

6th Annual  
**kidScreen**  
**SUMMIT**<sup>TM</sup>

Presented in Association with



TWO DAY CONFERENCE + WORKSHOPS  
**FEBRUARY 16-18, 2005**  
GRAND HYATT NEW YORK

- kids production
- kids programming
- kids licensing & merchandising



**See The Pieces  
Come Together**

## **Sponsorship Investment Menu**

Truly a "one-stop-shop," the **KidScreen Summit** unites buyers, sellers, creators, agents and suppliers to the kids market under one roof for three days of discussion, debate and deal making. **If you are in the kids business you can't afford to miss this event!**

# 6th Annual kidScreen SUMMIT™

**K**idScreen 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 five years, KidScreen Summit has grown to be one of the most important events on the calendar, bringing together over 568 delegates from 23 countries last year alone. These delegates, representing production, distribution, retail, licensing & merchandising, television & 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 for 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.

## 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
- Other suppliers to the international kids industry

## Why Sponsor?

- To reach the industry decision-makers you won't find gathered together anywhere else
- To enhance your company profile and position yourself as an industry leader
- To launch new 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 this one of a kind networking and information-sharing opportunity
- To take advantage of special promotional ops available only to sponsors
- And most importantly, to generate business and revenue opportunities of course!

## Book Early

- Logo recognition on pre-event publicity and marketing materials
- Ensure first choice in highly sought after Sponsorship Packages
- Confirm deadlines, register your staff & start enjoying the benefits of sponsorship early

Take a photo tour of the hotel venue at: [www.grandhyattnewyork.com](http://www.grandhyattnewyork.com)



**PUT YOUR COMPANY FRONT AND CENTER**  
Book Your Sponsorship 416-408-2300 x492

# SPONSORSHIP OPPORTUNITIES 2005

## **Presenting Sponsor—One exclusive opportunity at US\$29,995 net**

- Above the line logo exposure (KidScreen Summit, presented in association with) on all promotional material
- Four (4) foam-core posters placed throughout conference venue
- Opportunity to provide an appropriate candidate as a chairperson for the conference
- Exclusive sponsorship of conference delegate totebags with your logo and in the colour of your choice
- Your banner hung in main conference ballroom
- Exclusive ownership of the conference delegate book cover
- Delegate bag insert
- Exclusive sponsorship of conference registration area for you to brand with your properties
- Opportunity to run a 15 second spot at opening remarks on day one
- Opportunity to run a 15 second spot at opening remarks of day two
- Five (5) full three (3) day passes to the conference
- 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 advertisement in February 2004 KidScreen issue
- Full-page profile in conference delegate book

## **Principal Sponsorships: US\$19,995 net each**

- Premium logo exposure on all promotional material
- Opportunity to sponsor a breakfast or lunch on day one or day two (first come first serve)
- Your banner hung in main conference ballroom
- Four (4) full three (3) day conference passes
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Additional four (4) tickets to Hall of Fame celebration
- Delegate bag insert
- Full-page 4/C ad in KidScreen February 2004 issue
- Full-page profile in conference delegate book



## **PLUS!**

### **Principal Sponsor A also gets the following:**

- Exclusive sponsorship of the Conference Speakers Lounge and two "backstage passes" allowing access
- Three (3) foam-core posters placed throughout conference venue

### **Principal Sponsor B also gets the following:**

- Exclusive branding of delegate lounge
- One "backstage pass" allowing access to Conference Speakers Lounge & VIP Leaders Breakfast
- Opportunity to run a 15 second spot at closing remarks on day one

### **Principal Sponsor C also gets the following:**

- Exclusive ownership of lanyards with your logo and colours
- Sponsorship of "30 minutes with Rooms".
- Opportunity to run a 15 second spot at closing remarks on day two

### **Principal Sponsor D also gets the following:**

- Exclusive sponsorship of the VIP Leaders Breakfast
- Three (3) foam-core posters placed throughout conference venue
- One "backstage pass" allowing access to Conference Speakers Lounge & VIP Leaders Breakfast

*"Great information, speakers were wonderful & networking was great."*

• Nancy Hibsich, Sr. Licensing Administrator, Fisher-Price Inc.

# SPONSORSHIP OPPORTUNITIES 2005

## Conference Patron Sponsors **US\$12,995 net each**

- Prominent logo exposure on all promotional material
- Three (3) 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
- 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

### Plus **ONE** of the following options!

- A) • 8 x 8 Booth space in exhibit area **SOLD**
- B) • Coffee breaks/coffee station sponsorship
- C) • Exclusive banner ads on all pre-event promotional update correspondence with registered delegates
  - banner hung in high traffic area (main ballroom reserved for platinum sponsors)
- D) • Seat-covers in main conference ballroom
- E) • Meet & Greet/ Walkabout Photo Op - Bring in on-air or program talent, celebrity partners, etc. for meet & greet and or photo opportunity with delegates.
- F) • Centerpieces or Tables in main conference ballroom **SOLD**

## Booth Packages **US\$5,995 net each**

- Logo on exhibit area signage
- 8' x 8' booth space
- Opportunity to host a booth cocktail party
- Logo exposure on conference website in exhibitors section and inside conference delegate book
- 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



**Ask our sales team about other options that might work for you!**



## Additional Opportunities

### CONFERENCE COAT CHECK - 1 opportunity at **US\$3,995**

- Brand the coat check with your logo and poster
- Coat check tickets with your logo

### DELEGATE BAG INSERT - **US\$1,995 each**

- Opportunity to insert one (1) piece of promotional material into the delegate bag

### TABLE TOP - **US\$995 each**

- Display promotional literature on the shared table top area next to registration

### BADGE HOLDER TUCK IN - 1 opportunity at **US\$3495**

- Exclusive opportunity to insert a business card sized promotional piece into the delegate badge holders

### MESSAGE BOARD - 1 opportunity at **US\$2495**

- Brand the main conference message board

### MEET & GREET WALKABOUT - **US\$5995**

- Bring characters or talent for meet & greet and/or photo opportunity with delegates.

### INTERMISSION/SEGUE MUSIC- 1 opportunity at **US\$2495**

- Provide music played during intro, intermissions and session segues

*"It was great having key programmers, producers and distributors all at the same place - all focused on kids. I like that we focused on relationship building."*

• Keith O'Connell, Head of Programming & Acquisitions, Animanía

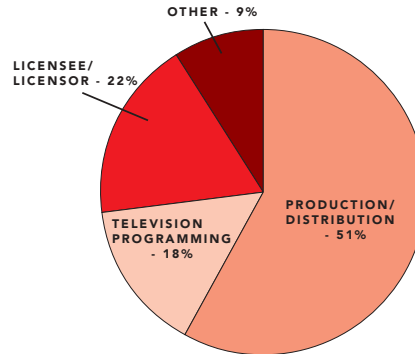
## Delegate Profile—568 Delegates in 2004

- 17% of attendees were buyers (commissioning editors, programming, scheduling & acquisition execs)
- 53% of attendees were from outside of the U.S., from the following countries:

<b>South Africa</b>	<b>Italy</b>	<b>Mexico</b>
<b>India</b>	<b>Netherlands</b>	<b>Australia</b>
<b>Singapore</b>	<b>Spain</b>	<b>China</b>
<b>Denmark</b>	<b>Sweden</b>	<b>Hong Kong</b>
<b>France</b>	<b>Switzerland</b>	<b>Japan</b>
<b>Germany</b>	<b>United Kingdom</b>	<b>Brazil</b>
<b>Greece</b>	<b>Israel</b>	
<b>Ireland</b>	<b>Canada</b>	



2004 ATTENDEES BY SECTOR



## Delegate Feedback

- 90% would recommend KidScreen Summit to their colleagues

*"...there was nowhere in North America for us Europeans to meet with like minded US colleagues. KidScreen Summit filled the gap."*

Michael Carrington, Head of CBBC Animation & Acquisitions, BBC

*"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 2004)

## Delegates included

- |  |  |  |
|--|--|--|
| 4Kids Entertainment, Chairman & CEO  | Gary Caplan, Inc., President   | RTL DISNEY Fernsehen GmbH & Co. KG, Head of Acquisitions & Co-productions                        |
| Apple Computer, Inc., Partnership Manager  | Harper Collins Children's Books, President   | Scholastic Entertainment Inc., Sr VP of TV Programming   |
| BBC, Managing Director, EMEA, GMBD, CEO Americas                                 | Hasbro, VP & Executive Producer  | Sesame Workshop, President & CEO   |
| Buena Vista Games, Vice President, Marketing                                     | Hasbro Inc, Director of Retail Development   | ShoPro Entertainment, CEO, Viz   |
| Canal J, Deputy Managing Director in Charge of Programs                          | HBO Home Box Office, Producer of Family Programming  | Simon & Schuster, Associate Director of Licensing  |
| Cartoon Network, SVP Programming and Development                                 | HIT Entertainment, Chief Creative Officer  | Sony Pictures Consumer Products, Executive Vice President  |
| Cartoon Network Europe, International Head of Programme Production               | ITV Network Ltd, Controller of Children's & Youth Programmes                               | Sony Pictures Entertainment (Japan), Inc., Deputy President                                      |
| Copyright Promotions Licensing Group Limited, CEO                                | Jim Henson Company, VP Creative Affairs  | Spin Master, Director, Global Licensing and Business Development                                 |
| Corus Entertainment, Executive Vice President, TV Programming & Development      | LeapFrog Toys, Senior Licensing Manager  | TELETOON Canada Inc, VP, Programming   |
| Create TV & Film, Managing Director & Global Controller, TV, Film & Strategy     | Learning Express, President  | Toys 'R' Us, Director of Corporate Marketing & Licensing Entertainment                           |
| DIC Entertainment Corp, Senior Vice President Worldwide Consumer Products        | Lego Company Ltd., Global Brand Director   | Turner Entertainment Networks Asia, Executive Director Programming and Acquisitions Asia-Pacific |
| Discovery Communications Inc, VP Programming & Operations                        | Marathon, President  | TV2 Denmark, Merchandise Manager   |
| Disney Channel and ABC Family Kids, Director, Business Management & Acquisitions | Mattel, Inc, SVP Mattel Brands Consumer Products   | Universal Pictures, President  |
| Disney Publishing Worldwide, VP Development                                      | McDonald's Corporation, Director Worldwide Marketing                                       | Vivendi Universal Interactive Publishing, Group Vice President, Youth Category                   |
| EBU European Broadcasting Union, Head of Coproduction Unit                       | MGM, Vice President Business Development & Acquisitions                                    | Walt Disney Television UK, Director of Production  |
| EM.TV & Merchandising, Head of Creative Affairs                                  | MTV Networks International, Director of Acquisitions, Nickelodeon, NAN, TV Land, Nicktoons | Warner Bros, VP & GM Television Licensing  |
| Entertainment Rights, Head of Sales, North & South America                       | MTVN International, VP, Marketing & Consumer Products                                      | WB Television Network, Senior Vice President, Programming Kids' WB!                              |
| Fisher Price, SVP Licensing  | Nelvana, Exec VP of Worldwide Merchandising  | Wizards of the Coast, VP Marketing   |
| Fox Kids Europe, Chairman & Chief Executive Officer                              | Nickelodeon, GM and VP Nicktoons   | ZDF Enterprises, Commissioning Editor Children's Programmes                                      |
| France 2, Head Youth Department  | Nickelodeon, Vice President, Retail Development  |  |
| Frederator, Inc, President   | Noggin, General Manager  |  |
| Gaffney International Licensing, Chairman  | PBS - Public Broadcasting Service, Sr VP & Co-Chief Program Executive                      |  |
|  | Penguin Young Readers Group, Director of Consumer Products Marketing                       |  |
|  | Reebok International Ltd., Director, Business Development, Kids Footwear                   |  |

**PLUS 500 more!**

# SPONSORS GET RESULTS AT KIDSCREEN SUMMIT

## 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 2004)

*"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 2004)

## Previous Sponsors

AAC Kids, aMuse, Anne Groben & Associates, Applause Inc., Cinegroupe, Curious Pictures, DIC Entertainment, Fox Family Worldwide, Greenlight International, Korea Cultural Industry Promotion Center, Mediascope, Mike Young Productions, Reactorz Research, Shopro Entertainment, Sony Pictures Family Entertainment Group, Spunky Productions, Studio B Productions, Eat Your Lunch, GreeneStuff, TokyoPOP, Warner Bros., Zoesis, BBC, BFC, Sesame Workshop, Create TV&Film, Sony Pictures Consumer Products and more.

## 2004 Sponsors included:



**B B C** Worldwide



curious?ictures



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www.kidscreensummit

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