



TOYFAIR TOOLS

NY15
Toy Industry Association, Inc.
February 14-17

December 2014



An Eye on Booth Design

Every trade show and facility is guided by its own booth design regulations. In fact, within the same show different guidelines may apply to different exhibit spaces, booth sizes and booth types (in-line, peninsula, etc.).

Exhibitors: Save time, money and stress by not taking another step until reviewing Toy Fair's *Booth Building & Display Regulations* in Section 1 of the [Exhibiting Guide](#).



Let Registered Buyers Know You're Open for Business!

Buyers can browse or search digital showrooms and connect with exhibitors before, during and after Toy Fair with TIA's innovative, free e-commerce platform.

Create your www.ShopToyFair365.com account using the same email address used to register for your exhibitor badge. Then, build your online showroom and start getting some attention, driving traffic to your booth and maybe even taking some orders right now!

Exhibitors: Get a complimentary booth sign!

All you have to do is order it by January 20 and your booth sign is free! For details, see the *Freeman Services* section of your [Exhibiting Guide](#).

Peeling the Onion on Unions at Javits

Three major unions have jurisdiction over aspects of tradeshow at the Javits Center.

Teamsters Union – handles freight in exhibit halls, manages loading dock (unloading/loading trucks), operates rigging equipment, fork lifts and other equipment

Carpenters Union – installs and dismantles/removes exhibits, draping and floor covering

Electrical Union – supplies and installs electrical power, lighting, lighted signs/headers and certain audio equipment; connects equipment to outlets

That's what unions do at the Javits Center. Here's what you, the exhibitor, are permitted to do in the facility.

- Handcarry a *limited amount** of exhibit material or merchandise through the 11th Avenue Javits Center entrances to your booth during your target move-in window or later during move-in.

Limited amount* = amount one person can carry in one trip through revolving doors. Hand trucks and dollies are **not permitted. See *Exhibiting Guide* Section 2 for guidelines.

- Exhibitors may unpack and repack their own products if in cartons, not crates.
- Exhibitors in booths 100 square feet and smaller may install and dismantle/remove their own exhibit and carpet under these conditions.

1. Setup can be done in ½ hour or less.
2. No tools are used in install/dismantle.
3. Badged individuals performing the work are full-time, permanent employees of the exhibiting company and carry identification to verify this fact.

The Power of Play!

If your hot product is a board game, skill challenge or even a craft, why not dispense with the typical trade show display? Instead set a bistro or card table with chairs for attendees to come in, sit down and get down to the business of play.

There is definite value in the hands-on experience – that's the power of play.

Ordering Before These Dates = Big Savings!

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|------------|--|
| January 20 | Freeman Furnishings & Services |
| January 30 | Javits Center Services – Booth Cleaning, Electricity, Telecommunications |

Like [Toy Fair on Facebook](#)

Use hashtag #TFNY & your content will stream directly into the Toy Fair Online Press Room!

TOY FAIR FASHION CORNER

► **Shoes** One of the most important items in your suitcase will be two or more pairs of comfortable shoes. Many TIA staffers bring more than one pair to the show each day to switch off not only day-to-day but throughout the day.

► **Dress in layers!** The temperature throughout the Javits Center varies **greatly** – as do individual preferences.

During move-in and move-out the temperature, though still variable, is usually very cold because loading dock doors facing the chilly Hudson River are open. Hats and gloves are not overkill during those busy days.

► **Clothes** Will your booth staff wear customized shirts, jackets or caps? Place your order now to afford sufficient time to receive samples and proofs with your art and to correct any errors.

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

Taking Cover: A Word on Flooring

Toy Fair show management requires that there is carpet or other suitable flooring in any open portion of exhibit space. All Level 3 exhibit halls as well as Level 1 exhibit halls A-C have unsightly (and uncomfortable) concrete floors. It is each exhibitor's responsibility to ensure floors are covered appropriately.

See the *Freeman Services* section of the [Exhibiting Guide](#) for *Special Discounted Booth Carpet* and other carpet options or contact Freeman's Exhibitor Service team at 201-299-7575 to discuss other types of floor covering.

A Shout Out to Bargain Hunters

Sign up to receive alerts about deals in New York City from Groupon, Lifebooker, LivingSocial or their competitors. Enjoy what the city has to offer without breaking the bank.

Lifebooker.com can be a lifesaver with its deals on massages – a very welcome treat after a day on your feet.



Power It Up!

Overhead lighting illuminates the Toy Fair exhibit floor. Spotlights or electricity to power audio-video-computer equipment must be ordered through the Javits Center Electrical department. No other electrical labor/service provider is permitted to work in the Javits Center – including exhibitors themselves.

Not sure how much power you need? Speak with a Javits Center representative at 877-452-8487.

For Advance Rate pricing, be sure to order electrical power/labor by **January 30th** using the forms included in the *Service & Utility Ordering* section of the *Toy Fair Exhibiting Guide & Order Forms*.

Rest for the Weary

Click our seal of approval to book your show housing with Toy Fair's **ONLY official housing company** [Travel Planners](#). Pre-payment is never required and service fees are never charged – even for cancellations and changes. Book online or call Travel Planners Monday through Friday, 9am-7pm ET, at 800-221-3531 or 212-532-1660 to book your rooms.

