

# play creators awards 2019

**Where**  
London

**When**  
Monday, 9th September 2019

**Time**  
19:00 - 23:00

The Play Creators Awards celebrates those in the toy and game design community that have excelled over the last 12 months. Whether it's an R&D team responsible for a smash-hit line, a design agency that's taken a brief and soared or a freelance designer responsible for the next Pie Face, the PCAs are all about shining a spotlight on the industry's top architects of play.



**MOJO NATION**

[www.mojo-nation.com](http://www.mojo-nation.com)

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**Contact**  
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t: 07949 296102

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## AWARDS CATEGORIES

### **Toy Designer of the Year**

Whether bringing innovation to an iconic toy brand, or responsible for the industry's latest big hit, this award celebrates a figure that has done outstanding work in toy design over the last 12 months.

### **Game Designer of the Year (Kids Games)**

This award is for designers responsible for the best and brightest in the world of kids' games. Fun, silly, educational, or all of the above, we're looking to celebrate the brains behind the games.

### **Game Designer of the Year (Tabletop)**

With the tabletop space booming, it's only right that we also celebrate those creating the next big thing in board games. Whether it's the next big gateway game, a Spiel-de-Jahres contender or responsible for pushing through an exciting fresh game mechanic, this award is for the tabletop scene's brightest designers.

### **R&D Team of the Year**

In-house creative team at a toy titan, or leading design at a thriving SME, this award celebrates teams working in Research & Development that have achieved extraordinary things over the last year.

### **Invention Studio/Design Agency of the Year**

The secret weapon for many toy firms, design agencies and invention studios are the unsung heroes of our industry.

This category celebrates a firm that deserves recognition for exceptional work over the last 12 months.

### **Toy Designer of the Year (Licensed Product)**

The first of two awards recognising excellence in licensed product, Toy Designer of the Year (Licensed Product) celebrates creators that have brought much loved characters and IP to life through great toys.

### **Game Designer of the Year (Licensed Product)**

This award is for a designer that has brought an IP to the tabletop in impressive style via an impressive licensed game this year.

### **Play Innovator of the Year**

Whether it's via AI, Robotics, Virtual Reality, Augmented Reality or voice tech, the Play Innovation of the Year award celebrates designers driving innovation in the toy and game space through the integration of the latest and greatest tech.

### **Rising Star Award**

Who are the design legends of the future? Perhaps someone leading one of the industry's many exciting start-ups, or a young star within your team? If so, nominate them in the Rising Star category.

### **Design Icon Award**

This award celebrates iconic figures that have helped shape the industry, truly leaving their footprint in the world of toy and game design.



## NOMINATIONS PROCESS

Send your nomination (including name, job title, award category and reasons why they deserve to win – relevant to the last 12 months) to

[billy@mojo-nation.com](mailto:billy@mojo-nation.com)



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## HEADLINE PARTNER 2019

Headline/title rights branding: 'Play Creators Awards in association with...'

Award partner for selected category at the *Play Creators Awards* (Day 1, Monday evening).

Present your chosen award category on stage to the winner.

'Good luck' advert included in the Play Creators Awards brochure (Day 1, Monday evening).

Two complimentary tickets to the *Play Creators Awards* (Day 1, Monday evening).

Partner credits from host during introduction and awards presentation.

Two complimentary tickets to the *Toy and Game Design Conference* (Day 1, Monday).

Two complimentary tickets to the *Student Design Conference* (Day 3).

Reduced ticket prices for additional team members that want to attend Play Creators Festival events (Toy & Game Design Conference / Play Creators Awards / Student Design Conference).

News story announcing event partnership on [mojo-nation.com](http://mojo-nation.com) and social media channels (Facebook, Twitter and LinkedIn).

Interview in run up to event on [mojo-nation.com](http://mojo-nation.com) and social media channels (Facebook, Twitter and LinkedIn).

Exclusive listing as 'Event Partner' on all promotional event material (print, digital and websites).

Logo to be incorporated into Play Creators Awards logo.



Logo positioned in header of the Play Creators Awards website.

Company logo and profile listed on partners page of the Play Creators Festival website.

Logo on all event signage (print & digital)

Logo on all event tickets.

Logo on screen(s) during event.

Mention in heavy weight PR, marketing and social media promotion.

Branding and mention in post event coverage.

Opportunity for post event mailing to all conference delegates.

**EPOA**



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