

TOYFAIR TOOLS



Leading into the 2016 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.

January 2016



Where and when should we ship our exhibit materials for the show?

In addition to the information below, it is very important that exhibitors refer to [Shipment/Receipt of Materials & Target Move-In System](#) in the [Toy Fair 2016 Exhibiting Guide & Order Forms](#) for a more thorough explanation and essential details.

Exhibitors can ship their show materials and products:

- a) To the Freeman warehouse to arrive only between January 8 and February 2, 2016; Freeman will store the freight and transport it to the Javits Center for Toy Fair setup.

OR

- b) Directly to the Javits Center to arrive during or after their scheduled target move-in window.

To manage the receipt and delivery of the tons of freight destined for Toy Fair, the Target Move-In System is employed. If you are shipping freight to the Show, refer to the [Level 1 Target Freight Delivery Schedule & Floor Plan](#) or [Level 3 Target Freight Delivery Schedule & Floor Plan](#) to determine your scheduled target delivery date and time and when your driver needs to check-in.

NOTE: Your assigned target is for check-in only and does not necessarily represent the time your freight will be unloaded. Please allow up to 4 hours from the time your driver checks in for unloading. See additional notes at the bottom of the Target Floor Plans referenced above.



Rookies & Cookies

Join your fellow first-time Toy Fair exhibitors, Freshman Class Advisors and other helpful contacts from Freeman, Balluun/ShopToyFair365, Javits, TIA and elsewhere at the orientation just for you.

Rookies & Cookies, Toy Fair's Freshman Welcome, from 2-3PM on Friday, February 12, is your opportunity to ask last minute questions, get tips for making the most of your Toy Fair investment from experienced trade show specialists and enjoy a cookie or two or three.

See you in **Room 1E03** on Level 1 of the Javits Center. An optional tour of the convention center will follow.

Subject to change. Check your Move-In Bulletin and Toy Fair Mobile for updates.

Tips for First-Time Exhibitors

If you missed December's Toy Fair 2016 Freshman Class Webinar, please join us when we do it again on Tuesday, January 12.

Contact your Advisor for registration details or to get a link to the recorded webinar if you miss it.

[Jackson Wong](#) — companies beginning A-F

[John Klein](#) — companies beginning G-O

[Richard Chow](#) — companies beginning P-S

[Simon Yung](#) — companies beginning T-Z

Can we set up our own booth?

If your exhibit space is 250 square feet or smaller, you may install and dismantle your own exhibit under the following conditions:

- The setup of your display must be completed in half an hour or less.
- No tools are used in the assembly or dismantle of your booth.
- Individuals performing the work must be full-time, permanent, year-round employees of the exhibiting company, over the age of 18 with show badges or setup stickers, and must carry ID verifying their identity and affiliation with the exhibiting company.
- You may unpack and repack your products only in cartons, not crates.

If your setup requirements fall outside the conditions listed, then you'll have to order labor through Freeman. The pricing and information is located in the [Freeman Services](#) section of the Exhibiting Guide. Please note that these rules are enforced by show management as well as by union representatives who monitor the show floor.

Get Social!

#TFNY



Order Before These Dates to Save!



January 19
Freeman Furnishings & Services

January 30
Javits Center Services –
Booth Cleaning, Electricity,
Telecommunications

Exhibitors: Get a **FREE** booth sign simply by ordering one by January 19. See the [Freeman Services](#) section of the Exhibiting Guide for details.

Does Your Promotion Have (a) Character?

There is nothing more magical to a kid or even an adult than to see their favorite character come to life right in front of their eyes. With a Costumed Character at Toy Fair 2016, you can make that magic happen while creating buzz for your products, characters and properties.

But before you don your oversized costume, there are a few things you should know about bringing your loveable character to the show. While characters are permitted to appear in your booth, they are not allowed to roam around the exhibit floor. If Show Management sees your character spreading joy outside the confines of your booth, they will be sent to character jail for the remainder of the show. Well, that's not actually true, but they will be escorted off the show floor.

If you are interested in perhaps giving your character a little more freedom, you can purchase an official Costumed Character Sponsorship. With this sponsorship, your character is permitted to walk around the public areas of the Javits Center, including the two registration areas, food court, shuttle bus lines and all other public spaces. They are also invited to participate in Toy Fair's Opening Ceremonies including the Character Parade and the Ribbon Cutting. With a sponsorship, you can create a photo opportunity and entertain attendees while reaching your target audience and making a lasting impression.

Contact Toy Fair's Costumed Characters character [Laura Mangiaracina](#), Manager for Advertising, Sponsorship and Promotions, at 646-454-5589 for complete details.

Taking Cover: A Word on Flooring

All Level 3 exhibit halls as well as Level 1 exhibit halls A-C have unsightly (and uncomfortable) concrete floors. Toy Fair show management strongly encourages that there be carpet or other suitable flooring in any open portion of exhibit space.

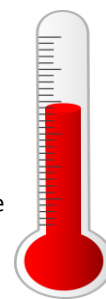
See the [Freeman Services](#) section of the *Exhibiting Guide* for carpet options or contact Freeman's Exhibitor Service team at 201-299-7575 to discuss other types of floor covering.

TOP 2 LIST OF COMPLAINTS HEARD AT TOY FAIR

1. It's too cold.
2. It's too hot.

THE BEST ADVICE: Dress in layers!

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.



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 and 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.



← Click here to access the essential Toy Fair Exhibiting Tool

Get your questions answered!

Check out these Exhibitor FAQs on Toy Fair's website <http://bit.ly/1ZlvCod>