Freshman Orientation
Presenters

Irena Jaroszewski
Event Coordinator

Laura Mangiaracina
Senior Manager, Advertising, Sponsorship & Promotions

Bernadette Boyle
Director, Membership

Stacy Liebensohn
Account Executive
Congratulations!

The Toy Association
Inspiring Generations of Play

#TFNY
Toy Fair Overview

- Largest and most important toy and youth product exhibition in the Western Hemisphere
- Owned and managed by (Show Management) The Toy Association, Inc.
- 1,000 Exhibitors
- 10,000+ Buyers
- 1,000+ Media Representatives
- The 117th Toy Fair will take place February 22-25, 2020
Tom Malek
VP of Sales, Eventgineer™

T3 expo
Save money. Grow your event.
I’ve signed up for Toy Fair… Now What?

Review the Online Exhibiting Guide
I’ve signed up for Toy Fair… Now What?

Place T3 Online Orders

Login

-OR-

Continue as Guest

Personalized Online Ordering Experience
• Furniture, Carpet, Accessories & Exhibit Materials Rentals
• Signs & Graphics
• Material Handling/Loading Dock Management*
• Installation & Dismantle Labor*
• Hanging Sign Labor*
• Rigging/Forklift Labor*
• Exhibit Transportation Services

*Services provided exclusively by partner.

Discount Price Deadline: Friday, January 24th, 2020

Phone: 888.698.3397 | Fax: 469.621.5618

T3 Expo Order Forms
Contact T3 for anything you may need!

<table>
<thead>
<tr>
<th></th>
<th>email</th>
<th>phone</th>
<th>international phone</th>
<th>text</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><a href="mailto:help@t3expo.com">help@t3expo.com</a></td>
<td>+1.888.698.3397</td>
<td>+1.617.764.9895</td>
<td>205.590.6247</td>
</tr>
</tbody>
</table>

T3expo® = 24/7
Erika Quiroz
Manager of Exhibitor Solutions

JAVITS CENTER
Welcome to the Javits Center

- New York’s largest convention center on Manhattan’s West Side; accessible by 7 Subway on West 34th St.
- Features one of the most advanced technology systems of any convention center in the United States
  - State-of-the-art security system
- Exclusive services including catering and exhibit labor

PARTNERS

Also available for your service requirements:

- FedEx
- SuperShuttle
- CULTIVATED
- OPEN
- Hudson
• *Jake* is the Javits Center’s new online ordering system where exhibitors can purchase these exclusive services:

- Electrical
- Technology
- Plumbing
- Cleaning

• All online orders receive a 2% discount in addition to the advance rate savings. Visit [javitscenter.com](http://javitscenter.com) to place an order today.

• For assistance, call the Exhibitor Solutions Department at 877.452.8457 or email [services@javitscenter.com](mailto:services@javitscenter.com).

**Advance Rate Deadline: Friday, February 7th, 2020**
CULTIVATED IS THE NEW HOSPITALITY BRAND AT JAVITS AS THE EXCLUSIVE FOOD AND BEVERAGE HOSPITALITY PARTNER ALL FOOD AND BEVERAGE SERVED OR DISTRIBUTED IS REQUIRED TO BE PURCHASED THROUGH CULTIVATED

To place an order contact the catering sales team at 212-216-2400 or email at SERVICES@CULTIVATEDNY.COM

Catering menus and list of services can be found on the Javits website: WWW.JAVITSCENTER.COM

Menus highlight Bakeshop Pastries, Refreshments, Fun Traffic Builders that includes: Donut Stations, Coney Island Candyland and Gourmet Cupcake Bars
• Audio-Video Equipment Rentals
• Computer Rentals

Discount Price Deadline: Wednesday, February 12th, 2020

Jim Clark
Phone: 609.395.4115 | Fax: 609.395.7142
nmrevents.com | jclark@nmrevents.com
Karen D’Arminio
Senior Account Executive

ONPEAK
Event Accommodations by GES

#TFNY
Looking for a Place to Stay?

Book through our official hotel provider, onPeak:

**Toy Fair Website**

**onPeak Website**

onPeak is the **ONLY** official hotel partner for Toy Fair 2020. Please be aware that if other companies contact you for booking, they are not authorized by The Toy Association.
Benefits of Booking with onPeak

**Best Rate Pledge**
We comparison shop to ensure our rates remain the lowest.

**No Names – No Worries**
Reserve rooms now, add guest details later.

**Flexible Payments**
Handle for your entire team or let them input on their own.

**Pay Delay**
Book now, pay later to ease your commitment.

**Hotel Rewards Points**
Get credit for your hotel loyalty rewards program.
Sample Booth

**T3 expo**

- Company Sign/Pipe & Drape included
- Table & Chairs
- Carpet

- Desktop/Laptop
- Internet Service
- Electricity
- Additional Lighting

#TFNY
How Do I Get My Stuff There?

Shipping Freight

1. Advance to T3Expo Warehouse
   Accepting shipments beginning Friday, January 10th, 2020
   Must arrive no later than Friday, February 14th, 2020
   We encourage you to ship to the Advance Warehouse.
   *Cost is $1.31 per pound.

2. Direct to the Javits Convention Center
   Check-in time outlined in Target Move-In Floor Plan
   Direct Shipments beginning Tuesday, February 18th, 2020

*Key Takeaway – Shipping to the Warehouse in advance is less expensive and more efficient.
How Do I Get My Stuff There?

Shipping Small Packages to Show Site

• Follow shipping label instructions (Once community is published, T3 will provide a link to the fillable label forms)
• Small package (45 lbs. or less) material handling fee applies
Understanding the Target Move-In System
Understanding the Target Move-In System
What is Material Handling?

- Handling of exhibit properties between the loading dock and booth area.
- Also includes handling of goods from advanced receiving and the removal/return of empty containers.
What is Material Handling?

BEFORE toyfair New York

Your Location or Previous Event

Javits Dock

MATERIAL HANDLING

move items from the dock, to the exhibit, back to the dock after the show

DURING toyfair

Javits Dock

Your Toy Fair Booth

MATERIAL HANDLING

Storage for Empty Containers

AFTER toyfair New York

Javits Dock

Your Location or Next Event

SHIPPING

transport to Javits Center’s shipping dock then from the shipping dock to the next event or customer location

#TFNY
How Do I Get My Stuff There?
Hand Carry

General Rules:
• Vehicle hazard lights must be engaged at all times.
• A Javits Center parking placard will be issued.
• Loading and unloading of vehicles is limited to vehicles no larger than a standard van.
• All vehicles are allocated 30 minutes, and the time limit will be strictly enforced.
• All vehicles transporting freight larger than a standard van, moving truck or box truck, are required to load and unload via the Javits Center loading docks.

Approved During Hand Carry Operations:
• Individuals moving these items must be employees of the exhibiting company and must carry identification to verify their position.
• Exhibitors moving items must use doors and routes designated by event management.
• Hand-carried items can be brought in through the front of the building (east side).
• Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items.
• Pop-up displays – equal or less than 10 feet in length and capable of being carried by hand by one person – may be brought into the building.

#TFNY
Can I Set-Up My Own Booth?

- Hand carry a limited amount of exhibit material/merchandise
- Unpack and repack your products if in cartons, not crates
- Booths that are 250 square feet and smaller may install and dismantle their own exhibit under these conditions:
  1. No tools are used. You may use a standard box cutter
  2. Workers are full-time, permanent employees, with badge/setup sticker

NOTE: Graphic Wall Installation requires Hired Labor
Lindsay Arell
Sustainability Strategist

HONEYCOMB STRATEGIES
Sustainability: Impacts

<table>
<thead>
<tr>
<th>Waste Type</th>
<th>2018 (tons)</th>
<th>2017 (tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landfill</td>
<td>107.8</td>
<td>102.54</td>
</tr>
<tr>
<td>Recycling</td>
<td>78.29</td>
<td>96.74</td>
</tr>
<tr>
<td>Compost</td>
<td>not provided</td>
<td>2.36</td>
</tr>
<tr>
<td>Donated by CC</td>
<td>not provided</td>
<td>4.6*</td>
</tr>
<tr>
<td>Total Waste</td>
<td>186.09</td>
<td>206.24</td>
</tr>
<tr>
<td>Diverted</td>
<td>42%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Toy Donation Program

<table>
<thead>
<tr>
<th>Toy Donation Program</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys Donated</td>
<td>50,000+</td>
</tr>
<tr>
<td>Value</td>
<td>$500,000+</td>
</tr>
</tbody>
</table>

Carbon Impact:
- 80% attendee travel: 553.17 tonnes CO2e
- 3% venue: 22.89 tonnes CO2e
- 17% lodging: 119.15 tonnes CO2e

Per Attendee Impacts at Convention Center
Sustainability: Exhibitor Best Practices

What can you do?
Reduce signage waste by:
• Encourage less printing and provide more information digitally when it comes to booth literature, fulfilling requests via email and website referrals.
• If must print, create reusable non dated signs that can be used year after year at Toy Fair.
• Avoid foam core signs and request recyclable material such as cardboard signage.

Reduce booth waste by:
• Requesting sustainable options from T3 Expo.
• Break down and flatten ALL cardboard boxes and lay flat in your booth or put next to the correct recycling bin.
• Eliminate polystyrene (i.e. packing peanuts, #6 or foam plastic) from booth shipping and operations.
• Set a goal to leave no trace behind by shipping out all booth properties and packing materials and participating in the Toy Bank donation.
• Participate in the Toy Bank toy donation and booth material donation post event.

Travel Sustainably by:
• Choose a SmartWay™-certified hauler at no additional cost to ensure your transportation company is practicing sustainable shipping.
• Take the Toy Fair shuttle to the Javits Convention Center to/from your hotel.

Save Energy by:
• All electronic equipment should be turned off or put to “sleep-mode” at the close of each night unless perishable goods are at risk.
Booth Material Donation

By donating your extra exhibit material we can work together to prevent goods from going to waste and entering landfills. Goods donated will be picked up by the Material For the Arts.

**Guidelines:**

**Packing:** To ensure that MFTA can transport the contributed goods, all items must be packaged and ready for pick up at show close.

**Labels:** "Donation" stickers are available at the T3 Expo Service Centers on-site and the Show Information Desks. All items left on the exhibit hall floor must be clearly labeled.

**Materials:** Please ensure all donated items are in good condition.

The items being collected for donation include, but are not limited to:

- Building Materials, Hard Flooring, Décor and Accessories, Furniture, Office Supplies, Clothing, Books

The following items will **not** be collected for donation:

- Partial items (example: a portion of a flooring display)
- Marketing materials and/or brochures (these will be recycled if possible)
- Damaged or cracked materials
- Toys going to the Toy Bank

**QUESTIONS ON WHAT IS ACCEPTABLE, CONTACT LINDSAY ARELL OR YOUR T3 REPRESENTATIVE**
The Official Charity at Toy Fair!

Exhibitors can sign up by emailing thetoybank@toyfoundation.org any time before the show, and we’ll stop by your booth with a simple form for you to sign. You may also sign up onsite by visiting our booth.

Have questions? Contact Elizabeth Max at emax@toyfoundation.org.

As our way of saying thank you, all donors will receive a donation receipt for tax purposes and listings on The Toy Foundation website and in the 2021 Toy of the Year Awards Tribute Book.
Laura Mangiaracina
Senior Manager, Advertising, Sponsorship & Promotions
What Can I Do to Stand Out From the Crowd?

• Freshman Connect Promotional Package
• Door & Floor Decals
• Character Cardboard Cut-outs
• Costumed Characters
• Print and Video Advertising
• …and much MORE!!

Laura Mangiaracina
Senior Manager, Advertising, Sponsorship and Promotions
646.454.5589 | lmangiaracina@toyassociation.org

#TFNY
What Can I Do to Stand Out From the Crowd?

Online Exhibitor Profile

Welcome to the Toy Fair NY 2020 exhibitor section.

Please login with your Exhibitor ID and Password below. If you have problems logging in please contact us toll free at 888-527-8823 or 513-527-8823.

Exhibitor Sign-In

Exhibitor ID: [___]
Password: [___]
Your Name: [___]
Login

Forgot ID or password?

powered by mrs
Map Your Show is an official vendor of Toy Fair NY 2020

#TFNY
Go Social With Toy Fair

Twitter #TFNY (twitter.com/toyfairny)

Instagram (instagram.com/toyfair_ny)

Facebook (facebook.com/TheToyAssociation)

LinkedIn (linkedin.com/company/thetoyassociation)

YouTube (youtube.com/toyfairny)
Stacy Liebensohn
Account Executive
Online Marketplace - Available to All Exhibitors!

- ShopToys365 is the toy industry’s only B2B social marketplace.
- Access the most trusted buyer community in the industry, anytime, anywhere.
- Discover and connect with buyers, showcase products, and manage purchase orders digitally.
Make the Most of Your Toy Fair Experience

Before

• Set Up Profile/Showroom
• Promote New Products
• Broadcast Booth #
• Introduce Show Specials
• Drive Buyers to Your Showroom
• Connect and Make Appointments

During

• Be Socially Active
• Capture Leads Electronically with Leads365
• Take Follow-up Notes
• Message through ST365 or Leads365
• Take Orders Electronically (pdf) with Orders365

After

• Follow-Up: All Leads in Your Account
• Send Images / Pricing
• Use Link to Showroom
• Manage Lead Status and Messages
• Convert Leads to Accounts

Ask About our Toy Fair Exhibitor Subscription

Contact Stacy Liebensohn your Account Executive for details and to get set-up!
sliebensohn@toyassociation.org
646.520.4852
What to Expect Onsite
The Show is Over. What’s Next?
Recommended Activities for Freshmen

- Freshman Orientation
  Friday, February 21\textsuperscript{st} 10-11 a.m.

- Toy Association Annual General Meeting
  Saturday, February 22\textsuperscript{nd} 4-5 p.m.

- Toy Safety & Compliance Update
  Monday, February 24\textsuperscript{th} 9:30 a.m. - 12:30 p.m.

- Daily Knowledge Network Sessions

- Creative Factor
Bernadette Boyle
Director, Membership
Toy Association Membership

Access to resources you need to help your business GROW

Benefits include:

- Added value at Toy Association marketplace events
- Access to industry insights and research
- Guidance on safety, technical and marketplace issues
- Advocating for your best interests
- Networking opportunities to grow your contacts

Download a complete list of member benefits here

Membership assistance: Bernadette Boyle, Director, Membership
Phone: 646.454.5585 | bboyle@toyassociation.org

#TFNY
Required Reading

Available Now at toyfairny.com

EXTRA CREDIT: Free Webinar Thursday, December 5th, 2020 at 2 p.m. EST
Toy Fair PR Boot Camp: Tips for Developing Your Toy Fair 2020 Public Relations Strategies
Be Prepared!
We are here to help!

Marian Bossard

Kim Carcone

Kim Catucci

Jackson Wong

Irena Jaroszewski

Stacy Liebensohn

Robyn Gibbs

Laura Mangiaracina

Richard Chow

John Klein

Simon Yung

Leigh Carleu

Tim Knock

Jackie Retzer

#TFNY
Thank You for Joining Us!

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