



#### WHAT:

Kids@Play Summit, a conference plus 4 days of exhibition

#### WHERE:

2013 International CES in Las Vegas

#### WHEN:

Exhibit: Jan 8-11, 2013

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

**Welcome to Kids@Play 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 2013. 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 10,000 square feet of exhibit space located at the Venetian.



**For more information, contact [summitinfo@kidsatplaysummit.com](mailto:summitinfo@kidsatplaysummit.com) or call (800) 553-2399**



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.

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

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

## Sponsor Costs & Benefits

	PLATINUM	GOLD	SILVER	BASIC	POD
Cost	\$36,000	\$24,000	\$12,000	\$10,000	\$7,500
Exhibit Space Size	20x30	20x20	10x20	10x10	6' turnkey
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Size of Banner in Conference Room	8' x 10'	8' x 10'	4' x 5'		
Invites to Networking Party	8	6	4	2	1
Participation on Conference Panel	✓	✓			
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on Kids@Play Website	✓	✓	✓	✓	✓
Participation at the LIDT Press Conference	✓	✓	✓		
Swag Bag Participation	✓	✓	✓		
Access to Show Floor Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Show Floor	6	4	2	1	

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