



## TOY OF THE YEAR (TOTY) AWARDS COMMITTEE CHARTER

### MISSION STATEMENT

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The mission of the Toy of the Year (TOTY) Awards Committee (the “Committee”) is to assist the Board of Directors (the “Board”) of the Association by overseeing the Toy of the Year (TOTY) Awards program and continually developing the participation, visibility, integrity, reputation and stature of the program and its related presentation ceremony.

### KEY OBJECTIVES AND RESPONSIBILITIES

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- Monitor and refine as needed the TOTY awards criteria and voting process to promote the nomination and selection of the most deserving products.
- Monitor and refine as needed the categories and definitions in the TOTY awards categories to maintain relevance to changes in the industry’s products, promote cross-representation of the entire toy industry, and reward genuine merit in innovation, creativity and originality.
- Increase the number and diversity of companies participating in the submission of products, selection of winners and attendance at the award event.
- Implement a high quality, well-attended award presentation event that provides a social and networking forum for industry representatives, celebrates and enhances the visibility of the industry and its accomplishments, and provides promotional opportunities for participants while also meeting defined financial objectives for revenue and expense.
- Undertake regular reviews of the TOTY Guidelines and periodically propose revisions and improvements for approval by the Board.
- Involve knowledgeable individuals, in addition to representatives of manufacturers, in the program design, nomination and selection process to assure objectivity and integrity.
- Involve members of the Committee in promoting participation in the program and award event.
- Encourage the nomination of products from across the toy industry and aggressively promote active participation in the voting program by the Association’s members; move forward, as appropriate, with activities that will engage consumers in the voting or recognition process.
- Pursue additional merchandising and promotional opportunities that will provide recognition at retail and publicity for nominees and winners.

### SELECTION AND TERM OF COMMITTEE CHAIRPERSON AND BOARD LIAISON

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The Chairperson of the Committee shall be selected by the Association’s Chairman. If the Committee Chairperson is not a member of the Association’s Board, then the Chairman of the Association shall also select a member of the Association’s Board to act as liaison between the Committee and the Board. The Committee Chairperson can serve a maximum of two (2) consecutive one-year terms. There is no limit on the length of service for a Board liaison.

## NUMBER, TERM AND QUALIFICATIONS OF COMMITTEE MEMBERS

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Committee members shall be appointed by and serve at the discretion of the Committee Chairperson with consideration given to balancing the need for a certain level of continuity of service on the Committee, limits on the length of service by a member, and to achieving balanced representation from various segments of the industry and categories of products. The Committee Chairperson may appoint a Vice-Chairperson if such a position is determined to be necessary. The Committee shall consist of between six (6) and twelve (12) regular members including the Committee's Chairperson and Vice-Chairperson, if applicable.

Members of the Committee must have appropriate seniority and tenure in the toy industry, a history of participation in one or more TOTY events, and the ability and willingness to invest the necessary time for attendance at meetings and participation in teleconferences, meetings and requests for input.

All regular TIA members shall be eligible to name a representative from their company as a "corresponding" member of the TOTY Committee for the purpose of receiving all communications relating to the Committee's deliberations and having an opportunity to communicate the positions and interests of their company to the Committee. These representatives will not have voting rights but may attend meetings of the Committee.

## SUBCOMMITTEES AND ADVISORY COUNCILS

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Subcommittees to select nominees for TOTY awards shall be appointed each year. One subcommittee shall be created for each category and shall be comprised of seven to fifteen high-stature experts representing retail buyers; journalists, bloggers and toy industry media spokespersons; academics and inventors/designers. Individuals appointed to this subcommittee shall have appropriate experience in the toy industry and shall possess substantial knowledge of toy design and/or safety standards.

When necessary, the Committee Chairperson may appoint additional subcommittees or advisory councils for the purpose of focusing on a specific program objective or project. The Committee Chairperson shall appoint a chair (who must be a member of the Committee) of any subcommittees and advisory councils and shall approve the members of all subcommittees and advisory councils. Members of a subcommittee must be regular members of the Association. Members of an advisory council may include regular or associate members and non-members of the Association.

## CONDUCT OF COMMITTEE BUSINESS

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The Committee Chairperson shall preside over meetings of the Committee. It is the responsibility of the Chairperson to set committee meetings. A minimum of half of the members of the Committee shall constitute a quorum for doing business. All actions of the Committee shall be taken by a majority vote of the members of the Committee present at the meeting, provided a quorum is present.

The Committee shall report to the Board. The Board liaison, if applicable, shall determine the extent of his/her involvement in the regular activities of the Committee. The Board liaison's primary responsibility will be to maintain communications with the Committee Chairperson and to report to the Board as necessary.