

TOYFEST

WHERE SPECIALTY IS THE BEST

MARCH 3-5, 2024

WORLD MARKET CENTER, LAS VEGAS

SPONSORSHIP KIT



Increase Your Brand Awareness



Generate Leads



Build More Booth Traffic



Boost Sales Goals



Network with National Buyers



**Highlight the Human Side
of your Company**



Las Vegas

COME PLAY AT THE FIRST NATIONAL TOY SHOW OF THE YEAR

Your generous sponsorship will help us to create an enjoyable and productive show for everyone involved. ToyFest's main objective is to foster successful business relationships between reps, manufactures and independent retailers. ROI at ToyFest is not only about the numbers in the 5-day show, but also about the orders that are made in the months after ToyFest, the leads obtained for the entire year, the catalogs that retailers use for the next few months and the presence that reps and manufacturers have at the show that make relationships for years to come.

ToyFest Attendees will bring ROI to your company. Use your marketing dollars wisely and get your name in front of Buyers at ToyFest.

ToyFest has nearly 750 retail stores that attend the Las Vegas show each year from Toy & Gift Stores from from 48 states, Belgium, Bermuda, Brazil, Canada, Cayman Islands, Costa Rica, Guam, Korea, Mexico, Micronesia, Panama, Philippines, South America, the UK, and Venezuela.. "ToyFest 2023 was bustling with buyers from all over the country, and the World Market Center was filled with energy and excitement. Retailers, manufacturers, and sales reps come together each year for an incredible B to B tradeshow. ToyFest will continue to grow with your help and get better each year." said Sandy Lepire, ToyFest President

ToyFest is the best way to connect with retailers who are ready to place orders after the holidays. The show is affordable for everyone so you can write more orders.

At ToyFest, we will make every effort to create ROI for your dollars spent. Let us show you the many opportunities we have to offer.



TOYFEST

PLAYGROUND & NUMBERS

BY THE NUMBERS

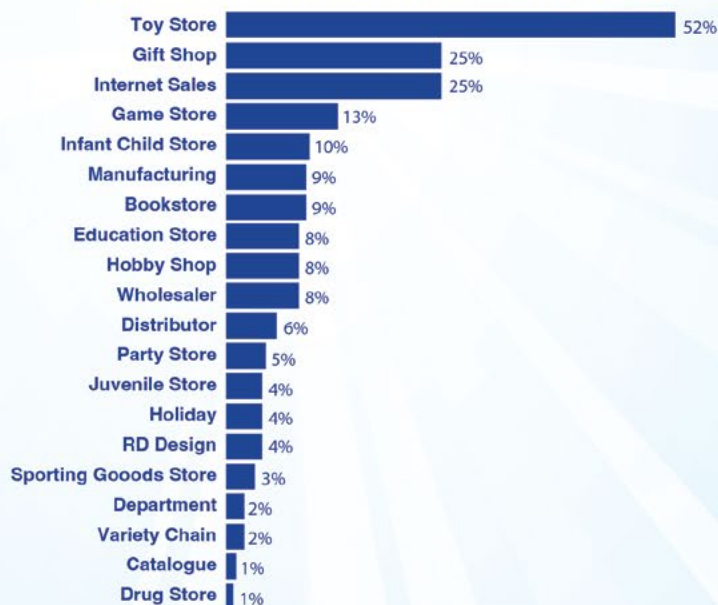
- 1250+ Buyers
- 750+ Retail Stores
- 3 days of shopping
- 3 days of brand visibility

WHY

- Newest Toys on the Market
- Comradery & Community
- Show Specials
- Product Demonstrations
- It's Vegas Baby!

AUDIENCE DEMOGRAPHICS

The following chart shows the portion of registrations who answered True to each of the true/false demographic questions collected upon registration.



TOYFEST SPONSORSHIPS



\$100 – ToyFest West Bag Sponsor: Place your bags at Registration for attendees to carry around the Show.

1. Sponsors will receive logo placement on ToyfestUS.com sponsorship page
2. Recognition as a sponsor in the directory
3. Bags placed at Registration
4. (8 available)



\$300 – ToyFest West Benefactor: A charitable donation to the ToyFest organization.

1. Sponsors will receive logo placement on ToyfestUS.com sponsorship page
2. Recognition as a sponsor in the directory
3. And logo on entrance sign
4. (10+ available)



\$300 – Café Coffee: Treat attendees to a morning cup of joe. A sign with your logo will be placed at the coffee and tea station inside the South Hall Expo Concession Stand for buyers to see as they are pouring their cup. Your logo will also be placed on the coupon handed to the retailer as they enter the hall.

1. Sponsors will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Logo and booth number in an 8x11 sign holder at the coffee station
5. (3 available)



\$500 – Retractable Banner: Exhibiting at a trade show is a great way to give your business more exposure and to connect with customers. Capture the attention of your customers by putting up a deluxe retractable banner.

1. Signage can be placed in The Expo Registration area or by the Showroom Elevators.
2. PDF design will be provided by vendor or sales rep, Size: 33"x77"
3. Keep the banner after the show!
4. 8 available



\$500 – Product Showcase: Display your new or tried and true products on the show floor in a display case as an added level of advertising to drive traffic to your booth.

1. Company name with booth location will be placed inside the display box
2. Size of the box is 18"x18"x12"
3. Product will be provided by the vendor
4. 8 available



\$600 – Donut Sponsor: Offer retailers donuts in the morning at the show entrance or at any breakout session

1. Sponsors will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Signage in Acrylic 8.5x11" frame will be displayed by donuts with company logo and booth number
5. Email blast before the show
6. (5 available)



\$600 – Charging Station: Retailers will be given places to sit and charge their devices on The Expo Hall Floor.

1. Sponsors will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Signage in Acrylic 8.5x11" frame will be displayed by donuts with company logo and booth number
5. Email blast before the show
6. (4 available)

TOYFEST SPONSORSHIPS



\$1000 – Custom Hand Sanitizer: Offer retailers donuts in the morning at the show entrance or at any breakout session.

1. Sponsor will receive logo placement on ToyFestUS.com home page
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Sanitizer will be distributed at show registration, raffle area, and Hall of Fame viewing area
5. (1 available)



\$1200 – Elevator Wrap: Wrap the elevators leading up to the showrooms on the bottom floor, 8th, 9th, 10, or 11th floor. (First come first serve for location)

1. Sponsors will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Signage in Acrylic 8.5x11" frame will be displayed by donuts with company logo and booth number
5. Email blast before the show
6. (8 available)



\$1200 – Gala Photo Booth: The photo booth stop is a time to be silly and capture memories that are sure to last a lifetime. Provide your products as props to create the perfect backdrop for their photo shoot. You're sure to turn heads with this fun, interactive sponsorship.

1. Sponsors will receive logo placement on ToyfestUS.com sponsorship page
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance and at the photo booth
4. Social media posts during the gala
5. Company logo on the photo strip take-a-way
6. Provide your toy(s) as props
7. The retailer or manufacturer can also promote their photo strip to their social media accounts with your logo attached
8. (1 available)



\$1500 – Espresso Cart Sponsor: Sponsor a perk for all the attendees to enjoy, an espresso coffee cart! The cart will be open for six hours.

1. Sponsors will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Signage in Acrylic 8.5x11" frame will be displayed by donuts with company logo and booth number
5. An announcement over the mic the day of your sponsorship
6. Email blast before the show advertising the giveaway and your company
7. (3 available)



\$1500 – Ice Cream Sponsor: Offer ice cream bars to the retailers on behalf of your company. The retailers love this afternoon social. You can help greet the retailers or leave it up to ToyFest to hand out the bars and send retailers to your booth.

1. Sponsors will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Signage in Acrylic 8.5x11" frame will be displayed by donuts with company logo and booth number
5. An announcement over the mic the day of your sponsorship announcing the ice-cream social
6. Email blast before the show advertising the giveaway and your company
7. (3 available)

TOYFEST SPONSORSHIPS



\$1500 – Seminar:

ToyFest's educational seminars empower attendees to build strong businesses, achieve professional success and network with like-minded toy professionals. This is the perfect opportunity to increase visibility and build brand awareness while showing your support for the specialty toy industry.

1. Sponsors will receive logo placement on ToyfestUS.com sponsorship page
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance and in the meeting room
4. Email marketing promoting the seminar
5. Social media live streaming during the seminar and post after the event
6. Best of ToyFest will feature your logo with the emailed results of Best of ToyFest
7. Product placement at show entrance
8. (2 available)



\$2000 – ToyFest Mobile App Sponsorship (NEW!):

ToyFest is launching a mobile event app to help attendees easily navigate the show. Become an app sponsor and receive a customized splash page, banner ad, newsfeed listing, enhanced exhibit listing in the app and more!

1. Sponsor will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Company logo on the ToyFest app from the time you purchase thru the show
5. Product placement at show entrance
6. Email blast before the show advertising your company
7. One night free (up to a \$170 value) at the Host Hotel - Resorts World
8. (1 available)



\$2500 – Morning Masterpieces Kit Session:

Sponsor the Morning Masterpieces Kit Session on Wednesday Morning from 8:00am – 10:00am. Kick off the show with a bang and get retailers attention for the first event of the 3-day show. This event is open to all retailers and their staff who'll find it educational, crafty, and fun!

1. Sponsors will receive logo placement on ToyFestUs.com sponsorship page
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance and at event
4. Email marketing promoting Morning Masterpieces
5. Social media posts leading up to and during the event
6. A table to teach and craft your product for 2-hours on Wednesday, March 9, 2022 (valued at \$600)
7. One night free (\$170 value) at the Host Hotel – Resort World
8. (1 available)



\$2500 – Game Night: Sponsor the fabulous Game Night on Monday night. You would be sponsoring the food and beverage for this event. This is open to all retailers and their staff, and you'll find it fun, fast, educational, and delicious!

1. Sponsors will receive logo placement on ToyfestUS.com sponsorship page
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance and at event
4. Email marketing promoting Game Night
5. Social media posts leading up to and during the event
6. A 10-person round table to teach and play your game(s) for 3 hours on Monday, March 9, 2020 (valued at \$750)
7. One night free (\$170 value) at the Host Hotel – Resort World
8. (2 available)

TOYFEST SPONSORSHIPS



\$2800 – Custom Badge Holder:

Brand the badge holder with your company name and logo.

1. Sponsor will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Logo and/or company name on the lanyard or badge holder
5. Product placement at show entrance
6. Email blast before the show advertising your company
7. (1 available)



\$3000 – Check In Kiosk:

Brand the check-in kiosk with your company logo for all to see as they pick up their badge!

1. Sponsor will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Company Logo on the check in kiosk
5. Product placement at show entrance
6. Email blast before the show advertising your company
7. One night free (up to a \$170 value) at the Host Hotel - Resorts World
8. (1 available)



\$4000 – Gala:

The entertaining yet inspiring annual ToyFest Gala is a crowd pleaser with a delectable feast, the classy cocktails, and honors great people of the toy industry by inducting them into the WTHRA Hall of Fame. Treat attendees to a refreshing drink while networking and socializing with 400 of your ToyFest friends.

1. Sponsors will receive logo placement on ToyfestUS.com sponsorship page
2. A full-page color ad in the show directory as well as recognition as a sponsor in the directory
3. Signage with booth location at the show entrance and at event
4. Email marketing promoting the Gala
5. Social media posts prior and during the event
6. Product placement at registration
7. Logo on show entrance sign
8. Intercom announcement on opening day of show
9. (4 available)



\$5000 – Shuttle Sponsor:

1. Sponsors will receive logo placement on ToyFestUS.com home page under the sponsorship section
2. Recognition as a sponsor in the directory
3. Signage with booth location at the show entrance
4. Logo on window clings on the shuttles
5. An announcement over the mic each day of the show
6. Signage at pick up locations with logo placement
7. Product placement at show entrance
8. Email blast before the show advertising your company
9. Two nights free at the Host Hotel - Resorts World
10. (4 available)

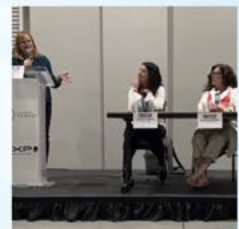
TOYFEST COMES WITH....

- Favorable Weather & Easy Travel
- Comradery & Community
- ToyFest Gala
- Morning Masterpieces & Game Night
- AFFORDABILITY

Become a ToyFest Sponsor by completing the Sponsorship form on the last page and emailing it to Carrie Scanlan at toyshow@wthra.com. You may also log into your exhibitor portal to purchase it there.

Contact us with any questions.
Thank you!

Carrie Scanlan
ToyFest – Show Director
PO Box 14874
Long Beach, CA 90853
833-TOYFEST (833.869.3378)
www.toyfestusa.com





Thank you for your generous sponsorship to ToyFest

Company Name: _____

Contact: _____

Street Address _____ City _____

State _____ Zip Code _____

Phone: _____ Email: _____

All sponsorship contributions must be received by January 31, 2023, to be listed in the show directory

Custom Bag Sponsor	\$100	
Benefactor	\$300	
Café Coffee	\$300	
Retractable Banner	\$500	
Product Showcase	\$500	
Donut Sponsor	\$600	
Charging Station	\$600	
Custom Hand Sanitizer	\$1000	
Elevator Wrap	\$1200	
Gala Photo Booth	\$1200	
Espresso Cart Sponsor	\$1200	
Ice-cream Sponsor	\$1500	
Seminar/ Best of ToyFest	\$1500	
Mobile App - NEW	\$1500	
Morning Masterpieces	\$2500	
Game Night	\$2500	
Customized Badge Holder	\$2800	
Check in Kiosk	\$3000	
Gala	\$4000	
Shuttle Sponsor	\$5000	
	TOTAL:	\$

Payment Method:

☐ Check: Mail form and check payable to Western Toy & Hobby, P.O. Box 14874, Long Beach, CA 90853

☐ Credit Card: Electronic Invoice will be sent, please email form to info@toyfestUS.com.

☐ Exhibitor Portal: payment was made in the portal

If you have any questions, please feel free to contact Show Director, Carrie Scanlan.

phone: (833) TOYFEST (833.869.3378) / email: toyshow@wthra.com.

Terms :

Apart from those items reserved for 2022 sponsors' first right of refusal, all requests will be accepted on a first come, first served basis once the agreement has been received at the TOYFEST Office. All sponsorships are subject to approval by the ToyFest Slate of officers.

Signing this agreement indicates firm commitment in accordance with the corresponding sponsorship rate card/brochure.

An emailed signed copy of this agreement is also binding. Cancellations are non-refundable. A deposit equal to 50% of the sponsorship amount must be paid the date the application is submitted. The remaining 50% balance must be paid by January 31, 2023, to be included in printed marketing materials. Invoicing will follow for final payment if not paid in full.