



PROMOTIONAL OPPORTUNITIES

Welcome Page Headline Banner Ad – 3 Available



Make a BIG first impression with a TFE Welcome Page Banner Ad. This full width image is the first things buyers see when they arrive at the site and is sure to bring attention to your brand. Three ads available on a rotating carousel. Exclusive available. Sponsor may provide new artwork each month. Size (px): W: 2000 x H: 400.

Promo Fees:

Monthly - \$5,000

6 Month Bundle - \$12,000

Full Year Exclusive - \$20,000

Welcome Page Banner Ad – 4 Available



Enhance your brand exposure with a Toy Fair Everywhere Banner Ad. Scattered throughout the TFE Welcome Page, this custom banner offers you the opportunity to stand out and drive traffic to your showroom. Location of banner available on a first come, first serve basis. Sponsor may provide new artwork each month. Size (px): W: 1120 x H: 175.

Promo Fees:

Monthly - \$4,000

6 Month Bundle - \$10,000

Full Year Exclusive - \$16,000

Welcome Page Featured Brand – 8 Available



Welcome all attendees by showcasing your company logo on the TFE Welcome Page. Logo links directly to your showroom giving buyers an easy and direct way to find you. Sponsor may provide new artwork each month. Size (px): W: 265 x H: 200.

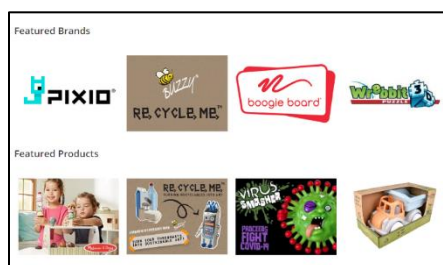
Promo Fees:

Monthly - \$2,500

6 Month Bundle - \$6,500

Full Year Exclusive - \$11,000

Welcome Page Featured Product – 8 Available



Welcome all attendees by showcasing a featured product on the TFE Welcome Page. Product image links directly to your showroom giving buyers an easy and direct way to find you. Sponsor may provide new artwork each month. Size (px): W: 265 x H: 200.

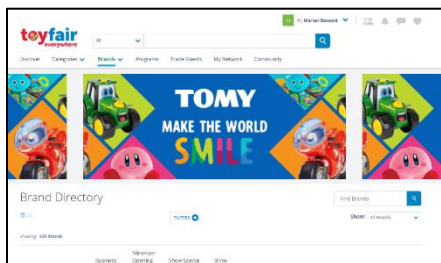
Promo Fees:

Monthly - \$2,500

6 Month Bundle - \$6,500

Full Year Exclusive - \$11,000

Brand Directory Banner Ad – 3 Available



Buyers are here to see your showroom so put it front and center on the Brand Directory page. Three ads available on a rotating carousel. Exclusive available. Banner ad will also appear on TFE Login screen and on Show Specials page. Sponsor may provide new artwork each month. Size (px): W: 720 x H 290.

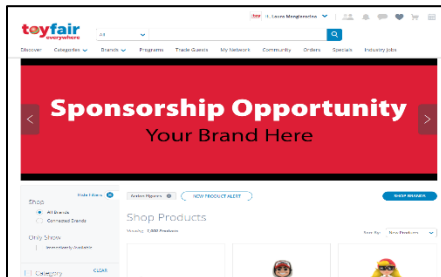
Promo Fees:

Monthly - \$5,000

6 Month Bundle - \$12,000

Full Year Exclusive - \$20,000

Product Category Sponsor - Exclusive per category



Own your product category with a dynamic ad and draw buyers into your showroom. Your ad will appear in the Product Category hover menu, the Product Category landing page as well as all the sub-category landing pages. Sponsor may provide new artwork each month.

Size (px): W: 227 x H: 504 & W: 2000 x H: 635

Promo Fees:

Monthly - \$4,000

6 Month Bundle - \$10,000

Full Year Exclusive - \$16,000

Buyer Promotional Email Campaign



Put your brand front and center on the Toy Fair Everywhere buyer email campaign. Promotional emails will be sent out two times per month giving you big exposure to the buyer community and drive traffic to your showroom. Sponsor may provide new artwork each month.

Promo Fees:

Monthly - \$3,500

6 Month Bundle - \$8,750

Full Year Exclusive - \$14,000

Dedicated Buyer Email Blast – 1 Per Month Available



Deliver new product information, promotions, invitation or other company news directly to the buyers you most want to engage. A custom email will be sent to all registered buyers on your behalf with links that go directly to your showroom.

Promo Fee: \$5,000 per email blast