



CANADIAN TOY ASSOCIATION
L'ASSOCIATION CANADIENNE DU JOUET

CTA Hot Toys for the Holidays Call for Toy Submissions Please forward to your Marketing Department

November 15, 2017 in Toronto, Ontario

The CTA continues to focus on creating child-centred events that encourage active and dynamic play. In order to ensure strong media coverage we must present the kids in attendance with new and on trend product which they will get excited about. We therefore ask that you carefully review the criteria for product submissions for the event.

Please note that it is CTA policy to restrict attendance at the Holiday Event to Invited Children, Parents, and CTA Spokespeople. Member Reps will not be permitted to attend. If your item(s) require specific training or set-up, please contact the office 416-558-2039 / dr@canadiantoyassociation.ca.

Submissions are open to members of the Canadian Toy Association, and Members of the Toy Association who have operations in Canada. Please adhere to the following;

- **Each Member may submit up to 4 toys.**
- **Each Item Submitted MUST meet the following criteria;**
 - **Product is less than 2 years old, and is projected to be a best seller for Holidays 2017.**
 - **Product fits into one or more of the 6 Genius of Play Categories (Physical, Emotional, Social, Cognitive, Creative, Communication).**
 - **Product is available in Canada on or before November 15, 2017.**
 - **Product has not been previously submitted to a Hot Toys Event.**

Help us get our message out; tweet and retweet us @cdntoy, and provide us with social media links to your company and your products so that we can build connections. Don't forget to use the CTA hashtag #CTAHT

CTA/Toy Association Member Benefit – All members in good standing are eligible to participate.

- Your Toys Featured on the Canadian Toy Association, Hot Toys Webpage
- Your Toys Featured at the Hot Toys for the Holidays Media Event on November 15, 2017
- Additional media coverage availability with CTA spokespeople

Key Dates and Deadlines (See below for additional details):

- October 6, 2017: Submit 50-word write-ups & photos for each toy.
- Week of October 30-November 3, 2017: Toy display samples to be delivered to CTA Headquarters.
- Week of October 30-November 3, 2017: Toy donation to be shipped to the Toys of the North warehouse.

- **Toy Themes and Categories: Your Items MUST fit into one or more of the following categories (based on the Genius of Play):**
 - Physical: Coordination, Balance, Motor Skills and Spending Natural Energy (promoting better eating and sleeping habits);
 - Emotional: learning to cope with Fear, Frustration, Anger and Aggression in a situation they can control, AND practicing empathy and understanding.
 - Social: negotiating group dynamics, collaboration, and compromise, AND dealing with others' feelings, and sharing.
 - Cognitive: learning to think, read, remember, reason and pay attention.
 - Creative: creating new worlds, forming unique ideas and finding solutions to challenges through imagination.
 - Communication: exchanging thoughts, information and messages through speech, signals, writing and actions.
- **Due October 6, 2017 – Write Ups and Photos**
 - 100 word write up (please submit an additional write-up in French for any product available in Quebec, may be included in the same document). MS Word or compatible document must include your company name and product name, company or product website, age grading and the MSRP.
 - 1 photo JPG file – please do not embed photo files in excel documents or send links to webpages.
 - Please indicate which Genius of Play Category(s) your items fall into.
- **Due October 30-November 3, 2017 – Toy Display Samples**
 - Please ship 1 of each of your hot toys for display during the Hot Toys Media Event. If your item has a battery life of less than 2 hours, you may ship 2 of that Hot Toy.
 - ***COD deliveries will not be accepted***, please ensure that all customs charges are also paid in advance. If possible toys should be fully assembled and ready to operate (including batteries).
 - Please include all packaging.
 - Every effort is made to make all toys “play ready”, if your ***item requires an iPod/iPad, or other electronic devices***, or requires special training to operate, please contact the office directly to discuss how to best present your item at the Media Event.

Shipping Address for Samples (CTA Headquarters):

Attn: Danielle Russell,
 CTA Sr. Assn. Manager
 2219-160 Tycos Drive
 Toronto, ON, M6B1W8
 Canada

- **Due October 30-November 3, 2017 – Toy Donation Shipment**
 - A minimum donation of \$500 retail value of new toys must be shipped to our Toys for the North warehouse for every hot toy submitted. (One item featured = \$500 donation; Two items featured = \$1000 donation; etc.).
 - The donation may be a combination of toys of your choosing.

Shipping Address for Toys for the North Warehouse:

Attn: Sean Miller, City Dispatch Executive
 Thomson Terminals Limited
 49 City View Drive,
 Etobicoke ON M9W5A5
 T: 416-240-0898

Please address all comments, concerns and questions to: Danielle Russell, CTA Senior Association Manager – 416-596-0671 ex 222/ dr@canadiantoyassociation.ca