

A photograph of a white sign with a black border, hanging from a black cord. The sign features the 'Astramarketplace & Academy' logo. The word 'Astra' is in a large, blue, stylized font with a multi-colored arc (blue, green, yellow, orange) above it and a yellow star to its right. Below 'Astra' is a thin orange line, followed by the words 'MARKETPLACE & ACADEMY' in a smaller, blue, sans-serif font. The background of the photo shows a blurred display of blue balloons and a pink wall with a silhouette of a person running and a yellow star.

Astra
MARKETPLACE & ACADEMY

2023 SPONSORSHIP OPPORTUNITIES

INTRODUCTION

ASTRA loves to give our sponsoring companies recognition. We know that the name of the game is getting retailers to our show and the more we can offer, the more we will attract! Through the help of sponsoring companies, we can provide so many more reasons for buyers to attend. Food, gathering and networking opportunities, snacks on the show floor, education sessions and fun events after show hours – these are the “extras” that make the trip even more worthwhile for our retailers.



TITLED SPONSORSHIP LEVELS

ASTRA Title Sponsorships

(Based on cumulative amount spent on sponsorship)

Platinum \$25,000+

Gold \$15,000- \$24,999

Silver \$10,000 - \$14,999

Bronze \$5,000- \$9,999

All titled sponsors receive –

- Program book acknowledgement
- Acknowledgement at sponsor's exhibit booth and at opening session
- Signage at ASTRA registration desk and hall entrance with logo
- Guaranteed approval for an insert sponsorship for tote bags
- Acknowledgement on ASTRA website, online floor plan, in meeting program, and in meeting promotional ads and materials

For all titled sponsors, a pre-registered attendee list will be sent in mid-May



INDIVIDUAL SPONSORSHIPS

Opening Night Reception and Party

5 sponsorships available at \$25,000 each

(10 Priority Points)

Sunday, June 11 - 7:00 pm – 10:00 pm

The opening Party will be held at the North Market which is a short 2 block walk from the hotels and convention center. North Market is a 145-year-old vibrant public market made up of Ohio's best independent merchants, farmers, and makers. ASTRA has secured the venue for our own use.

See all about it here: <https://northmarket.org/>



Party sponsorship includes:

- Company logo on signage outside the entrance as well as inside the party
- Greeters at the door to welcome the arrivals and opportunity to also hand out any information, product, logo items at the party
- Each sponsor will have one "play table" available at the venue for their product(s) for attendees to have fun with and play!
- Opportunity to provide an item for insertion into the retailer's tote bags
- ½ page ad in our printed show guide
- Pre-registration list sent weekly beginning in May
- 10 Priority points

Complete your commitment form and payment by May 1st to be included in all pre-conference marketing materials (the sooner you commit, the sooner we will begin promoting your company)



INDIVIDUAL SPONSORSHIPS

Opening Session Breakfast - **\$8,000** (3 Priority Points)

Sunday, June 11 - 7:30 am – 9:30 am

Sponsoring our opening session which will include a speaker and a breakfast. This year all attendees over the age of 16 are welcome to attend all sessions.

Sponsorship Includes:

- Company logo on signage outside of event entrance
- Company logo on presentation screens
- Opportunity to address the audience for two minutes and introduce the speaker
- Ability to place products on the tables

Badge Holders – **SOLD**

See your logo on every attendee! Your organization's logo will be screen-printed on the badge holders that are distributed to all attendees

Tote Bags – **SOLD**

Your organization's logo will be screen-printed on the tote bags that are distributed to all attendees

Meet & Greet - **\$15,000** (5 Priority Points)

Saturday, June 10 - 6:00 pm – 8:00 pm

Join your ASTRA friends and make some new ones!

The Meet & Greet is open to all and will be held June 10 at the Hilton Hotel

Sponsorship Includes:

- Company logo on signage outside of event entrance
- Logo on beverage napkins at the bar
- Sponsor provided product and/or marketing materials on tables
- Promotion in pre-event marketing pieces

New Member Mingle - **\$5,000** (2 Priority Points) **SOLD**

Saturday, June 10 - 5:00 pm – 6:00 pm

We want our new members and first-time attendees to get to know each other and hear how to make the most of the show. This is a very special event just for them before heading to the full meet and greet.

Sponsor will receive signage outside of event entrance and sponsor provided product and/or marketing materials on tables.

A great opportunity to make new member and attendees aware of your company!

Committee/Volunteer "Thank You" - **\$8,000** (3 Priority Points)

Saturday, June 10 - 8:30 pm– 10:00 pm

Join us as we celebrate and give thanks to our committee members and volunteers who graciously and selflessly offer their time and skills to help ASTRA become the Shining Star of the Play Industry.

Sponsor will receive signage outside of event entrance and sponsor provided product and/or marketing materials on tables.

**Any sales rep group that chooses a sponsorship that includes priority points will receive a 10% discount off 2023 dues in lieu of priority points.*

INDIVIDUAL SPONSORSHIPS

Game & Kit Session - **SOLD**

Sunday, June 11 - 2:30 pm – 5:30 pm

Sponsor one of the most popular events at Marketplace! Open to all, this afternoon of non-stop game playing is guaranteed to draw a crowd.

Sponsorship Includes:

- Company logo on signage outside of event entrance
- Guaranteed table available
- Opportunity to have a drawing for your products at the end of the session
- Hosted afternoon snacks
- Promotion in pre-event marketing pieces

Breakfast on the Show Floor and Education - **\$12,000** (4 Priority Points)

3 available - Monday, Tuesday, or Wednesday

Each morning before the exhibits open, we will have a continental breakfast and a speaker in the open ASTRA Center in the middle of the exhibit hall. The educational speakers from our ASTRA community will give helpful tips on subjects of importance to our members!

Sponsorship includes:

- Have your 2-minute video playing on the monitors during breakfast
- Company logo on special signage
- Opportunity for literature and/or product placement on tables
- Promotion in pre-event marketing pieces

Lunch and Panel - **\$15,000 exclusive sponsorship** (5 Priority Points) **or (3) \$5,000 sponsorship** (2 Priority Points)

Sunday, June 11 - 12:30 pm – 2:00 pm

Back by popular demand! Our lunch on Sunday will once again feature the Black Inventors Hall of Fame founder, James Howard and other members of his documentary contributors. New video of the docu-series, *Black Inventors Got Game*, will be played and a panel discussion will follow. This event was rated one of the highlights of the 2022 meeting.

Sponsorship includes:

- Company Logo on signage outside of event entrance
- Opportunity for literature and/or product placement on tables
- Promotion in pre-event marketing pieces
- Ability to address the audience for 2 minutes during the lunch

Education Rooms Tracks - **\$1,000** 4 available

Sunday, June 11

We will have Educational "Tracks" in each of the meeting rooms during the Sunday education sessions. Each track will have (3) 45-minute sessions with speakers on a selected topic.

Your company name will appear as a sponsor on a sign outside the education session entrance and on the monitor inside the session.

INDIVIDUAL SPONSORSHIPS

Toy Sync Battle – *\$20,000 exclusive (8 Priority Points)* *or (5) \$4,000 sponsorship (1 Priority Point)*

Monday, June 1 - 8:00 pm – 10:30 pm

One of the hottest and most entertaining events at Marketplace!
Open to all attendees, this night of fun with your ASTRA
friends becomes more popular every year.

Act fast before this coveted sponsorship is taken!

Sponsorship Includes:

- Company logo on signage outside of event entrance
- Company logo on the one free drink ticket per attendee
- Acknowledgement before the acts
- Promotion in pre-event marketing



Lounge Sponsorship - *\$4,000 (8 available) (1 Priority Point)*

Provide a space for attendees to relax (and write orders!) as they navigate the show floor.

Sponsorship includes:

- Lounge will be named on the online floor plan with the sponsor's name & logo
- Signage in the lounge area
- Opportunity to place promotional items on the tables in the lounge

Afternoon Goodie Break - *\$5,000 (4 available) (2 Priority Points)*

ASTRA will distribute snacks near your booth on either Monday or Tuesday afternoon. This traffic-builder is guaranteed to draw a crowd!

Includes logo signage at the snack stations and an announcement inside the exhibit hall.

Lunch Tickets - *\$4,000 (2 available) (1 Priority Point)*

Everyone loves lunch! Gain visibility and have an advertisement of your design on the back of the daily food vouchers given to all attendees.

Must be purchased in advance no later than May 1st.

Grand Prize Sponsorship - *\$2,000 (3 available) (1 Priority Point)*

Sponsor the grand prizes for the raffle drawings. Sponsor can be present at the ASTRA Center when the winner is announced.

Prizes include:

- 2 – Full conference registrations for 2024 Marketplace, including hotel and up to \$400 towards airfare
- 1 – CPE in-person class registration

Drink Tickets - *\$500 (pack of 25)*

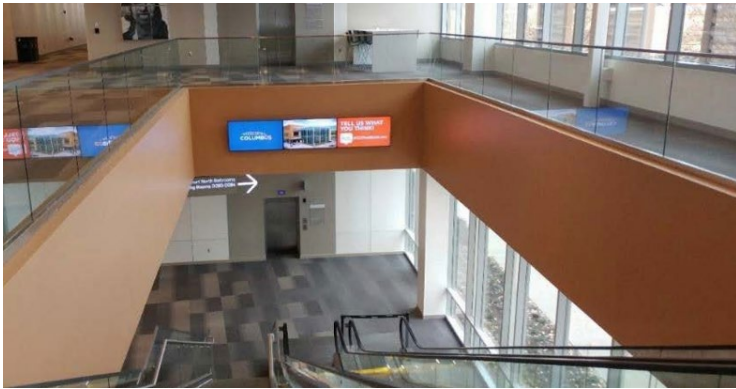
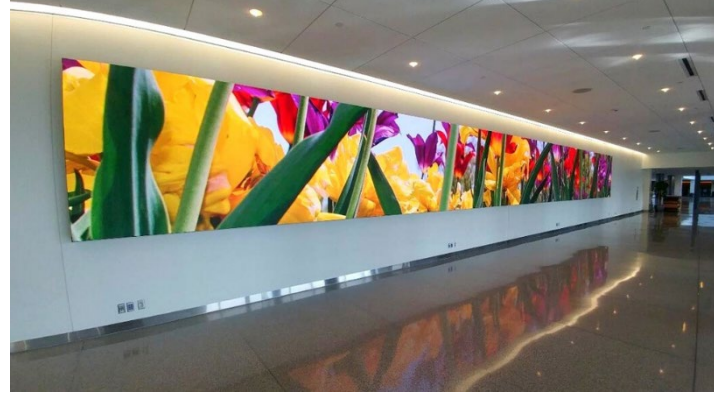
Purchase drink tickets to hand out to retailers for use at the exhibit hall Happy Hour from 4:00 -6:00 pm on Monday, June 12. E-mail retailers in advance to encourage them to stop by your booth for a drink ticket. Tickets will be good for beer, wine and soft drinks and will include your company logo. Must be purchased in advance no later than May 1st. No exchanges or refunds are given after purchase.

DIGITAL ADVERTISING

HIGH TRAFFIC DIGITAL ADVERTISING OPPORTUNITIES WITHIN THE CONVENTION CENTER

60' LED Wall Art Signage - \$6,000 *(5 spaces available) (2 Priority Points)*

Your video shown in a loop on the 60-foot LED screen located at the entrance to the convention and visible from the new Hilton lobby. Everyone will be passing this HUGE screen all day providing premium visibility opportunity.

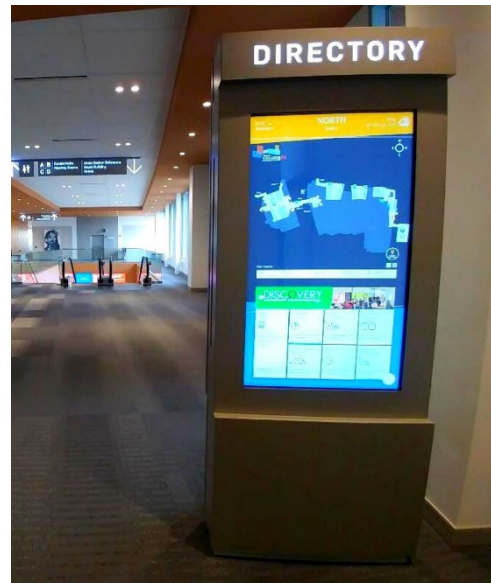


Escalator Signage - \$2,500 *(5 available) (1 Priority Point)*

Your image or video shown on 9 displays in 3 locations.

Directory Kiosks - \$1,500 SOLD *(2 available)*

Your image shown on 13 double-sided, touch-screen kiosks.



For more information, view the digital signage brochure [HERE](#)
or contact Michael Foldeak at mfoldeak@astratoy.org

PROMOTIONAL OPPORTUNITIES

Logo Notebooks - \$5,000 (2 Priority Points)

Take note! Make sure attendees think of your company each time they review their notes during the show!

Each attendee will receive a notebook with your company logo in the tote bag during registration.

Logo Pens - \$2,500 (2 Priority Points)

Put your name in the hands of attendees!

Each attendee will receive a pen with your company logo in the tote bag during registration.

Advertising Sign Stands

Sign stands are an excellent bang for your buck! Includes fabrication and labor for a 36" W x 90" H, double-sided full color graphic standing sign with your provided artwork.

➤ Premium Location Sign Stands - \$2,000

Premium location signs will be positioned, near registration and the exhibit hall entrance for maximum visibility. Quantity is extremely limited so reserve your space today!

➤ High Traffic Location Sign Stands - \$1,250

High traffic location signs will be placed in high traffic areas by the session rooms and the ballroom



Aisle Numbers Floor Stickers - \$500

Let buyers know how to easily find your booth!

Have your logo and booth number on the directional numbered aisle signs on the floor at each cross-aisle intersection.

Price is for the entire length of vertical aisle so reserve YOUR numbered aisle before it is gone!



Floor Plan Ads - \$300

Advertise your location and profile on a floor plan with your logo in a banner across to top of the page. A click on a logo would open the exhibitor's profile and highlight the booth they are in.

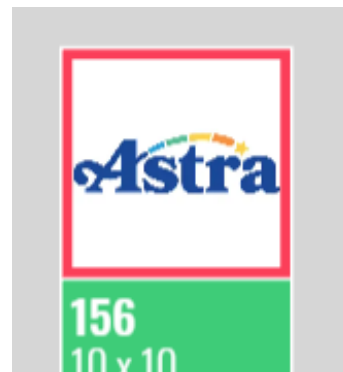
Featured Listings - \$250 (10 available)

Featured exhibitor listings are shown at the TOP of the listings, not alphabetical, on every matching search or category and formatted in bold with a diamond icon.

Booth Map Logos - \$95

Stand out and promote your brand with a logo on the floor plan map that attendees will use to navigate the trade show floor.

Instead of just a company name, your booth location will have your logo on the online floor plan as shown here.



PROMOTIONAL OPPORTUNITIES

Tote Bag Giveaway Insert - \$1,500

Get your product into the hands of hundreds of retailers with one of the limited numbers of bag stuffers in the official ASTRA tote bag. (Sponsor provides the giveaway product.)

Registration Lobby Lounge Area - SOLD

Sponsor the Relax, Recharge, and Reconnect Lounge!

The lounge provides a place for attendees to take a break and network with their ASTRA friends and colleagues. The lounge will be located right between the registration desk and the exhibit hall entrance for maximum exposure.

Make a huge impact with a 417" w x 93" h space (as shown in green on the image) on the built-in seating area with sponsor provided image. Graphic and labor included in the price.

Additional lounge seating will be provided, and the sponsor can provide promotional materials on the tables.



Wi-Fi Sponsorship - \$10,000 (4 Priority Points)

Help to provide Wi-Fi to attendees! When sponsoring the Wi-Fi at ASTRA, your company can provide an image for the splash page. In addition, you can provide the password that be posted around the event. Imagine all attendees typing in your name and booth number!

Private VIP Meeting Room - \$500/day

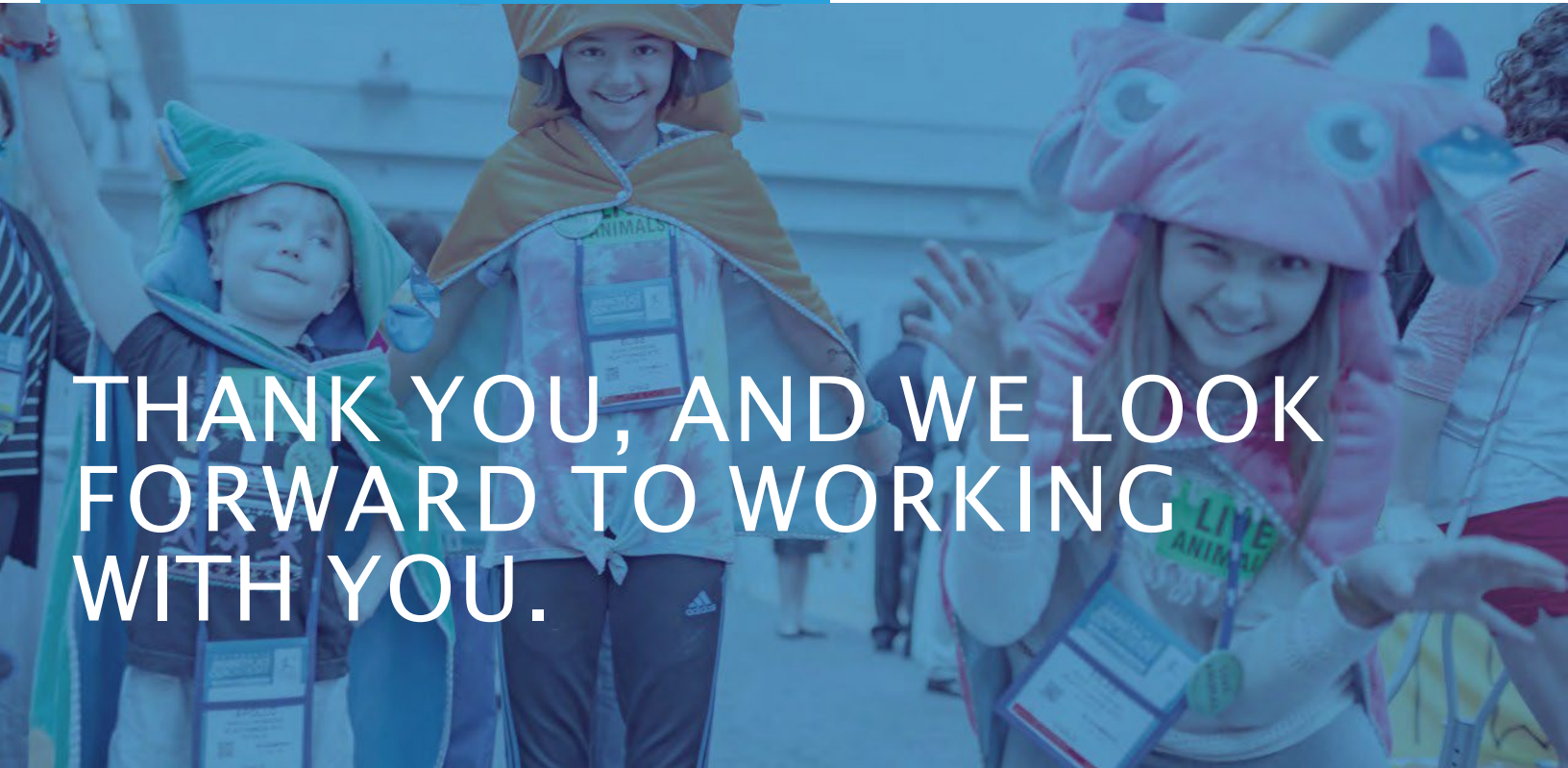
Arrange time to have private conversations with your best customers in one of convention center meeting rooms. The rooms will be set up with round tables for discussions. Price is per room per day. Any other set-up or requirements will be an additional charge.

**FOR MORE INFORMATION OR TO
SECURE ANY SPONSORSHIP
OPPORTUNITY,
CONTACT MICHAEL FOLDEAK AT
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THANK YOU, AND WE LOOK
FORWARD TO WORKING
WITH YOU.

