

**“Exploring the
lives of kids in a
digital world.”**

**Join us in
Las Vegas at the
2012 CES show
January 10-13.**



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA



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 2012.

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 25,000 square feet of exhibit space in a centrally located venue.

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



Kids@Play Exhibit and Sponsorships

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.



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 WRAP Party | 10 | 8 | 6 | 4 | 2 |
| Participation on Panel | ✓ | ✓ | | | |
| Listing in CES Print and Online Directories | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing on Kids@Play Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to speak at Kids@Play Summit | ✓ | ✓ | ✓ | | |
| Participation at the Press Conference | ✓ | ✓ | ✓ | | |
| Swag Bag Participation | ✓ | ✓ | ✓ | | |
| Access to Meeting Room | ✓ | ✓ | ✓ | | |
| Demo Spots on LIDT Stage on Showfloor | 8 | 4 | 2 | 1 | |

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