



SANTA CLARA • CALIFORNIA

THE ULTIMATE POP CULTURE FAN EXPERIENCE LIVE EVENT



WHO ARE WE

10+ YEARS OF EXPERIENCE

AN ANNUAL THREE-DAY POP CULTURE CONVENTION, HELD EACH AUGUST IN THE HEART OF SILICON VALLEY, SANTA CLARA CALIFORNIA. TOYXPO HAS CONSISTENTLY GROWN IN ATTENDANCE, EXHIBITION AND GUEST LIST SIZE. THE SHOW HAS BECOME ONE OF THE LARGEST INDEPENDENT CONVENTIONS OF ITS KIND ON THE WEST COAST. ATTENDEES CELEBRATE WHAT MAKES THEM GEEKY — THEY SHOP, CREATE, CONNECT, AND LEARN WITH FELLOW FANS OF POP CULTURE.

OUR ATTENDEES

OUR ATTENDEES ARE A DEDICATED AUDIENCE WITH DISPOSABLE INCOME, INTEREST IN ART & TECHNOLOGY, AND HAVE A PENCHANT FOR EARLY ADOPTION. THEY USE SOCIAL MEDIA TO SHOW AND TELL EVERYONE ABOUT THEIR EXPERIENCES AND WHAT THEY LOVE AT THE SHOW. WE FOCUS ON THE FAN EXPERIENCE TO PROPEL THIS ENGAGEMENT WITH HOSTING INDUSTRY LEADING CELEBRITY GUESTS, A LARGE VENDOR FLOOR AND SPECIAL EVENTS TO MAXIMIZE VIRAL COMPONENTS

WHAT DOES IT COST

YOU CAN GET INVOLVED FOR AS LITTLE AS JUST \$100! WE HAVE A HUGE RANGE OF OPPORTUNITIES TO SPONSOR OUR EVENT. YOU CAN PLAY HOST TO THE ULTIMATE IN BECOMING A TITLE SPONSOR, PLACE YOUR LOGO ON THE STEP AND REPEAT BANNER WHERE EVERYONE IS TAKING PHOTOS FOR SOCIAL MEDIA OR EVEN PLACE YOUR NAME IN LIGHTS IN THE CELEBRITY TALENT AND PHOTO OP ROOM. THERE IS SOMETHING FOR EVERYONE AND WE WANT TO PARTNER WITH YOU!

DEMOGRAPHICS AND SPECIFICS

- **ATTENDANCE & DEMOGRAPHICS** — TOYXPO ATTRACTS 20,000+ ATTENDEES OVER THREE DAYS. OUR CROWD SPANS ALL AGES (THE LARGEST CONTINGENT IS BETWEEN 21 AND 40), IS GENDER-BALANCED, AND IS PRIMARILY LOCAL (58%).
- **THE IMPACT OF THE EVENT IS FELT FAR BEYOND THE CONVENTION CENTER; IT'S FELT ON THE CAL TRAINS FULL OF COSTUMED FANS, IN BARS AND IN RESTAURANTS WHICH CREATE NEW MENU ITEMS AND OFFER NERDY DEALS, AND IN SOLD-OUT HOTELS THROUGHOUT THE CITY.**
- **CULTURAL IMPACT** — TOYXPO HAS BECOME A HOMEGROWN SUCCESS STORY, AND A CULTURAL PHENOMENON IN SANTA CLARA, CALIFORNIA. EACH YEAR, OUR EVENT IS ATTENDED, RECORDED, TWEETED, INSTAGRAMED, LIVE STREAMED, SNAP CHATTED AND POSTED TO YOUTUBE AND FACEBOOK, GENERATING MASSIVE BRAND RECOGNITION LONG AFTER THE EVENT CONCLUDES. IN 2017, COVERAGE AND ADVERTISING OF THE EVENT TOPPED 50 MILLION DIGITAL IMPRESSIONS WITH MEDIA COVERAGE COMING FROM ACROSS THE COUNTRY AND ATTENDEES JOINING US FROM AROUND THE GLOBE.

AT SHOW SPONSORSHIP PACKAGES

\$3000

CELEBRITY TITLE SPONSOR

YOUR WILL BE NAMED AS THE TITLE SPONSOR FOR THE CELEBRITY ROOM. ASSOCIATE YOUR NAME WITH OVER 20 CELEBRITIES AND BE THE FOCAL POINT OF THOUSANDS OF ATTENDEES

\$2500

Q&A PANEL SPONSOR

EACH CELEBRITY GUEST WILL PARTICIPATE IN A PANEL AS WELL AS ADDITIONAL PROGRAMMING. HERE IS YOUR CHANCE TO BE CENTER OF ATTENTION

\$5000

COSPLAY CONTEST

COSPLAY CONTEST TITLE SPONSOR. THIS IS THE ULTIMATE EXPOSURE AS COSPLAY IS THE ULTIMATE FAN ENGAGEMENT DELIVERING TONS OF SOCIAL MEDIA POSTS!

ALL TITLE SPONSORS GET A 10X10 PREMIUM SPACE & 20 COMPED 3 DAY EVENT PASSES

MEDIA SPONSORSHIP PACKAGES



\$500

STEP AND REPEAT BANNER

YOUR LOGO WILL BE PLACED ON THE OFFICIAL STEP AND REPEAT SOCIAL MEDIA BANNER. ALL GUESTS WILL HAVE THE CHANCE TO TAKE A PHOTO IN FRONT OF THIS AWESOME BANNER!



\$500

WRISTBAND/BADGE

EACH WRISTBAND & BADGE WILL FEATURE YOUR LOGO. EVERY PERSON WHO ATTENDS THE CONVENTION MUST WEAR ONE, SO IMAGINE HOW MANY PEOPLE WILL SEE THIS!



\$1000

LANYARD

YOUR LOGO WILL BE PRINTED ON THE BADGE LANYARDS FOR THE SHOW. THIS IS AN AWESOME WAY TO BE SEEN BY EVERYONE IN ATTENDANCE!

CONTACT US TODAY!

FOR SPONSORSHIP OPPORTUNITIES

PLEASE CONTACT OUR SPONSORSHIP OFFICE

TOLL FREE

TOLL FREE (877) 527 - 9994 EXTENSION 1

EMAIL: STAFF@BAYAREATOYEXPO.COM



TOYXPO

AUGUST 24 - 26, 2018
SANTA CLARA CONVENTION CENTER
WWW.TOYCONVENTIONS.COM

SANTA CLARA
SILICON VALLEY CENTER
CONVENTION & VISITOR BUREAU

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