



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 22, 2016 at the Ontario Science Centre**

In 2016, Hot Toys for Holidays returns to the Ontario Science Centre in the Gemini West Room. This will be easily accessed by the media. The CTA continues to focus on creating child-centred events that encourage active and dynamic play in order to foster greater press coverage.

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 have come up with a new set of criteria for product submissions for the event. Please carefully review the revised criteria before making your submissions:

- **Each Member may submit up to 3 toys.**
- **Each Items Submitted MUST meet the following criteria;**
  - **Product is less than 2 years old.**
  - **Product is listed at a minimum one (1) Major Retailers**
  - **Product has not been previously submitted to the Hot Toys Event**

CTA members are encouraged to contact us if your mascot/ costume character would like to attend Hot Toys for the Holidays.

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/TIA 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 22**
- **Additional media coverage availability with CTA spokespeople**

### **Key Dates and Deadlines**

- **October 1, 2016: Confirm the number of and type of Toys you will be submitting.**
- **October 15, 2016: Submit 50-word write-ups & photos for each toy.**
- **Week of October 31-November 4, 2016: Toy display samples to be delivered to CTA Headquarters.**
- **Week of October 31-November 4, 2016: Toy donation to be shipped to the Toys of the North warehouse.**

### **Shipping Address for Samples:**

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

## Toy Submissions

- **October 1, 2016 – Hot Toys for the Summer Confirmation**
  - Hot Toy(s) submitted must be your projected best seller(s) at retail for the Holidays 2016.
  - Toys must be available on toy shelves by November 14, 2016.
  - Please complete the Submission Information page attached.
- **Submission Criteria**
  - Each Member may submit up to 3 toys.
  - Each Items Submitted MUST meet the following criteria;
    - Product is less than 2 years old.
    - Product is listed at a minimum one (1) Major Retailers
    - Product has not been previously submitted to the Hot Toys Event
- **Due October 15, 2016 – Write Ups and Photos**
  - 50 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.
- **Due October 31-November 4, 2016 – Toy Display Samples**
  - Please ship 1 of each of your hot toys for display during the Hot Toys Media Event. If you item has a battery life of less than 2 hours, you may ship 2 of that Hot Toy.
  - COD deliveries will not be accepted. If possible toys should be fully assembled and ready to operate (including batteries).
  - Please include all packaging, as display toys will be donated to Toys for the North.
  - Every effort is made to make all toys “play ready”, if your item requires an iPod/iPad, or other electronic devices, or require special training to operate, please contact the office directly to discuss how to best present your item at the Media Event.
- **Due October 31 – November 4, 2016 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
  - The donation may be a combination of toys of your choosing.
  - Address Details to follow.

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



CANADIAN TOY ASSOCIATION  
L'ASSOCIATION CANADIENNE DU JOUET

## CTA Hot Toys for the Holidays

### Toy Submission Form

Please forward to your Marketing Department

Submit this form via email to [dr@canadiantoyassociation.ca](mailto:dr@canadiantoyassociation.ca) on or before October 1, 2016

CTA/TIA Member Company Name: \_\_\_\_\_

#### PR/Marketing Contact Information

Name (First and Last): \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_

Email: \_\_\_\_\_

#### Toy Submission Information:

We will submit (# of toys) \_\_\_\_\_ Total.