

The definitive event on youth entertainment technology

Engage![®] EXPO

at

TOY FAIR 2010

Javits Hall E

February 16, 2010
9:00am - 6:00pm

February 17, 2010
9:00am - 4:00pm

Booth # and Exhibitor List - Located in Javits Hall E

35 Absolu Telecom	34 Electrotank	46 paysafecard
36 Blockdot	24 Fanworlds	54 Pillsbury
31 BOKU	37 Frima studio	4 PROMT
15 CCBill	10 INCOMM	66 Q Interactive
25 Club Cooee	68 IndusGeeks Solutions	11 Rixty
2 Comufy	9 KidSAFE Seal Program	6 Shidonni
29 CPMStar	3 Metaverse Mod Squad	22 sMeet.com
23 Crisp Thinking	26 Mobile First	30 Surfpin
28 CyberExtruder	55 Mopay	13 Two Animators!
32 DaoPay	8 New York Times	56 Vindicia
58 DUBIT	59 Offerpal	69 Zong
14 Electric Sheep Co.	33 Parature	

**Extend your brand online
and on mobile devices.**

Exhibiting companies offer demonstrations of the latest technologies, products, and services used to build and monetize social games, virtual worlds, online-offline toys, mobile applications (such as iPhone apps) and virtual goods.

Engage! Technology and Services in Hall E

2D to 3D conversion

CyberExtruder

3D chat

Club Cooee
sMeet

3D virtual world

Club Cooee

Actor Replacement

CyberExtruder

Animation Production

Two Animators! LLP

Automated Translations Solutions

Prompt

Avatar Generator

CyberExtruder

Billing Solutions

Mopay
Vindicia

Branded Virtual Worlds

Frima Studio

Consumer Software

Prompt

Digital Services

Surfpin

E-Commerce

CCBill

Edutainment

Shidonni

Flash Development

Electrotank
Surfpin
Two Animators! LLP

Game Development

Blockdot
Electrotank
Frima Studio

Game Licensing

Electrotank

In-game Advertisement

sMeet

Intellectual Property Law

Pillsbury

Microtransactions

Absolu Telecom
BOKU
DaoPay
Incomm
PlaySpan
Vindicia

Mobile Applications

Comufy

Mobile Entertainment

Blockdot
Mobile First Inc

Mobile Payments

Absolu Telecom
BOKU
DaoPay
Mobile First Inc
Mopay
Surfpin
Zong

Online Revenue Solutions

Offerpal
PlaySpan
sMeet
Vindicia

Multiplayer Games

Fanworlds

Customer Service

Parature

Online Advertising

CPM Star

Online Brand Management

Metaverse Mod Squad

Online Communication

Solutions
Comufy

Online Community Management

Metaverse Mod Squad
Crisp

Online Games

CPM Star
Fanworlds
Incomm
PlaySpan
Shidonni
Fanworlds (E-Calcio)

Online & Virtual Marketing

Crisp
IndusGeeks Solutions

Online Payment Solutions

BOKU
CCBill
DaoPay
Paypal
paysafecard group
Paypal
Rixty
Social Gold
Surfpin

Pay-by-Call

DaoPay

Prepaid Cards

Incomm
paysafecard group
Rixty

Privacy/COPPA Law

Pillsbury

Secure Payments

Surfpin

SMS Solutions

Mobile First Inc

Subscription Billing

Vindicia

Social Advertising

Offerpal

Social Games

Dubit
The Electric Sheep Co.
Blockdot

Social Media Applications

Blockdot

Social Networks

Club Cooee
PlaySpan
Shidonni

Technology Law

Pillsbury

Virtual Currency

Incomm
Offerpal
Vindicia

Virtual Goods

Incomm
Offerpal
sMeet
Surfpin

Virtual Law

Pillsbury

Virtual Pets

Shidonni

Virtual Training

IndusGeeks Solutions

Virtual Worlds

CPM Star
Dubit
Electrotank
Fanworlds
Frima Studio
Incomm
IndusGeeks Solutions
PlaySpan
Shidonni
sMeet
The Electric Sheep Co.
Two Animators! LLP

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Engage! at TOY FAIR 2010 CONFERENCE

Engage covers the critical information you need to deeply connect with and generate revenue from youth and parents online and on mobile devices.

Coverage includes social games, virtual worlds, virtual goods, iPhone apps and online-offline toys. Join us in Hall E for 32 sessions with 100 fantastic speakers.

Tuesday, February 16, 2010 - Javits Hall E

9:00 am 10:00 am	Keynote: Will Wright, Founder and Chief Executive, Stupid Fun Club, Creator of Spore and The Sims			
	Toys and Online	Online Games & Virtual Worlds	Virtual Goods Conference	Technology Platforms
	Javits Hall E - Room 1E10	Javits Hall E - Room 1E13	Javits Hall E - Room 1E11	Javits Hall E - Room 1E09
10:15 am 11:15 am	Predictions for the Future of Play	Virtual Worlds and Games by the Numbers: A Look at Market Research	Trends in Virtual Goods and Payment Solutions	Adding A Powerful Online Presence To An Existing Offline Brand
11:15 am 12:00 pm	Closing the Loop: Game Changing Toys and the Secret of their Success	Monetization Strategies: What's Working Today	Digital Kids and the Rise of Retail Game Cards	The Tactical Perspective: A Best Practices Checklist
1:00 pm 2:00 pm	Keynote: Lane Merrifield, Executive VP, Disney Online Studios Co-Founder and GM, Club Penguin			
2:30 pm 3:30 pm	Leveraging the Web: Connecting Kids' Online Worlds to Offline Toys	Tapping into the Emotional Triggers of Consumers	Case Studies from the Digital Frontier	User Generated Online Content for Kids: Freedom vs. Safety
3:30 pm 4:30 pm	A Kids Focus Group: What are They Playing, Where are They Spending?	Best Practices for Keeping Your Online World Running	Taking Your Brand to iPhone, Facebook and Other Platforms	Developing A Dynamic and Engaging Online Play Strategy On a Budget

Wednesday, February 17, 2010 - Javits Hall E

9:00 am 10:00 am	Keynote: Natalie Hornsby, VP of Marketing, Cepia LLC, Creators of Zhu Zhu Pets			
	Toys and Online	Online Games & Virtual Worlds	Virtual Goods Conference	
	Javits Hall E - Room 1E10	Javits Hall E - Room 1E13	Javits Hall E - Room 1E11	
10:15 am 11:15 am	Investing in Online Worlds and Toys: Venture Capitalists Talk About Where They Are Investing and Why	Engaging Through Narration, Character Development, and Story	Digital Goods: How to Generate Revenue from Virtual Items and Microtransactions	
11:15 am 12:00 pm	It's the Activity Stupid: Keeping Kids and Tweens Engaged	Television and Online: Giving a Successful TV Brand its Virtual World Legs	Prepaid Cards and Mobile Payment Solutions	
1:00 pm 2:00 pm	Keynote: Tor Sirset, Vice President of Marketing Girls/Preschool Bandai America Inc.			
2:30 pm 3:30 pm	Marketing in the Digital Age: Mommy Bloggers, Twitterers and Kids	Success Case Studies: - Lego/NetDevil - Lego Universe EA/Hasbro - Littlest Pet Shop Online	Getting Paid: Payment Systems That Power Virtual Goods	
3:30 pm 4:30 pm	Innovations in Toys, Games and Beyond	Safety in Online Worlds: How the Federal Trade Commission Sees It	Apps, Games and Goods: What Has Worked, What Hasn't?	

100 speakers, including:

LEGO	Toy Industry Association
Cepia (Zhu Zhu Pets)	The Topps Company
Mattel	Build-A-Bear Workshop
Needham & Company	Playthings Magazine
National Football League	PopCap Games
NPD Group	Bandai
Walt Disney Company	Hasbro
Electronic Arts	USA Toy Experts
Hooga Loo Toys	...and many many more

Join 100 engaging speakers delivering 32 intense sessions. Engage! features world-class speakers knowledgeable in all aspects of engagement online. Join us in Javits Hall E on Feb. 16 & 17. Onsite registration available.

See flipside for details on the expo hall >>>