



kidscreen
summit.

February 9-12, 2014 » Hilton NY, New York

Sponsorship Menu

About the event...

Kidscreen Summit is renowned as the kids entertainment industry's most important annual event. In 2013, the conference welcomed more than 1,600 attendees from 47 countries. The group included more than 400 kids TV buyers, and roughly 900 kids content producers and distributors. Top executives attend Kidscreen Summit to engage in critical dialogue on issues that affect the industry; take advantage of some of the year's best networking opportunities; recognize and understand current market needs, opportunities and challenges; learn more about key innovators and their visions; and find and share ideas that will drive their businesses forward.

Why sponsor?

- To generate new business and revenue opportunities
- To reach all of the industry's decision-makers gathered in one place
- To enhance corporate profile and position your company as an industry leader
- To launch new companies, products or services on a grand stage
- To broaden your exposure to new clients and partners from around the world
- To show support for your industry and help facilitate one-of-a-kind networking and information-sharing opportunities
- To take advantage of special promotional opportunities available only to sponsors
- To have the cachet of being a sponsor of the kids entertainment industry's most important calendar event!

Who attends?

- TV Programming, Acquisitions and Development Executives
- Producers and Creators
- Distributors
- Retailers
- Licensors & Licensees
- Marketers
- Digital Media Content Creators and Distributors

2013 Statistics

- More than 1,600 delegates
- Attendees from 47 countries
- 98% plan to attend again
- 99% would recommend the event to colleagues
- 400+ kids TV buyers
- 900+ producers & distributors



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Sponsorship Menu

Delegate Lounge

\$49,995

Core elements:

- Sponsorship of the Delegate Lounge
- Opportunity to set up a high-profile branded booth or meeting space for your team to use exclusively for the duration of the event
- Provide a central Meeting Point in the Delegate Lounge that attendees will use to connect with one another throughout the event

Extra value:

- Two-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the February/March 2014 issue of Kidscreen
- Opportunity to provide one (1) Delegate Bag insert
- Eight (8) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$500
- Premium logo exposure on all promotional material, to include website, advertising in Kidscreen and other trades, direct e-marketing efforts, conference Delegate Book, etc.



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Sponsorship Menu

Platinum
\$34,995

Option 1 **30 Minutes with... Package**

- Sponsorship of the “30 Minutes with...” series of sessions
- Opportunity to sponsor and brand the Hotel Room Key Cards given to all guests staying in the hotel during the Summit

Option 2 **Access Package**

- 360-degree sponsorship of kidscreenXchange, the online platform all Kidscreen Summit delegates use to message each other, set up meetings, manage their schedules and follow up after the event
- Prominent “Powered by...” corporate logo representation on:
 - All kidscreenXchange messages exchanged between delegates and the message notifications sent to their email accounts (23,000 messages in 2013)
 - The kidscreenXchange dashboard (which generated 43,000 visits in 2013)
- Sponsorship of the conference WiFi service (includes customized password, and “Powered by...” logo representation on a login instructions card given to all delegates as they check in)

Option 3 **Elevator Package**

- Opportunity to run your show reels continuously on the screens in all hotel elevators during the event

Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the February/March 2014 issue of Kidscreen
- Opportunity to provide one (1) Delegate Bag insert
- Six (6) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate \$150
- iKids passes at discounted rate \$500
- Premium logo exposure on all promotional material, to include website, advertising in Kidscreen and other trades, direct e-marketing efforts, conference Delegate Book, etc.



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Sponsorship Menu

Gold
\$27,995

Option 1 **Green Package**

- Sponsorship of water bottles to be distributed to all attendees as a Delegate Bag insert
- Sponsorship of strategically placed water coolers for bottle refilling

Option 2 **Keynote Package**

- Sponsorship of the keynote presentation and opportunity to deliver a two-minute welcome and intro address
- Opportunity to provide and present a gift to the keynote speaker at the close of the presentation
- Opportunity to host an invite-only breakfast, lunch or cocktail for the speaker and 10 guests of your choosing on the day of the keynote (which reception option will depend on the speaker's availability)
- Prominent "Brought to you by..." logo representation on all promotional materials in support of the keynote presentation

Option 3 **Private Event Package**

- Opportunity to host a private breakfast, lunch or cocktail party for up to 100 guests on-site during the Summit
- Cherry-pick your guests from the event's delegate list, and Kidscreen Events will provide invitation and RSVP management services

Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the February/March 2014 issue of Kidscreen
- Opportunity to provide one (1) Delegate Bag insert
- Four (4) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$500
- Premium logo exposure on all promotional material, to include website, advertising in Kidscreen and other trades, direct e-marketing efforts, conference Delegate Book, etc.



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Sponsorship Menu

Silver
\$22,995

Option 1 **Meeting Suite Package**

- Your team will have exclusive access to brand and host meetings in a private business suite just one floor above the Delegate Lounge

Option 2 **Speed Pitching Package**

- Sponsorship of Speed Pitching (includes “Sponsored by...” logo representation on table signs at the sessions, all directional signage, session description in the conference Delegate Book and online)
- Opportunity to provide a branded gift of thanks to the broadcaster/investor hosts of these high-profile sessions

Option 3 **Energy Package**

- Opportunity to brand the Kidscreen Summit Coffee Station, a central spot in the Delegate Lounge where attendees can go to recaffeinate anytime during the event

Option 4 **Meal Package**

- Sponsorship of the food & beverage service for a full day at the Summit— includes a breakfast, a morning break, lunch and an afternoon break
- Brand every dining table and buffet station in America’s Hall, with the option to provide branded tabletop signs, standup signs, centerpieces, napkins, decorations, etc.

Extra value:

- Half-page sponsor profile in the conference Delegate Book
- Full-page 4/C ad in the February/March 2014 issue of Kidscreen
- Opportunity to provide one (1) Delegate Bag insert
- Three (3) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate \$150
- iKids passes at discounted rate \$500
- Premium logo exposure on all promotional material, to include website, advertising in Kidscreen and other trades, direct e-marketing efforts, conference Delegate Book, etc.



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Sponsorship Menu

Exhibitor Booths \$13,995

Core elements:

- 10' x 10' booth space (includes one table, two chairs and power)
- Participation in the Exhibitor Passport Contest offering delegates a chance to win a prize for visiting all of the exhibitor booths

Extra value:

- Half-page 4/C advertisement in the conference Delegate Book
- Opportunity to provide one (1) Delegate Bag insert
- Two (2) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$500

Meeting Suites \$9,995

- Your team will have exclusive access to brand and host meetings in a private business suite just one floor above the Delegate Lounge for the duration of the event

Meeting Tables \$3,495

Elements:

- One (1) cocktail table with four chairs and power
- Tabletop sign featuring your company's name and logo

Note: No additional signage or a/v equipment is permitted in the Meeting Table area. To explore sponsorship options that include these elements, please contact the Kidscreen sales team at sales@kidscreen.com.



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Sponsorship Menu

Kidscreen Awards Sponsorship

Channel of the Year Category **\$9,995**

Broadcasting Categories

Best Channel Design

Best Channel Website

Best On-Air Host(s)

Best Interstitial Series

Best Integrated Promotion

\$1,995 each

\$6,995 for all five

Programming Categories

Preschool (0-5)

Kids (6-10)

Tweens/Teens (11-17)

Creative Talent

Viewers Choice

\$1,995 each

\$6,995 for all five

Elements:

- Opportunity to present the awards associated with any one of these categories at the Kidscreen Awards Presentation Event held during Kidscreen Summit
- Prominent logo exposure on all promotional materials for the Kidscreen Awards, to include website, advertising in Kidscreen and other trades, direct e-marketing efforts, the ceremony program, press release announcing the winners, the big screen at the ceremony, etc.



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Sponsorship Menu

Hilton Hotel Room Drop/Door Hang **\$3,995**

- Distribution of one pre-assembled promotional item or one-sheet in Kidscreen Summit guest rooms

OR

- Placement of one promotional door-hanger on the door handles of Kidscreen Summit guest rooms

Delegate Bag Insert **\$2,495** (additional items \$1,495)

- Opportunity to provide one of the following event-essential items exclusively:

Notepad	Headphones
Pen	USB Key
Lip Balm	Plush Toy
Hand Lotion	T-Shirt
Hand Sanitizer	Keychain
Breath Mints/Gum	

Note: Kidscreen can connect you with manufacturing options.

Seat Drop **\$1,995**

- Distribution of a promotional item or program one-sheet on all seats in a specific conference session



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Sponsorship Menu

Don't see anything here that works for you? Not to worry! We're wide open to new ideas for helping you promote your brand and company at the event. And we also love to customize packages that fit client goals perfectly.

Get in touch to discuss these options and much more...

Myles Hobbs

416-408-2300 x492

mhobbs@brunico.com

Jonathan Abraham

416-408-2300 x295

jabraham@brunico.com