



## Organizational Profile

### OVERVIEW

Toy Industry Association™, Inc. (TIA) is the not-for-profit North American trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. TIA's more than 750 member companies account for approximately 90% of domestic toy sales.

In 2014, the NPD Group estimates that U.S. retail sales of toys generated approximately \$22 billion. The industry directly employs more than 323,000 full-time workers and generates wages in excess of \$12.4 billion dollars; an additional 300,000+ workers are indirectly employed by the industry. The total economic impact of the toy and game industry in the United States is more than \$80 billion.

TIA is a leader in the development of sustainable global toy safety initiatives. The Association proactively developed a set of toy safety compliance practices to assist toy companies in the management of activities that confirm compliance with toy safety standards and regulations. TIA's members and staff hold key positions on U.S. and international standard-setting committees for toy safety.

TIA serves as the industry's advocate on legislative and trade issues; enhances the image and growth of the industry by promoting toy products at trade shows, in the media, and via other means; and fosters consumer awareness of the benefits of toys and play.

TIA's philanthropic arm, the Toy Industry Foundation (TIF), works year-round to bring joy, comfort and learning to children in need through toys and play. Thanks to product donation programs, fundraising efforts, strategic partnerships, grant making, and public education, TIF has been able to distribute more than \$100 million in new toys to children living in poverty, suffering from chronic illness, rescued from crisis situations, in foster care or living with the stress of having a parent in the military.

In all its activities, the Association works closely with industry leaders, federal and state government officials, and consumer groups to promote programs that help to assure safe play.

### MISSION

**TIA's mission is to lead the growth and health of the toy industry.**

As defined in TIA's bylaws, the organization's objectives are to:

- Promote an association of North American toy manufacturers and importers.
- Preserve, strengthen, enlarge, unify and coordinate the activities of the North American toy industry.
- Lead the industry in all areas of business so that consumers and the trade understand the industry's concern for the well-being of children and the interests of consumers.
- Foster international industry growth and profitability.
- Support manufacturers and importers in the efficient production of safe, durable toys.
- Represent the industry before national and local legislatures, administrative agencies, and international

bodies, and to inform members about legislative and regulatory developments.

- Anticipate governmental developments that may affect the toy industry, and assume an active role in protecting the industry's interests.
- Inform members on all matters of interest to the toy industry through the use of bulletins, seminars and conferences.
- Promote the use of products manufactured by members of the Association by means of research, publicity and advertising, and through shows and other marketing techniques.
- Facilitate an exchange of ideas and information among members of the Association through statistics, meetings and publications.

## MEMBERSHIP

TIA represents the interests of more than 750 members – from large to small toy producers, importers, inventors, retailers and service providers – that comprise the broad spectrum of the toy industry.

**Regular** membership is open to any corporation, partnership, or individual actively engaged in the manufacture, development, importation, sale or general distribution of toys and consumer products intended for the youth market in North America, provided that they derive a substantial portion of their revenue from such business.

Companies wishing to apply for regular membership are required to pledge their participation in the International Council of Toy Industries (ICTI) CARE Process for ethical manufacturing and agree to follow the [TIA Member Code of Conduct](#).

**Associate** membership is open to any North American corporation, partnership or individual that is primarily engaged in the business of rendering testing laboratory or factory audit services to the toy industry or in the promotion of children's toys and other children's products; trade associations with some overlapping membership or interests and concerns in common with TIA; magazines or newsletters that primarily cover the toy industry or consumer toy products; or other businesses that provide essential services to regular members as determined by the Board of Directors.

NOTE: Associate Members do not vote, hold office, or serve as voting members of TIA policy committees or the TIA Board of Directors.

## ETHICAL MANUFACTURING

[www.icti-care.org](http://www.icti-care.org)

The [International Council of Toy Industries \(ICTI\) CARE Process](#) is the international toy industry's ethical manufacturing program for ensuring safe and humane workplace environments for toy factory workers worldwide. Its main goal is to provide a fair, thorough and consistent monitoring program for factories, primarily in China, Hong Kong and Macau, where the vast majority of the world's toys are manufactured.

## CONSUMER OUTREACH

[www.toyinfo.org](http://www.toyinfo.org)

TIA continues to act as a resource for consumers by addressing their questions and concerns about choosing safe, age-appropriate toys for their families. To help consumers understand the scope of the industry's commitment to safe and fun play, a wide variety of toy- and play-related information is regularly posted and updated on TIA's consumer-facing website, [ToyInfo.org](#). Consumers have 24/7 access to:

- Videos, articles and other content identifying the hottest toy trends;
- Tips on safe ways to play, recall notices, shopping tips, toy safety facts, frequently asked questions and more toy safety-related info;

- Information about the importance of play in healthy child development;
- Free downloadable guides to help educate you about choices of toys to help develop age-appropriate skills, toys for kids with special needs, and ways to engage the entire family (from babies to grandparents) in play;
- and much more.

TIA also provides resources that remind parents and caregivers of the many values of play in children’s lives. Its industry-wide awareness initiative, The Genius of Play, emphasizes that simply through the act of playing, children experience a multitude of cognitive, physical, emotional and social benefits. The initiative’s website, [www.GeniusofPlay.org](http://www.GeniusofPlay.org), features a video showcasing the ways kids cleverly navigate the world around them through play, as well as an infographic highlighting research statistics on the importance of children’s playtime.

## TRADE SHOWS AND EVENTS

[www.toyassociation.org/events](http://www.toyassociation.org/events)

TIA owns and manages two major “go-to-market” events each year, supplemented by participation in other global events in Europe, Eastern Europe, the Middle East and the Asia-Pacific.

- [Toy Fair](#) is the largest toy trade show in the Western hemisphere. Held annually in February in New York City, this showcase brings together nearly 30,000 people, more than 1,100 exhibitors, hundreds of thousands of new products, and 1,000+ global media representatives to facilitate communications among those who develop, design and produce toys and those who purchase and promote them. This is the premier U.S. event for industry professionals, including buyers, sellers, inventors and designers.
- [Fall Toy Preview](#) is where influential decision-makers from mass, long-lead and high-volume specialty retail from around the world come to meet toy manufacturers and marketers with one or more lines ready for fourth quarter sales the following year. Held every October in Dallas, TX, Fall Toy Preview features mixed booth formats that accommodate private appointments as well as walk-in business.

The Association also sponsors industry-leader events and conferences to spotlight trends, recognize achievements (e.g., [Toy of the Year Awards](#) and the [Toy Industry Hall of Fame](#)) and deliver information tailored specifically for trade executives (e.g., [Credit Conferences](#) and [PlayCon: the International Conference of Play Professionals](#)).

## MORE INFORMATION

[info@toyassociation.org](mailto:info@toyassociation.org)

Adrienne Appell  
 Director, Strategic Communications  
[aappell@toyassociation.org](mailto:aappell@toyassociation.org)  
 646.520.4863

Jackie Retzer  
 Communications Coordinator  
[jretzer@toyassociation.org](mailto:jretzer@toyassociation.org)  
 646.454.5587

**Toy Industry Association**  
[www.ToyAssociation.org](http://www.ToyAssociation.org)

**TIA’s Consumer Resource Site**  
[www.ToyInfo.org](http://www.ToyInfo.org)

**The Genius of Play Initiative**  
[www.GeniusofPlay.org](http://www.GeniusofPlay.org)

**Toy Industry Foundation**  
[www.ToyIndustryFoundation.org](http://www.ToyIndustryFoundation.org)

Headquarters	Washington, DC Office
1115 Broadway   Suite 400 New York, NY 10010 Tel 212.675.1141 Fax 212.633.1429	1200 G Street, NW   Suite 450 Washington, DC 20005 Tel 202.459.0355