards Dinner**

Skirted table in Inventor Walkabout room

Full-page, 4-color ad in **T&GCon** program; Half-page, 4-color ad in **ChiTAG** program

10x10 booth at **Chicago Toy & Game Fair**

Logo placement and website link on **T&GCon** website (with link to your company site)

Lunch Sponsor

\$5,000 TWO AVAILABLE

Opportunity to address all attendees and speakers at lunch welcome greeting

Exclusivity on company-branded product placement or table decoration on lunch tables (Thursday OR Friday)

One full **T&GCon** registration - includes Networking Dinner and **TAGIE Awards Dinner**

Half-page, 4-color ad in **T&GCon** Program

Skirted Table in Inventor Walkabout room

Other Sponsorship Opportunities

Various Pricing

- Company-Branded Retractable Mini-Computer Mouse - **\$5,500**
- Company-Branded Padfolio Notepad - **\$4,000**
- Company-Branded Baseball Cap - **\$2,500**
- Company-Branded iPhone Skin - **\$2,500**
- Company-Branded MP3 Gift Card - **\$2,000**
(500 1-song gift card - iTunes compatible)

ADVERTISING RATES - T&GCon Program

- \$500 - Full-Page, 4-Color, includes Directory Listing
- \$250 - Half-Page, 4-Color, includes Directory Listing
- \$100 - Directory Listing Only

For more information, please contact:

Mary Kay Russell
mrussell@chitag.com
(630) 717-2511





Toy & Game Inventor Conference

T&GCon 2011

SPONSORSHIP OPPORTUNITIES

Social Media At Play

Friday, November 18, 2011

Presenting Sponsor

TWO AVAILABLE
\$8,000

- Recognition as Presenting Sponsor - **T&GCon's Social Media At Play**, Presented by NAME
- Opportunity to introduce morning keynote speaker and address attendees
- Participation on speaker panel
- Prominent recognition (name or logo as appropriate), on printed collateral that may be incorporated into the conference, such as banners, print advertisement, conference program
- Recognition in comprehensive marketing campaign, including email, newsletter, internet media, and press release distribution.
- Placement of company marketing material in attendee welcome bags
- Promotion through Twitter, **ChiTAG** Facebook Page, and LinkedIn Group
- Recognition on T&GCon.com homepage with link back to your website.
- Opportunity to make contributions to **T&GCon** Blog
- Two full **T&GCon** registrations - includes Networking Dinner, **TAGIE Awards Dinner**, plus two **Social Media At Play** registrations
- Full-page, 4-color ad in **T&GCon** program; Full-page, 4-color ad in **Social Media At Play** program; Half-page, 4-color ad in **ChiTAG** program

Session Sponsor

FIVE AVAILABLE
\$4,000

- Recognition as the Session Sponsor for one of five specified conference sessions
- Opportunity to address attendees before panel session
- Participation on speaker panel
- Prominent recognition (name or logo as appropriate), on printed collateral that may be incorporated into the conference, such as banners, print advertisement, conference program
- Placement of company marketing material in attendee welcome bags
- Promotion through Twitter, **ChiTAG** Facebook Page, and LinkedIn Group
- Recognition on T&GCon.com homepage with link back to your website.
- Opportunity to make contributions to **T&GCon** Blog
- One full **T&GCon** registration - includes Networking Dinner, **TAGIE Awards Dinner**, plus two **Social Media At Play** registrations
- Skirted table in Inventor Walkabout room
- Half-page, 4-color ad in **T&GCon** program; Quarter-page, 4-color ad in **ChiTAG** program

Coffee Break Sponsor

ONE AVAILABLE
\$2,500

- Exclusivity on company-branded product placement or table decoration at coffee break area. Coffee served all day; treats served AM & PM
- Participation on speaker panel
- One full **T&GCon** registration - includes Networking Dinner and **TAGIE Awards Dinner**
- Skirted table in Inventor Walkabout room
- Half-page, 4-color ad in **Social Media At Play** program; Half-page, 4-color ad in **T&GCon** program; Quarter-page, 4-color ad in **ChiTAG** program
- Recognition on T&GCon.com homepage with link back to your website.

Program Sponsor

THREE AVAILABLE
\$1,200

- Prominent recognition in **Social Media At Play** program and other printed collateral that may be incorporated into the conference
- Option to provide your company-branded gift bags to attendees
- Full-page, 4-color ad in **Social Media At Play** program; Half-page, 4-color ad in **T&GCon** program;
- One **Social Media At Play** registration
- Recognition on T&GCon.com homepage with link back to your website.

Other Sponsorship Opportunities

Various Pricing

- Company-Branded Retractable Mini-Computer Mouse - **\$5,500**
- Company-Branded Padfolio Notepad - **\$4,000**
- Company-Branded Baseball Cap - **\$2,500**
- Company-Branded iPhone Skin - **\$2,500**
- Company-Branded MP3 Gift Card - **\$2,000** (500 1-song gift card - iTunes compatible)
- Promotional cards at lunch tables - **\$500**
- Lanyards - **\$500**

ADVERTISING RATES

- T&GCon** Program
- Social Media At Play** Program

\$500 - Full-Page, 4-Color, includes Directory Listing
 \$250 - Half-Page, 4-Color, includes Directory Listing
 \$100 - Directory Listing Only

For more information, please contact:

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