



Organizational Profile

OVERVIEW

Toy Industry Association™, Inc. (TIA) is the not-for-profit trade association for producers and importers of toys and youth entertainment products sold in North America.

The Association's more than 535 member companies account for roughly 85% of domestic toy sales. In 2009, U.S. retail sales of toys generated \$21.47 billion.

TIA is a leader in the development of sustainable global toy safety initiatives. Its members and staff hold key positions on the U.S. and international standard-setting committees for toy safety.

TIA sponsors the Toy Safety Certification Program® (TSCP®), which was created to manage activities that confirm compliance with toy safety standards and regulations.

TIA serves as the industry's advocate on legislative and trade issues; enhances the image and growth of the industry by promoting toy products at trade shows, in the media, and via other means; and fosters consumer awareness of the benefits of toys and play.

TIA's philanthropic arm, the Toy Industry Foundation (TIF), works year-round to bring joy, comfort and learning to children in need through toys and play. Thanks to product donation programs, fundraising efforts, strategic partnerships, grant making, and public education, TIF has been able to distribute over \$50 million in new toys to children living poverty, suffering from chronic illness, rescued from crisis situations, or living with the stress of having a parent in the military.

In all its activities, the Association works closely with industry leaders, federal and state government officials, and consumer groups to promote programs that help to assure safe play.

MISSION

TIA's mission is to lead the growth and health of the toy industry.

As defined in TIA's Bylaws, the organization's objectives are to:

- promote an association of North American toy manufacturers and importers.
- preserve, strengthen, enlarge, unify and coordinate the activities of the North American toy industry.
- lead the industry in all areas of business so that consumers and the trade understand the industry's concern with the well-being of children and the interests of consumers.
- foster international industry growth and profitability.
- support manufacturers and importers in the efficient production of safe, durable toys.

MISSION (continued)

- represent the industry before national and local legislatures, administrative agencies, and international bodies, and to inform members about legislative and regulatory developments.
- anticipate governmental developments which may affect the toy industry and assume an active role in protecting the industry's interests.
- inform the members on all matters of interest to the toy industry through the use of bulletins, seminars and conferences.
- promote the use of products manufactured by members of the Association by means of research, publicity and advertising, and through shows and other marketing techniques.
- facilitate an exchange of idea and information among the members of the Association through statistics, meetings and publications.

MEMBERSHIP

TIA represents the interests of over 535 regular and associate members that comprise a broad spectrum of the toy industry.

Regular membership is open to any:

- North American corporation, North American-based partnership, or resident individual actively engaged in the manufacture, importation, sale, and general distribution of toys and consumer products intended for the youth market in North America (except those who are primarily contractors or subcontractors for other toy manufacturers).
- corporation, partnership, or individual based outside North America, with or without offices or warehouses in North America, that or who is actively engaged in the manufacture, importation, sale, and general distribution of toys and kindred lines in the U.S. (except those who are primarily contractors or subcontractors for other toy manufacturers).
- licensors actively involved in manufacturing and/or importing and sale and general distribution of toys and kindred lines into the U.S. is eligible for membership providing such applicant is not also engaged in the retailing or jobbing of toys not labeled or marked with its own name.

Companies wishing to apply for regular membership are required to pledge their participation in the International Council of Toy Industries (ICTI) CARE Process for [ethical manufacturing](#).

Associate membership is open to any North American corporation, partnership or individual:

- primarily engaged in the business of inventing or designing toys and kindred lines;
- primarily engaged in the business of rendering testing laboratory services;

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MEMBERSHIP (continued)

- primarily engaged in licensing, including of toys or kindred lines, but not actively engaged in the manufacturing, importing, distribution or sale of toys or kindred lines or the retailing of toys (unless such retailing is primarily its own labels, brand, or trademarks);
- primarily engaged in acting as an independent sales representative for toy companies;
- primarily engaged in the promotion of children's toys and other children's products, but not promoting premiums; as well as
- other trade associations with some overlapping membership or interests in common with TIA;
- any corporation or partnership that publishes a magazine or newsletter that primarily covers the toy industry or a consumer toy magazine.

NOTE: An Associate Member shall not have the right to vote, hold office, or serve as a voting member of the Board of Directors, but they shall have such other member benefits or be entitled to such member services as the Board of Directors may determine.

ETHICAL MANUFACTURING

www.icti-care.org

The [International Council of Toy Industries \(ICTI\) CARE Process](#) is the international toy industry's ethical manufacturing program for ensuring safe and humane workplace environments for toy factory workers worldwide. Its main goal is to provide a fair, thorough and consistent monitoring program for factories, primarily in China, Hong Kong and Macau, where the vast majority of the world's toys are manufactured.

TOY SAFETY CERTIFICATION PROGRAM®

www.toycertification.org

TIA's **Toy Safety Certification Program®** (TSCP®) is a comprehensive initiative of the Toy Industry Association – in partnership with the American National Standards Institute (ANSI) – to help assure compliance with the federal Consumer Product Safety Improvement Act (CPSIA) and enhance the safety of toys sold in the United States.

Under the TSCP, toy manufacturers and importers must demonstrate that they have taken steps in the design and manufacturing process to assure that their toys meet the U.S. safety standards, in addition to testing production samples pursuant to the requirements of new federal laws. TSCP certification signifies that manufacturers have performed an analysis of their toy designs to identify and correct safety issues, assessed quality control processes at production facilities, and performed the prescribed safety tests on product samples using accredited laboratories. These elements are verified or audited by accredited certification bodies.

TSCP certificates are available for review and use by U.S. regulatory authorities as required by federal law, and also by retailers and – eventually – consumers.

CONSUMER OUTREACH

www.toyinfo.org

TIA continues to act as a resource for consumers by addressing their questions and concerns about choosing safe, age-appropriate toys for their families. To help consumers understand the scope of the industry's commitment to safe and fun play, a wide variety of toy- and play-related information is regularly posted and updated on TIA's consumer-facing website, www.ToyInfo.org. Consumers have 24/7 access to:

- Toy safety facts, plus frequently asked questions and answers.
- The hottest toy trends, shopping tips, and safe ways to play.
- Safety statements from third-party experts.
- Free downloadable play guides.
- Automatic recall notices.
- Discussion Board and ToyTalk Blog.

TRADE SHOWS AND EVENTS

www.toyassociation.org/events

TIA owns and manages two major "go-to-market" events each year, supplemented by participation in other global events in Europe, Eastern Europe, the Middle East and the Asia-Pacific.

- **[Toy Fair](#)** is the largest toy trade show in the Western hemisphere. Held annually in February in New York City, this showcase brings together more than 30,000 attendees, 1100+ exhibitors, 100,000 products, and over 1000 global media representatives to facilitate communications among those who develop, design and produce toys and those who purchase and promote them. This is the premier U.S. event for industry professionals, including buyers, sellers, inventors and designers.
- **[Fall Toy Preview](#)** is the by-appointment-only event targeted to long-lead buyers where toy manufacturers privately show their newest product lines. Exhibitors must currently sell to mass market accounts and they must show products for fourth quarter sales in the following year.

The Association also sponsors industry-leader events and conferences to spotlight trends, recognize achievements (e.g., [Toy of the Year Awards](#) and the [Toy Industry Hall of Fame](#)) and deliver information tailored specifically for trade executives (e.g., [Credit Conferences](#)).

MORE INFORMATION

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TIA Online
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TIA Consumer Resource Site
www.toyinfo.org

Toy Safety Certification Program
www.toycertification.org

Events
www.toyassociation.org/events

Toy Industry Foundation
www.toyindustryfoundation.org

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