



## PROMOTIONAL OPPORTUNITIES

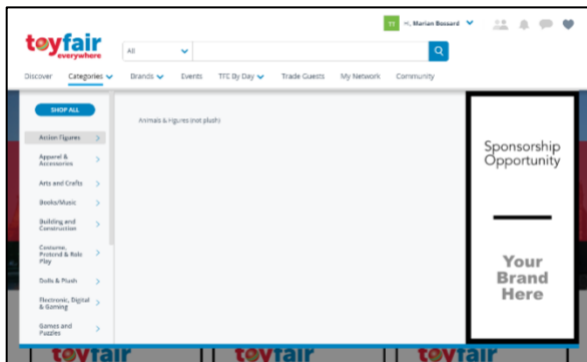
### Welcome Page Banner Ad – 8 Available



Promo Fees: \$2,500 per week | \$4,500 2-week bundle

Enhance your brand exposure with a Toy Fair Everywhere Banner Ad. Scattered throughout the TFE buyer landing page, this custom banner offers you the opportunity to stand out and drive traffic to your showroom.  
Size (px): W: 1120 x H: 175

### Product Category Sponsor - Exclusive per category



Promo Fees: \$1,200 per week | \$2,000 2-week bundle

Own your product category with a dynamic ad and draw buyers into your showroom. Your ad will appear in the Product Category menu.  
Size (px): W: 227 x H: 504

### B2B Social Media Posts



Promo Fees: \$500 per post

Create brand buzz among Toy Fair Everywhere buyers with hyper-targeted posts on The Toy Association's social media accounts (Facebook, LinkedIn, Instagram).  
Size (px): W: 600 x H: 350

## Networking “Happy Hour” Event

Promo Fees: \$1,000 per event

Even though we can't be together doesn't mean we can't have a little fun! Sponsor a virtual Happy Hour and attach your name to a good time.

## Market Week Buyer Promotional Email Campaign – **SOLD OUT**



Promo Fees: 3-Week Bundle Exclusive - \$6,000  
Market Week Exclusive - \$2,500 per week

Put your brand in registered Buyer's inboxes every day of the Market Week. Your branding will appear on the daily deployments during the market week.

Availability of all scheduled emails dependent on date sponsorship is secured.

## ToyFairEverywhere.com Banner Ad – **SOLD OUT**



Promo Fees: 3-Week Bundle Exclusive - \$5,000  
Aug/Sept Market Weeks Exclusive - \$3,500

Put your brand front and center on this **pre-show** landing page where upwards of 8,000 buyers will land during the Toy Fair Everywhere marketing campaign.

Size (px): W: 980 x H: 368

## Welcome Page Headline Banner Ad – **SOLD OUT**

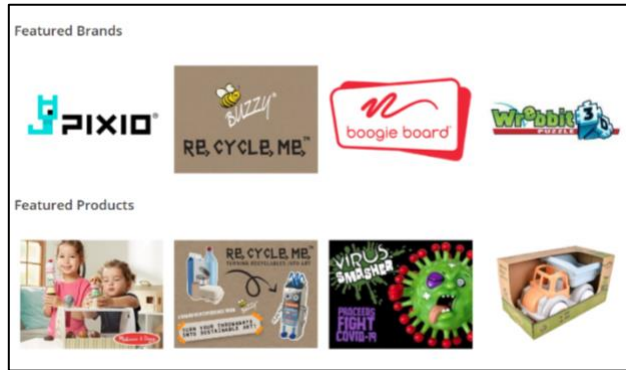


Promo Fees: 3-Week Bundle Exclusive - \$5,000  
Aug/Sept Market Weeks Exclusive – \$3,500

Make a BIG first impression with a Toy Fair Everywhere Welcome Page Banner Ad. This full width image is sure to bring attention to your brand.

Size (px): W: 2000 x H: 400

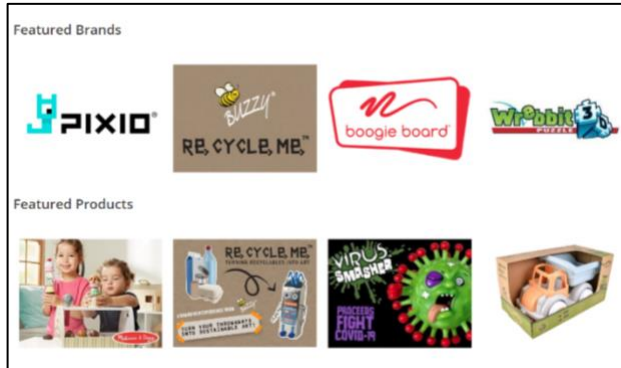
**Welcome Page Featured Brand – SOLD OUT**



Promo Fees: 3-Week Bundle - \$1,000  
Aug/Sept Market Weeks - \$650

Welcome all attendees by showcasing your company logo on the Toy Fair Everywhere Welcome Page. A maximum of 4 companies per week are available.  
Size (px): W: 265 x H: 200

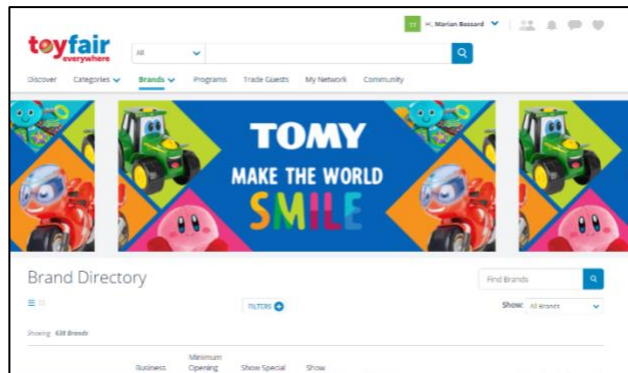
**Welcome Page Featured Product – SOLD OUT**



Promo Fees: 3-Week Bundle - \$750 per item  
Aug/Sept Market Weeks - \$500 per item

Put your product front and center for all to see when they arrive at Toy Fair Everywhere. A maximum of 4 products per week are available.  
Size (px): W: 265 x H: 200

**Brand Directory Banner Ad – SOLD OUT**



Promo Fee: 3-Week Bundle Exclusive - \$3,000  
Aug/Sept Market Weeks Exclusive - \$2,000

Buyers are here to see your showroom so put it front and center on the Brand Directory page.  
Size (px): W: 720 x H 290