



CANADIAN TOY ASSOCIATION
L'ASSOCIATION CANADIENNE DU JOUET

2016 Canadian Toy Association – Ottawa Reception Call for Submissions of Display Toys – Help Us Put the Industry's Best Foot Forward

On October 20, 2016 the Canadian Toy Association will host a reception at the Chateau Laurier in Ottawa Ontario. This reception will be held as part of the Association's ongoing Government Relations and Advocacy Efforts, all Members of Parliament and Senators will be invited, as well as key officials from Health Canada and other relevant Ministries.

This is an excellent opportunity to gain exposure for your products and to contribute to CTA's Advocacy Efforts by enabling us to display a wide array of products that are available to Canadian Consumers. We are inviting all CTA members to submit 1 (one) product for display at the reception; in addition CTA members with items appropriate for the play area are invited to apply to be included in that opportunity. Please read the descriptions below.

The Canadian Toy Association will be represented by the Board of Directors, our Government Relations Providers – Global Public Affairs, and staff from both the CTA and TIA. Child-friendly receptions are rare on Parliament Hill, in order to leverage our strategic advantage the CTA reception will include Toy Displays, a Play Area and Child-friendly food and beverage options.

Display Item – 1 Per Company: this item MUST be your predicted best seller for the 2016 Holiday Season. Items should be shipped in their original packaging as they will be displayed around the reception area. Items must be appropriate for Table Top Display. If you are unsure if your item is suitable, please call Danielle Russell at 416-596-0671 x222 to discuss.

Play Area Items: members are invited to submit toy ideas for this area. This area is indoors and is adjacent to the reception area, ride ons, sand or water toys, toys that require advanced skills to operate (such as drones), and toys that require exceptional levels of supervision (such as chemistry sets, toys that have wet or sticky components, or choking hazards) would not be appropriate for this set-up. If your item(s) is selected as part of the play area, a member of the CTA staff will contact you to discuss how many items are required. Your items must be shipped ready for play with all batteries, or add-ons required for operation, if your item is not play-ready** it may be displayed on a table top but will not be included in the play area.

Please complete the attached application form, CTA Staff will assess the item(s), and may consult with our insurance provider and or members of the board of directors, before determining if the item is appropriate for inclusion.

All items must be shipped to:

**Attn: Alexandra Taylor
c/o Global Public Affairs
50 O'Connor Street, Suite 901
Ottawa, ON K1P 6L2**

And MUST arrive between October 13 and October 19, 2016.

**If your item(s) are not shipped play-ready, including batteries and all reasonable add-ons (ie. if your item(s) is a colouring book, it would be appropriate to send crayons or markers in your package) we will not be able to include them in the play area, due to limited set-up time on-site. However, if your item includes its original package, we may be able to display 1 of the item.



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Display and Play Area Submission Form
Canadian Toy Association – Ottawa Reception – October 20, 2016

COMPANY INFORMATION

Company Name:

Company Contact (First Name, Last Name):

Contact Email:

Contact Phone:

DISPLAY ITEM INFORMATION – 1 PER COMPANY

This item MUST be your predicted best seller for the 2016 Holiday Season. Items should be shipped in their original packaging as they will be displayed around the reception area. Items must be appropriate for Table Top Display.

Product Name:

Product Age Range:

PLAY AREA ITEM(S) INFORMATION

*If your item(s) is selected as part of the play area, a member of the CTA staff will contact you to discuss how many items are required. Your items must be shipped ready for play with all batteries, or add-ons required for operation, if your item is not play-ready** it may be displayed on a table top but will not be included in the play area.*

Product Name:

Product Age Range:

Product Name:

Product Age Range:

Product Name:

Product Age Range:

Please return this form to dr@canadiantoyassociation.ca no later than September 23, 2016