

# Hot for Holiday at Toy Fair 2023!



**Highlight your hottest in-year products so buyers can stock their shelves and the media could add to the all-important buzz just in time for the holiday season.**

Located in the highly trafficked Crystal Palace lobby, this new holiday-focused product showcase is sure to be a magnet area for powerful play professionals and the global media to see before they hit the show floor.

## **Hot for Holiday Showcase**

**\$3,500 Toy Fair 2023 exhibitor | \$4,500 Non-exhibitor**

- Exclusive shelf to display product in the showcase\*
- Tent card signage including company logo and booth number (if exhibiting) or contact information (if not exhibiting) and web address

The Hot for Holiday Showcase offers the opportunity to promote your brand and products to buyers, media, and influencers who are looking for the hottest product to ensure a successful fourth quarter.

Contact senior account executive Stacy Liebenson at 646-520-4852 or [sliebenson@toyassociation.org](mailto:sliebenson@toyassociation.org) for more information.

*\*Location of the shelf is at the sole discretion of Show Management.*

**Availability  
is limited.**

**ACT NOW**

**to secure your  
package!**