



November 2016

Leading into the 2017 show, Toy Fair tools will provide insights and bright ideas to help plan and make the most of your exhibiting experience. Absolute must-know information will always be found in show management emails, the Toy Fair Exhibiting Guide & Order Forms and, of course, on [www.ToyFairNY.com](http://www.ToyFairNY.com).

### Want to Save Time and Money Plus Eliminate Stress?

The [Toy Fair 2017 Exhibiting Guide & Order Forms](#) can help you do all this and more!

This essential tool for successful exhibiting is available under the Exhibitor tab at [ToyFairNY.com](http://ToyFairNY.com) or simply click this icon.



- ✓ The handy index in Section 5 will guide you to whatever you need.
- ✓ Section 1 includes a valuable checklist so you don't miss any deadlines – or miss out on discount pricing.
- ✓ When and how exhibitors move in and out of their booths is detailed in Section 2.
- ✓ Ensure a solicitor is a legitimate Toy Fair service provider in Section 4.
- ✓ These are just a few of the time, money and energy-saving tips in the [Toy Fair 2017 Exhibiting Guide & Order Forms](#).



Welcome first-time Toy Fair Exhibitors! We look forward to getting to know you.

Please join us for the FREE **2017 Toy Fair Freshman Class Webinar** on Thursday, December 1, 2016, 2:00–3:00 pm EST.

Your **Freshman Class Advisor** [Irena Jaroszewski](#) as well as representatives from Toy Fair's official show contractor, Freeman, will discuss various helpful topics and address questions including:

- I contracted exhibit space...now what?
- How do I get my stuff there?
- How can I make my company stand out?

To register for this FREE webinar, simply click the link below and follow the prompts. Then join us and your fellow freshmen on December 1<sup>st</sup>, 2016, at 2:00 pm EST.

[CLICK TO REGISTER — 2017 TOY FAIR FRESHMAN CLASS WEBINAR](#)

### INVITE YOUR BUYERS TO TOY FAIR!

Our free **INVITE A CUSTOMER** feature enables you to invite your buyers to attend Toy Fair saving them time and effort by bypassing the usual credentialing process. By using your own words and Toy Fair's branded email blasts you pre-qualify **your** buyers!

Login to [Exhibitor Registration](#), register and then choose Booth Promotion to get started on this fast, easy way to create and launch your own Toy Fair email campaigns. It's fully automated and easy to use, complies with anti-spam laws and provides you with valuable tracking tools to measure the success of your campaigns.

### New Opportunity for New Exhibitors

Many – perhaps most – first-time exhibitors who have made the investment in exhibiting don't recognize the potential for increased returns that standing out from the crowd can yield. They simply write off the possibility of marketing because they don't think they can afford it.

Sure there are some big-ticket promotions, but there are also affordable options to drive traffic and potentially increase ROI. In fact, for 2017, show management has introduced a special package called **Freshman Connect** exclusively for first-time Toy Fair exhibitors.

If priced à la carte, the package items would cost \$1,500, but for companies showing at Toy Fair for the first time in 2017 it's being offered for \$850.

**Freshman Connect** includes a print ad, a still image on the Toy Fair TV Network and shelf space in the New Product Showcase located in the Crystal Palace registration lobby. TIA's [Laura Mangiaracina](#) (646-464-5589) can tell you more and provide all the fine print.



Join the conversation with industry colleagues – and potential customers. Follow [@ToyFairNY](#) on Twitter. #TFNY.

## Beware of Unauthorized Hotel Solicitations

The **ONLY** official housing partner of Toy Fair is **onPeak** (formerly Travel Planners).

Beware that entering into financial agreements with non-endorsed companies can have costly consequences and show management does not have the ability to resolve disputes with such companies on your behalf.

Hotels in the Toy Fair housing programs are contractually obligated to ensure you – via **onPeak** – the lowest available room rates over event dates.

Rest assured, also, that onPeak NEVER requires pre-payment nor do they charge booking, change or cancellation fees.

Book your hotel with onPeak [online](#) or call them at (855) 992-3353 or (312) 527-7300 between 9:00 am and 7:00 pm ET, Monday - Friday.

## Generating Buzz

More than 1,000 reporters, editors, photographers and bloggers from Manhattan to Moscow are on-site at Toy Fair each year to report on hot new toys and the latest trends. Thousands of articles and broadcast segments around the globe feature content from Toy Fair.

***How can you get some of that coverage and maximize exposure for your brand before, during and after Toy Fair?***

Start by marking your calendar for our annual webinar ***Toy Fair PR Bootcamp: Tips for Developing Your TF'17 Media and Promotion Strategies*** being held on December 6<sup>th</sup>, 3:00-4:00 pm EST. Keep an eye out for our email with a registration link.

### YOU BETCHYA BOOTH PERSONNEL NEEDS BADGES

Register in advance and pick up your badges at Toy Fair starting at noon on Thursday, February 16.

Exhibitor staff must carry company I.D. or a letter of introduction on company letterhead confirming year-round, full-time status.

## THE SHIRT ON YOUR BACK

Have you given any thought to what your booth personnel will wear at Toy Fair? If you plan to outfit your team in customized shirts, jackets or caps, why not get your order out of the way early? This will afford enough time to receive samples and proofs with your art/logos and correct any errors without scrambling around in the busy weeks leading up to the show.

If the uniform approach isn't suitable for your team or your brand, establishing some basic attire guidelines may be just the right fit.

## The Order of Things: *Early Birds Don't Always Catch the Worm*

Planning early, exhibitors' golden rule of trade shows, reduces stress, ensures exhibit materials and product arrive on time and saves money.

For every rule, there is an exception. Booking flights to and from New York for Toy Fair prior to confirming the move-in and move-out timeframes applicable to your specific exhibit space can be a costly misstep. To avoid unnecessary expense and aggravation, delay making airline reservations until you check the [Toy Fair 2017 Exhibiting Guide](#) to ascertain when access will be permitted to your exhibit space.

As Ed Sullivan said of another New York institution, *we've got a really big show*. Moving over 1,000 exhibiting companies' 2 million plus pounds of freight into and out of more than 435,000 square feet of exhibit space calls for a very carefully planned and executed strategy.

**Enter the Target Move-In Floor Plan.** This tool – *and rule* – ensures advance-to-warehouse and direct-to-show-site freight is moved onto the show floor with maximum efficiency and safety and minimal waiting time for your staff or freight carrier.

Consult the appropriate Target Floor Plan in Section 2 of the [Toy Fair Exhibiting Guide & Order Forms](#) to determine the **target time** for the area in which your company has contracted space. Freight will not be off-loaded prior to the assigned target time for a given space.

**Exit strategy.** When Toy Fair 2017 wraps up at 4pm on Tuesday, February 21, the process of removing aisle carpet and returning empty cartons and crates to exhibitors' booths **takes approximately 10 hours**. As such, one or more of your staff members should plan to stay in New York the evening of Tuesday, February 21, to pack exhibit materials and products for outbound shipping.

More specific information regarding the move-in and move-out schedules and guidelines is available in the online [Toy Fair Exhibiting Guide & Order Forms](#).

**TIA staff members  
got their flu shots.  
Did you?**