



# TOY FAIR NEW YORK



January 2017

Leading into the 2017 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](http://www.ToyFairNY.com).

## Offering Buyers a Show Special for Toy Fair Orders?

Get the word out! Enter the information in your Exhibitor Profile and it will also be reflected in the Show Specials section of Toy Fair Mobile. Here's how:

- Click [here](#) to access a2z.
- Enter your User ID. If you don't know your User ID, contact your Account Executive for assistance.
- Click *Edit Booth Info*.
- Scroll to the bottom of your profile, enter your show special(s) and click *Save* at the bottom of the screen.

*If you do not receive a green confirmation message indicating the information was successfully saved, it was not.*

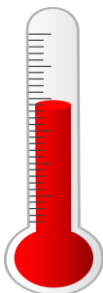
Order your free booth sign by January 24 from Freeman using [this order form](#) from the Toy Fair Exhibiting Guide.

## TOP 2 LIST OF COMPLAINTS HEARD AT TOY FAIR

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

During move-in and move-out, the temperature inside the Javits Center can be VERY cold because loading dock doors facing the chilly Hudson River are open. Hats, coats and gloves are not overkill.

During show days, the temperature can vary rather widely throughout the Javits Center – and throughout the day.



**THE BEST ADVICE: Dress in layers!**

## Rookies & Cookies

Join your fellow first-time Toy Fair exhibitors, Freshman Class Advisor and other helpful contacts from Freeman, Balluun/ShopToys365, Javits, TIA and elsewhere at the orientation just for you.

**Rookies & Cookies**, Toy Fair's Freshman Welcome, from 2-3PM on **Friday, February 17**, 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.

We'll see you in **Room 1E04** on Level 1 of the Javits Center. An optional tour of the facility will follow.



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

## Ordering Before These Dates = Big Savings!

**January 24** Freeman Furnishings & Services

**January 28** Javits Center Services – Booth Cleaning, Electricity, Plumbing, Telecommunications

*And, if you're shipping advance to the Freeman warehouse, be sure your freight arrives no later than February 7<sup>th</sup>.*

## Booth Cleaning

Booth cleaning is each exhibitor's responsibility.

To have your booth vacuumed and/or swept and have trash removed, use the [Booth Cleaning Order Form](#) included in the *Services & Utility Ordering* section of the *Exhibiting Guide and Order Forms*. Exhibitors are permitted to use manual/non-power carpet sweepers.

Show Management will provide aisle cleaning the night before as well as during the show and will empty wastebaskets without charge if placed on the aisle at the close of each show day.

**FEBRUARY 18–21, 2017**

## 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 2017, 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 [Laura Mangiaracina](#), TIA's Manager for Advertising, Sponsorships and Promotions, at 646-454-5589 for details.

### *TIA Membership Has Its Privileges*

TIA Members:  
During Toy Fair, take a break and enjoy a refreshment at the  
**TIA Member Hospitality Lounge**  
at the rear of Hall 1E on Level 1.

[Learn more about TIA Membership.](#)

**Did you know Toy Fair's 2017 advertising campaign reaches beyond the United States to these markets?**

*Argentina  
Australia  
Belgium  
Brazil  
Canada  
China*

*Finland  
Germany  
India  
Japan  
Netherlands  
Norway*

*Poland  
Russia  
Spain  
South America  
Sweden  
United Kingdom*

## Gotta Get A Badge

Everyone must have a badge to access the show floor. Order your exhibit personnel badges through Toy Fair online [Exhibitor Registration](#). Badges are free and there is no limit to the number you can order for your exhibit staff. **Please note that exhibitor personnel must be age 18 or older.**

All badges must be picked up on-site; badges will not be mailed.

- **If you registered online prior to arrival at the Javits Center**, bring your email confirmation and government-issued photo ID to an *Already Registered* counter in the Crystal Palace or the North Concourse where your badge will be printed.
- **If you did not register online prior to arrival at the Javits Center**, present your government-issued ID at an *On-Site Registration* counter in the Crystal Palace or the North Concourse where your badge will be printed.

### When can I pick up my Toy Fair badges at the Javits Center?

Thursday, February 16	12PM – 5PM
Friday, February 17	8AM – 5PM
Saturday – Monday, February 18 – 20	8AM – 6PM
Tuesday, February 21	8AM – 4PM

### What if my move-in time starts prior to on-site registration hours?

If you arrive at the Javits Center during move-in but before registration opens, we will provide you with a temporary setup sticker for access to the exhibit hall. When registration opens you can pick up your official Toy Fair badge.



Use hashtag #TFNY & your content will stream directly into the Toy Fair Online Press Room!

## Talking the Talk

We estimate the thousands of Toy Fair attendees from about 100 countries spanning six continents speak at least 50 languages!

Many international attendees can conduct business in English, but that isn't always the case. And to seal a deal, **communication matters.**

If your interests include extending your brand's international reach, booth personnel's ability to speak more than one language could be an asset.

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If you are considering contracting an interpreter, contact Toy Fair's designated service provider [TransPerfect](#) at [info@transperfect.com](mailto:info@transperfect.com) or 212-689-5555.



**Still have questions about exhibiting at Toy Fair?  
Check out our [Exhibitor FAQs](#).**