



## **Frequently Asked Questions about The Toy Association's LA Fall Preview**

### **1. Why have you chosen to host a fall marketplace in Los Angeles?**

This decision was made in direct response to feedback from the toy community. Many companies told us they wanted The Toy Association to host activity in Los Angeles during the important preview time in the fall. After gathering feedback, we found a location that would enable companies to meet with buyers and show long-lead product.

### **2. Where and when is this activity happening?**

Meeting space will be available over three consecutive floors in an office building located at 2250 East Imperial Highway in El Segundo, CA. Rental options for companies will include private offices and open spaces. Those who rent in the building will have access to their space from Sept. 1-30, 2024. The dedicated market week (The Toy Association LA Fall Preview) hosted and promoted by The Toy Association will take place Sept. 9-13.

### **3. Is The Toy Association LA Fall Preview a tradeshow? Who is allowed to attend?**

No, this is not a tradeshow. It is simply a solution for companies wishing to have a presence in LA during the fall preview season. While primarily a by-appointment marketplace for toy sellers and buyers, other industry professionals will be able to make appointments with toy companies to access their meeting spaces in the building.

### **4. Will this become an annual Toy Association marketplace?**

At this time, it is simply a solution for 2024. We will continue to listen to the industry and adapt our marketplaces and events to ensure the industry's greatest needs are met. This will likely include some continuing form of activity in LA in the preview timeframe but plans beyond 2024 have not been made yet.

### **5. How can my company participate in this opportunity?**

Please reach out to the appropriate Toy Association account executive. Company names beginning with A-G contact [Simon Yung](#), H-P contact [Stacy Liebensohn](#), Q-Z contact [Michael Lynch](#).