



# TECH TOYS ARE BIG BUSINESS

Join us at CES 2019 with  
over 20,000 square feet that  
brings the story of kids and  
high-tech play to life.

**CES 2019:  
January 8-11, 2019  
Las Vegas, NV**





**The Kids & Technology marketplace and Kids@Play conference explore tech products and services designed for kids. It looks at everything from robots and drones to coding experiences and social media.**

## THE SMART CONNECTED TOY MARKET



**65%**  
of parents would pay more for a smart connected toy

The show floor, a four-day exhibition, has over 20,000 feet of exhibit space showcasing the products behind the marriage of toys and tech. The Kids@Play Summit, the corresponding conference, tackles the issues and opportunities surrounding the toy market as well as the trends that are driving it.

Additional efforts to support the program include the KAPi Awards program, a gala celebration of the best of kids products, and FamilyTechTV, an interview series of leaders in kids and family technology.

### What Is It?

**Kids@Play: A half-day conference and 4-day exhibition on the CES showfloor** promoting the next generation of digital hardware, software, and media for kids from infancy to high school.

### Who Attends?

Developers, retailers, manufacturers, educators, press, content creators, service providers, and toy companies. 2018 attendees included Johnson & Johnson, Facebook, Discovery Channel, National Library Association, Google, Fisher-Price, Toys“R”Us, Leapfrog, Amazon and more.

### Why Attend?

As adults, we distinguish between the digital world and the real world; kids see less distinction.

Kids do some of their most important formative learning with screens and tablets in hand. And parents freely admit to joining their kids in a good online or gaming experience.

At the conference we'll look at everything from voice activated toys, the Internet of Kid Things, smartphones, wearables, tablets, robots, the importance of coding, and the rise of digital creators. We'll also look at the research. Are talking toys a child's new imaginary friend? Is VR unhealthy for developing neural systems? How has cord cutting changed kids' engagement with content? By engaging the stakeholders--developers, manufacturers, parents, educators, and services—we explore the emerging world of the uber-connected kids. Make your impact on this ever-changing market. Sponsor a conference session. Exhibit on the show floor. Plant your flag as an industry thought leader.

**Past exhibitors include:** Cogni, Lego, Mattel, RoboLink, Odyssey, SpinMaster, WowWee, WonderPlay, Nabi, Fuhu, Square Panda, TILT and more.





## SNAPSHOT OF 2018

50+ exhibitors

50+ speakers

14 exhibitors profiled on

FamilyTech TV for

7 million impressions

75,000 social media impressions

127 press clips, TV, print  
and online coverage

235 conference attendees

KAPi Awards Evening with over

75 applicants and 11 winners

## OUR PHILOSOPHY

Start with the question: How can you be both seen by  
“many” people and the “right” people in a crowded world?

### On the Show Floor

At CES, our 20,000-square-foot exhibit area introduces the business-to-business CES attendee to your product by placing it in an environment of kids and family technology products. This dedicated industry marketplace allows potential customers, partners, and members of the media to find you in a targeted zone solely devoted to showcasing the vitality of the kid’s arena.

### At the Conference Sessions

Those with the highest affinity for the kid’s marketplace can find new business relationships, new ideas, and walk away with up-to-the-minute product news and research about cutting-edge kid’s technology at the Kids@Play Summit at CES.

### The Pre-Show/Show/Post-Show Trifecta

Before the first attendee sets foot in Las Vegas, our PR, advance marketing and social media teams work with your products to ensure maximum exposure. At the show, our networking events, television interviews, blogger meetups and Kids@Play Interactive (KAPi) awards program ensure that you’ve got a multiple of exposure points. After the show, our PR coverage, photos, videos and social media continue to keep your company in the spotlight.



### Which Level of Participation is Right for You?

That depends on your company's unique mission. We'll help you work through the smorgasbord of offerings to find the best mix of high profile promotions and deep business connections for you.

### Want to get your product in front of the world's most vocal audience?

Ask us about our **Blogger Events** where we offer parents and the brands they love a chance to interact in a fun, intimate environment at CES.



	PLATINUM	GOLD	SILVER	BRONZE	BASIC
<b>Cost</b>	\$38,700	\$25,800	\$14,400	\$10,000	\$7,500
<b>Exhibit Space Size</b>	20 x 30	20 x 20	10 x 20	10 x 10	6' turnkey pod
<b>Advertising in Program Book</b>	Full Page	Full Page	1/2 Page		
<b>Rotating Banner Ad on In-Room Monitor</b>	10 sec.	6 sec.	3 sec.		
<b>Invitations to Networking Party</b>	8	6	4	2	2
<b>FamilyTech TV</b>	✓	✓			
<b>Press Event Participation</b>	✓	✓			
<b>Listing in CES Online Directory</b>	✓	✓	✓	✓	✓
<b>Listing on Kids@Play Website</b>	✓	✓	✓	✓	✓
<b>Public Relations Outreach</b>	✓	✓	✓	✓	
<b>Access to Show Floor Meeting Rooms</b>	✓	✓	✓	✓	

  
**LIVING IN DIGITAL TIMES**  
 CONNECTING LIFE'S DOTS

 Consumer Technology Association™

For a tailored proposal to make CES and Kids@Play work for you, email Tonda Sellers at [tonda@livingindigitaltimes.com](mailto:tonda@livingindigitaltimes.com) or call 512-626-3334  
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