Leading into the 2018 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 on www.ToyFairNY.com.

December 2017

Where and When Should We Ship Our Exhibit Materials for the Show?

Exhibitors can ship their show materials and products:

1. **To the Freeman warehouse to arrive between January 15 and February 6, 2018 only**. Freeman will store the freight and transport it to your Javits Center booth for Toy Fair setup.

OR

2. **Directly to the Javits Center to arrive during or after their scheduled target move-in window.**

To manage tons of exhibitor freight, the Target Move-In System is employed. If you are shipping freight to the Show, refer to the Target Freight Delivery Schedule & Floor Plan for Level 1 or Level 3 to determine your scheduled target date and time and when your driver needs to check-in.

NOTE: Your assigned target is for check-in only and does not necessarily represent the time your freight will be offloaded. Please allow up to 4 hours from the time your driver checks in for offloading. See additional notes at the bottom of the Target Floor Plans referenced above.

In addition to the information above, it is imperative that exhibitors refer to the Shipment/Receipt of Materials & Target Move-In System section of the Toy Fair 2018 Exhibiting Guide & Order Forms for essential details and a more thorough explanation.

A Word on Wi-Fi®

The Javits Center offers free Wi-Fi® service (up to 256K of bandwidth) optimized for light business uses such as simple web browsing and e-mail. Higher bandwidth options are also available for a fee.

IMPORTANT: if you intend to stream video or if reliance on the internet is core to your in-booth presentations, please contact the Javits Center (877.452.8487) to discuss how other wireless/wired options offered by their Telecommunications Department may be a better fit. Also see *the* Internet Order Form in the Toy Fair 2018 Exhibiting Guide and Order Forms.

THE Essential Toy Fair Exhibiting Tool

The *Exhibiting Guide* will save you time, money, and headaches and help you generate maximum return on your Toy Fair investment.

Just click here! ⟶

ORDER BY THESE MONEY-SAVING DEADLINES!

JANUARY 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 23 – Freeman Furnishings & Services

January 27 – Javits Center Services – *Electricity, Telecommunications, Plumbing & Booth Cleaning*

According to a study by the Center for Exhibition Industry Research, 85% of an exhibitor's trade show success depends on its booth staffers.

The Power of Play!

If your hot product is a board game, skill challenge, or even a craft, consider dispensing with the typical trade show display. Instead set a bistro table with chairs or stools for attendees to come in, sit and get down to the business of play.

There's value in the hands-on experience – that's the **power of play!**

FEBRUARY 17–20, 2018

Free Marketing Tools

Through Toy Fair's ***Buyer-Seller Matching*** feature, buyers searching for your products will automatically receive all the information needed to find your booth at Toy Fair and connect with you in advance if they wish. You just need to register for your badge to benefit from this free tool.

Invite a Customer enables **registered** exhibitors to invite their existing contacts via customizable, Toy Fair-branded emails. Log in to Exhibitor Registration, register, and choose Booth Promotion to start creating your own Toy Fair email campaign. It's fully automated, easy to use, complies with anti-spam laws, and provides you with valuable tracking tools to measure the success of your campaigns.

To Update Your Online Profile…

- 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*.
- Review/edit the information and click *Save* at the bottom of the screen.
- You will be taken back to the top of the screen and **you will receive a message confirming that the information was successfully saved**.

If you do not receive a green confirmation message indicating the information was successfully saved, it was not. Take a screen shot of what you attempted to submit and immediately email it to Jackson Wong.

FRESHMAN CLASS

- View last month's **Toy Fair 2018 Freshman Class Webinar**.
- Download the **Toy Fair 2018 Freshman Class Webinar** slides in pdf format.

At-Show Promotions Can Increase Your ROI

Exhibitors who integrate at-show promotional opportunities can increase qualified booth traffic by 46% and increase sales conversions as much as 62%.*

These numbers are significant when looking at your overall return on investment as a Toy Fair 2018 exhibitor. Show management works with all exhibitors — both first timers and veterans with varying budgets — to create a customized marketing program that can increase visibility and profitability. From print advertising and website banner ads to onsite activations and registration lobby signs there are many ways to reach buyers, attract them to your booth, and execute a sales order.

In addition to paid promotions, there are ways to stand out without having to open your wallet. Be sure to fill out your online profile so buyers can see who you are and what you offer, and take advantage of Toy Fair's Online Press Room with a free company listing.

Laura Mangiaracina (646.454.5589) is available to assess your specific exhibiting objectives and help create a well-rounded, targeted marketing program to maximize your return.

** Source: Center for Exhibition Research (CEIR) and Deloitte and Touche Consulting Group*

FREE
Toy Fair PR Bootcamp: Tips for Developing Your TF'18 Media and Promotion Strategies

WHEN: Wednesday, December 13, 2-3 p.m. EST

TOPICS:

- What to do before, during, and after the show to maximize media exposure;
- Tools and resources offered by Toy Fair's PR and Advertising/Promotions teams, and best practices on how to showcase your brand and products to media favorably;
- A peek inside the Toy Fair online press room;
- And much, much more.

REGISTER