

**"Exploring the
lives of kids in a
digital world."**



**Join us in
Las Vegas at the
2011 CES show
January 6-9.**



Welcome to **Kids@Play** (kidsatplaysummit.com), where today's playthings build tomorrow's global citizens.

Babies cut their first teeth on remote controls. Toddlers bang on keyboards before they can walk. By the time they reach high school, these same kids will have likely dabbled in video production, explored virtual worlds, and own a drawer-full of prized personal consumer electronics.

Kids@Play: Building a Smarter World is a summit/exhibition to be held at CES in January 2011. It's an unparalleled opportunity to meet with retailers, content providers, distributors, game developers, hardware manufacturers, educators, policy makers, and the thought leaders who drive the world that digital kids inhabit.

Key Advantages to Exhibiting at Kids@Play:

- One-stop destination for show attendees to step into the world of your customers and products.
- Exhibitor participation in the summit provides a high profile platform alongside some of the most notable experts in the industry.
- Save on exhibiting at CES. Kids@Play will supply a uniformly designed look for the exhibit.
- Public relations is the combined efforts of Kids@Play plus each individual exhibitor's outreach. Together, we create a must-see place in a crowded world of me-toos and single products.
- Over 14,000 square feet of exhibit space in a centrally located venue.

kidsatplaysummit.com

Kids@Play Exhibits and Sponsorship

Be prepared for a dynamic conversation, an interactive product showcase, and a chance to network with key players in the tech toys and learning arenas.

Kids@Play offers a variety of cost-effective opportunities to increase your organization's visibility.



Kids@Play Demo Derby: \$2,000

- A 90 second demonstration in front of an audience of press and attendees at CES, and webcast via the Kids@Play Summit website at the Kids@Play Summit conference, Jan 7th.

Kids@Play Summit Basic: \$7,500

- Turnkey Pod exhibit package
- Official listing in the CES print and online directories
- Listing in the Kids@Play Summit exhibitor and conference materials
- Company logo/link on the Kids@Play Summit website
- Kids@Play Summit press, marketing, and public relations outreach

Kids@Play Summit Plus: \$10,000

- 10ft x 10ft exhibit space
- Official listing in the CES print and online directories
- Listing in the Kids@Play Summit exhibitor and conference materials
- Company logo/link on the Kids@Play Summit website
- Total of two demo spots on exhibit floor stage throughout conference
- Kids@Play Summit press, marketing, and public relations outreach

Kids@Play Summit Silver Sponsor: \$12,000

- 10ft x 20ft exhibit space
- Opportunity to participate in the Kids@Play Summit swag bag
- Half-page B/W ad in the Kids@Play program book
- Content on website: interview with your management or a blog entry
- Official listing in the CES print and online directories
- Listing in the Kids@Play Summit exhibitor and conference materials
- Company logo/link on the Kids@Play Summit website
- Opportunity to participate at the Kids@Play Summit Press Conference
- Opportunity to hang a 4ft tall x 5ft wide banner at Kids@Play Summit (banner provided by exhibitor)
- Total of four demo spots on the exhibit floor stage throughout the conference

Kids@Play Exhibits and Sponsorship

**Take advantage of
this opportunity to
increase your
company's visibility.**



Kids@Play Summit Gold Sponsor: \$24,000

- 20ft x 20ft exhibit space
- Opportunity to participate in the Kids@Play Summit swag bag
- Full-page color ad in the Kids@Play Summit program book
- Thank you mention at the breakfast
- Shared access to the 10ft x 10ft meeting room in the exhibit area
- Official listing in the CES print and online directories
- Listing in the Kids@Play Summit exhibitor and conference materials
- Company logo/link on the Kids@Play Summit website
- Opportunity to participate at the Kids@Play Summit Press Conference
- Opportunity to be on a panel at the Kids@Play Summit Conference
- Opportunity to hang a 8ft tall x 10ft wide banner at Kids@Play Summit (banner provided by exhibitor)
- Total of eight demo spots on the exhibit floor stage throughout the conference

Kids@Play Summit Platinum Sponsor: \$36,000

- 30ft x 30ft exhibit space
- Opportunity to participate in the Kids@Play Summit swag bag
- Full-page Color ad in the Kids@Play Summit program book
- Thank you mention at the opening of conference
- Shared access to the the 10ft x 10ft meeting room in the exhibit area
- Official listing in the CES print and online directories
- Listing in the Kids@Play Summit exhibitor and conference materials
- Company logo/link on the Kids@Play Summit website
- Opportunity to speak at the Kids@Play Summit Conference
- Opportunity to participate at the Kids@Play Summit Press Conference
- Opportunity to hang a 8ft tall x 10ft wide banner at Kids@Play Summit (banner provided by exhibitor)
- Total of ten demo spots on the exhibit floor stage throughout the conference