



**Kick-off the holiday season
at North America's largest
Consumer Toy & Game Fair®!**



**CHICAGO
TOY & GAME
FAIR**
NOVEMBER 8-9, 2025
WWW.CHITAG.COM

EXHIBIT AND SPONSORSHIP PROSPECTUS

What if...

- You could get 1.5B impressions for your most important holiday products?
- Put your key driver items in front of the most known influencers in the kids space?
- Be announced as one of the hottest toys / brands of the holiday season as a TOTY finalist?
- Be a part of establishing the first weekend in November as “Wishlist Weekend”?
- Put your biggest seller front and center with every parent, caregiver, and child across the country?”



Showcase Your Toys & Games at this Trend-Setting Event!

Where can YOU get your important holiday product in front of consumers and put your key drivers in front of the most known influencers?

Be a part of Wishlist Weekend!

This event puts your brand in the spotlight, showcasing what's trending for the holidays.



Maximize Your Media Impact and Turbo Charge Your Products' Awareness

- Top social media influencers
- Major national media presences
- SMT opportunities
- 1.52 Billion Impressions in 2024:
 - 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



Connect with Consumers

Get live, in-person, real consumer interactions/reactions for social media platforms and YouTube channels



- Create unboxing videos/fun reveals
- Surprise giveaways
- Exclusive items only for event attendees (collectors)



Elevate Your Brand



- Interactive displays and activations
- Photo Opps with Characters throughout the entire show
- Own the show with brand building opportunities focused on media attendees



Take Part in the First Ever WISHLIST WEEKEND!

- An all-new national event promoting the hottest toys that every child will want for the holidays
- Be a part of the CHITAG Holiday wishlist featuring best product of the show
- Potential to be a part of the TOTY finalist announcement event (if selected as finalist)
- Encourage kids and parents to add your product to the list in person!



Secure Your Exhibit Space Today

Booth space at the Chicago Toy & Game Fair is available with rates as low as \$18/sq.ft. With booth space, exhibitors receive:

- Access to the Global Inventor Pitch and Innovation Conference
- A company feature in an upcoming Bloom Report and Consumer Newsletter.
- Inclusion in the People of Play Holiday Gift Guide, now titled Spring & Summer Gift Guide.
- And much more!



Sponsorship Opportunities to Elevate Your Brand

Extend your brand's visibility beyond the booth by sponsoring key events during People of Play Week. With opportunities to engage diverse audiences, we offer customizable sponsorship packages to suit a range of budgets.

Inventors & Designers



**Next Generation of
Toy Inventors**



**Innovators in the
Toy Industry**



Be at the preeminent kickoff consumer and media event of the 2025 holiday season



Reserve your experience at CHITAG today!



WWW.CHITAG.COM

For more information contact:



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