

Welcome
to

POP

The Future
of the
Play Industry

Find your people, build your knowledge, and catch industry news!

POP Events 2022

Innovative & Experiential Events

Promoting Global Innovation, Creativity & Connectivity

Celebrate 20 Years of Global Innovation, Creativity & Connection: SPONSOR POP WEEK 2022



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 we are taking the show to Rosemont, where the families are! Join us at a new venue, with new dates - that are sure to capture the modern family consumers of today!



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

Events – The Great Re-connect! We are Returning to In-Person Events!



Conference



November 17th-20th

The Innovation Conference
-Pitches - Meetings - Networking
In the heart of Chicago!
Added this year - POP Roast and
Pub Networking at Radio Flyer!

TAGIEs



November 19th

Celebrate 15 years of
Innovators Live and In-person!
We are taking the celebration
to the historic Epiphany Hall
with a gorgeous fun after-party
in the Catacombs.

Young Inventor Challenge



November 19th

See the joy in their eyes in-
person at Radio Flyer venue or
connect virtually. All sponsors
welcome. Next year this global
event will be at a different host
company in a different city.

Fair



December 10th-11th

Largest family toy & game event
in N.A.! New Venue - Rosemont
Convention Center. New holiday
theme, candy exhibitors, GS & BS
indoor overnight camp out and
more! Innovative opportunities!

Be an Innovation Conference Sponsor



Be at the Forefront

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

New Venue! New Events!

- New Conference center – perfect for meetings and networking.
- New POP Roast event 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



"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, former SVP of Design and Development, Spin Master

TAGIE Awards & POP's After Party: Celebrate in Style!



Prestige & Recognition

- Be a part of THE innovative awards event of the year!
- Honor your people in this BEST IN CLASS award show
- Multiple award categories to celebrate all your efforts
- 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
- Keynote speakers who discuss top of mind industry topics
- Be a category presenter!



New Venue – Historic Epiphany Hall



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!
- Sponsors have FIRST PICK in their categories.
- Media opportunity
- **Latest winner to market: Chicken Poop Bingo**

New this year: Beta test this fall for full on partnership with ASTRA retailers as local YIC headquarters! Driving more awareness & engagement of the YIC, recruiting new kids into innovation.



Past Media Coverage



STEVE
HARVEY

Entrepreneur



Chicago Toy & Game Fair



New Venue in Rosemont!

- Bigger and better than ever!
- 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 events – get your product in the hands of consumers.
- Engage kids and parents in the critical Q4 time frame.
- Media opportunities.

New Events

- **Girl Scout & Boy Scout overnight indoor camp-outs**
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



POP Website 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 Conference

Week Presenting Sponsor	\$15,000
POP Roast, OpenBar and Dinner	\$10,000
Keynote and Panel Sponsor	\$5,000
POP Goody and Swag Bag – SOLD	-\$5,000
Branded Event	Quote

Young Inventor Challenge

Presenting Sponsor	\$15,000
Category Sponsor – Popular!	\$10,000
Supporting	Quote

POP Website

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

TAGIE Awards

Presenting Sponsor: includes keynote	\$25,000
Award Category: Present Award, logo engraved on crystal award – Will sell out fast!	\$10,000
TAGIE After-Party: Barry & Jason with your products	\$10,000
Anniversary Celebration: 1-2 minutes video	\$5,000
Stunts & Special Segments	Quote

Chicago Toy & Game Fair

Presenting Sponsor*	\$50,000
Girl/Boy Scout Badge/Patch Brand Activation*	\$7,500
Games for Guests in Hotels*	\$5,000
Activations – Sky is the limit!*	Quote
*Includes a 10x10 or larger Fair booth 10 x 10 sq ft booth (10x20 for \$2,400, etc.)	\$1,200

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 & 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
- 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
- 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
- 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
POP/CHITAG website unique monthly visitors
POP/CHITAG traffic monthly –
Play in Education quarterly

Subscribers

28,500+ (30%+ open)
13,000 uniques
25,000+
160,000+

Strategic Partnerships

Press Coverage

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



Thank You to Our Key Sponsors from 2021



Master Abrams Presents Mego™

