



WHERE
WORK AND
PLAY
COLLIDE

Fifth Annual

kidscreen
SUMMIT™

www.kidscreensummit.com

"I found it very informative,
highly qualitative, rather
intensive and pleasantly informal."

- Justine Bannister,
Head of TV Distribution, Dupuis
(Attendee 2003)

FEBRUARY 12 - 14, 2004

TWO DAY CONFERENCE & WORKSHOPS

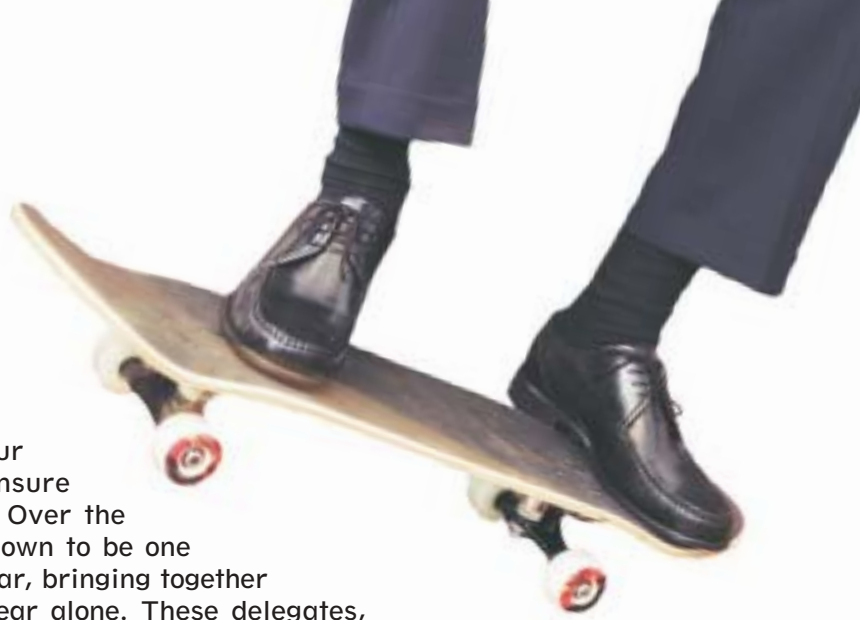
THE ROOSEVELT HOTEL, NEW YORK, NY

• KIDS PRODUCTION • KIDS PROGRAMMING • KIDS LICENSING & MERCHANDISING

SPONSORSHIP
INVESTMENT MENU

CALL LEIGH DESMARAIS TO BOOK YOUR SPONSORSHIP TODAY
416-408-2300 x 492. OPPORTUNITIES WILL GO FAST!

Fifth Annual KidScreen SUMMIT™



KidScreen Summit is the must-attend annual event for the kids entertainment industry. The Summit is the place where your investment of time and money will ensure opportunities for business are maximized. Over the past four years, KidScreen Summit has grown to be one of the most important events on the calendar, bringing together over 350 delegates from 12 countries last year alone. These delegates, representing production, distribution, retail, licensing & merchandising and television and film, come to KidScreen Summit for inspiration, insight and introductions that aid them in building a stronger business, expanding their network of contacts and motivating themselves and their teams to create great kids' entertainment.

This is your opportunity to be a part of this incredible industry event. Sponsorship of KidScreen Summit provides you with the unique opportunity of extensive exposure and core targeting to promote your company and services to an audience of leading decision-makers and influencers in the global kids entertainment industry.

HISTORY

KidScreen Summit is an extension of KidScreen Magazine, the leading international business publication for the kids entertainment industry. Launched in January 1996 with a monthly print edition and website, KidScreen serves the international kids industry with a monthly, glossy, need-to-read publication. KidScreen serves up the most important industry news and indepth sector analysis in a smart, snappy read - those in the know use KidScreen as a resource to keep them in the know.

Launched in February 2000 to bring together executives from around the world to discuss, debate and develop their industry, KidScreen Summit has quickly established itself as the top conference in the world for the kids entertainment industry, having seen four successful and successive Summits from 2000-2003, KidScreen Summit 2004 promises to be the biggest and best one yet.

"Kidscreen is rapidly becoming a focus for the creative and business community who work in the kids arena. This year's event achieved the double goals of bringing together many of the key decision-makers and tackling the most current topics on all of our agendas."

- Paul Robinson, SVP Worldwide Programming Strategy, ABC Cable Networks Group
(Attendee 2003)

KIDSCREEN SUMMIT DELIVERS KEY DECISION-MAKERS

Serious Professionals

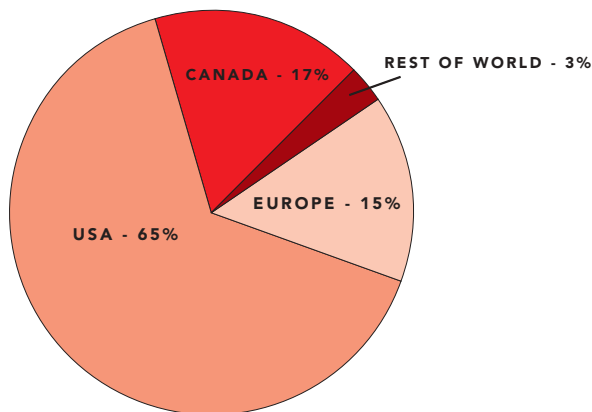
KidScreen Summit is designed for executives working in the kids industry - including:

- TV Programmers, Buyers & Acquisitions Executives
- Producers
- Distributors
- Retailers
- Licensors & Licensees
- Consumer Products Specialists
- And other suppliers to the international kids industry

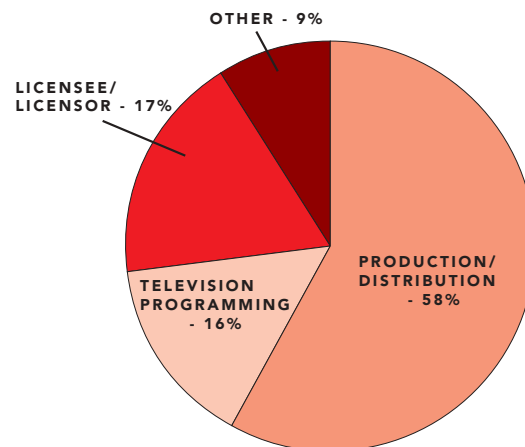
Delegate Profile

Our delegates are influential and powerful – exactly the people that you want interacting with your brand:

2003 ATTENDEES BY REGION



2003 ATTENDEES BY SECTOR



Delegate Feedback

- 98% would recommend KidScreen Summit to their colleagues
- 94% had their reason for attending the event fulfilled - top reasons cited are:

1. **Networking**

2. **Content**

3. **Speakers**

*from 2003 survey results

"I loved the timing (right before Toy Fair), and overall thought the summit was extremely helpful. I'll see you all next year!"

- Jennifer Bergstrom,
VP, Licensing Director, Simon & Schuster (Speaker 2003)

Sponsorship

Presenting Sponsor - 1 exclusive opportunity at **US\$29,995 net**

- Above the line logo exposure (*KidScreen Summit, presented in association with:*) on all promotional material, to include brochure mailers, website, conference signage, advertising in KidScreen and other trade press
- Exclusive sponsorship of conference delegate totebags with your logo and in the colour of your choice
- Exclusive sponsorship of conference registration area for you to brand with your properties
- Five (5) full three (3) day passes to the conference
- Full-page advertisement in February 2004 KidScreen issue
- Four (4) foam-core posters placed throughout conference venue
- Opportunity to provide an appropriate candidate as a chairperson for the conference
- Your banner hung in main conference ballroom
- Additional four (4) tickets to Hall of Fame celebration
- Exclusive ownership of the conference delegate book cover
- Full-page profile in conference delegate book
- Delegate bag insert
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Exclusive online survey project conducted through KidScreen First Look & Kidscreen.com
- Opportunity to run a 15 second spot at opening remarks on day one
- Opportunity to run a 15 second spot at opening remarks of Hall of Fame celebration

Conference Patron Sponsors - 6 opportunities at **US\$9,995 net each**

- Prominent logo exposure on all promotional material, to include brochure mailers, website, conference signage, advertising in KidScreen and other trade press
- Three (3) two (2) day conference passes
- Opportunity to book an ad in KidScreen February 2004 issue at 50% off rate card
- Half-page profile in conference delegate book
- Delegate bag insert
- 8' x 8' booth space, includes pipe & drape, draped table and 2 chairs
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Additional two (2) tickets to KidScreen Hall of Fame celebration

Booth Packages - 8 opportunities at **US\$5,995 net each**

- Logo exposure on conference website in exhibitors section and inside conference delegate book
- 8' x 8' booth space, includes pipe & drape, draped table and 2 chairs
- Logo on booth area signage
- One (1) foam-core poster for your booth
- Two (2) two (2) day conference passes
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Additional two (2) tickets to KidScreen Hall of Fame celebration

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OPPORTUNITIES WILL GO FAST!**

Opportunities 2004

Principal Sponsorships: 3 opportunities at **US\$17,995 net** each

Each Principal Sponsor gets:

- Premium logo exposure on all promotional material, to include brochure mailers, website, advertising in KidScreen and other trade press
- Four (4) full three (3) day conference passes
- Opportunity to sponsor a lunch on day one, day two or day three (first come first serve)
- Full-page 4/C ad in KidScreen February 2004 issue
- Three (3) foam-core posters placed throughout conference venue
- Your banner hung in main conference ballroom
- Additional four (4) tickets to Hall of Fame celebration
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Full-page profile in conference delegate book
- Delegate bag insert
- Exclusive onsite survey of conference delegates for your own purposes

Principal Sponsor A gets the following exclusive opportunities:

- Exclusive ownership of delegate lounge for you to brand with your properties
- Opportunity to run a 15 second spot at opening remarks day two

Principal Sponsor B gets the following exclusive opportunities:

- Exclusive ownership of lanyards with your logo and colours
- Opportunity to run a 15 second spot at closing remarks on day one

Principal Sponsor C gets the following exclusive opportunities:

- Exclusive ownership of the bathrooms for you to brand with your properties
- Opportunity to run a 15 second spot at closing remarks on day two
- Opportunity to run a 15 second spot at closing remarks on day one

Delegate Bag Insert - **US\$1,695 net** for first piece, **US\$795 net** each additional piece

Insert your promotional material in the conference totebag to reach every attendee

**Maximize your marketing efforts,
book your sponsorship today!**

"The KidScreen Summit was a great event, full of information and industry power brokers willing to share knowledge and insight about the children's entertainment industry."

- LaShun Lawson, Assistant Vice President of Multimedia, NFL Players Inc. (Attendee 2003)

PUT YOUR COMPANY FRONT & CENTER

Previous Sponsors

AAC Kids, aMuse, Anne Groben & Associates, Applause Inc., Cinegroupe, Curious Pictures, DIC Entertainment, Fox Family Worldwide, Greenlight International, Gullane Entertainment, Korea Cultural Industry Promotion Center, Mediascope, Mike Young Productions, Reactorz Research, Shopro Entertainment, Sony Pictures Family Entertainment Group, Spunky Productions, Studio B Productions, The itsy bitsy Entertainment Company

Serious Results

"As always, the Kidscreen Summit was a big success! As a first time sponsor, I could not believe how much implied value there was for our company. It was great being able to put our company name in front of so many relevant industry professionals."

- Jedd Gold, Director, Brand Marketing & Promotions, DIC Entertainment (Sponsor 2003)

"We have sold two projects directly as a result of the last two Kidscreen Summits... Need I say more?"

- Mike Young, Founder & Partner, Mike Young Productions
(Sponsor 2003)

Yes, I would like to book my sponsorship of the KidScreen Summit 2004

Sponsoring Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Sponsor Contact: _____ Title: _____

Phone: _____ Fax: _____

E-mail: _____ Signature: _____

Sponsorship: Presenting Principal A Principal B Principal C Conference Patron Booth Bag Insert

**Contact Leigh to Book
Your Sponsorship
416-408-2300 x492**

