



Frequently Asked Questions

General Questions

Q: When is Toy Fair Everywhere?

A: There are three Toy Fair Everywhere market weeks in 2020: July 13–19, August 17–23 and September 14–20. During each market week, the platform is available 24/7 from midnight EST on the first day to 11:59 p.m. EST on the last day.

Q: How much does it cost to exhibit?

A: \$650 for all three market weeks or \$500 for only August and September.

Q: Is there a fee for retailers to attend?

A: No, qualified and approved retailers attend for free.

Q: Do you need to be a Toy Association member to participate?

A: No, you do not need to be a Toy Association member to participate.

Q: Is there a deadline to book a showroom?

A: No, but it is to your advantage to book your showroom early so that you can participate in training sessions, prepare and upload all products to your showroom and invite buyers in advance of the market weeks.

Q: Are there sponsorship and promotional opportunities?

A: Yes, please contact [Laura Mangiaracina](#) to learn about the available opportunities.

Q: Does Toy Fair Everywhere stay live in between market weeks and all year?

A: Exhibitors can access the platform in between market weeks to prepare updates to their showrooms for the next market week. After the September market week closes, buyers will not have access to the platform but exhibitors will be able to export all leads, notes, conversations and analytics.

Q: Does Toy Fair Everywhere replace the Toy Association's in-person trade shows, Toy Fair New York and Toy Fair Dallas?

A: No, Toy Fair Everywhere was not created to replace our face-to-face marketplaces, but to supplement them and help bridge the gap in industry engagement.

Q: Is there a Launch Pad space for first-time exhibitors like at Toy Fair New York?

A: No, all Toy Fair Everywhere exhibitors are first timers.

Q: Will there be a published list of attending retailers?

A: No, a list of attending retailers will not be published. Exhibitors will be able to export all the buyer connections that they make during Toy Fair Everywhere.

Q: How can the media use Toy Fair Everywhere?

A: Approved media from Toy Fair New York will be invited to Toy Fair Everywhere. Media will be able to request to connect and view an exhibitor's showroom.



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Setting Up Your Showroom

Q: If my company has multiple product brands, do they all go in the same showroom?

A: Yes, each company has one showroom that encompasses all product brands. Brands can be organized separately.

Q: If I import my leads, can I send automatic invites inviting them to visit my showroom?

A: Leads that you've imported prior to Toy Fair Everywhere will get an automatic email confirmation stating that they are auto-approved to login and enter your digital showroom.

Q: What are the specs for media uploads?

A: Standard image file types are supported: .png, .jpeg, .gif, etc. There are many different sizes, which are shown to the user as they go through the setup process.

Q: Can I bulk upload my products?

A: Yes, please contact [Stacy Liebensohn](#) for the form that you can fill out and upload to populate your showroom.

Q: Will there be outreach to sales reps to set up training?

A: It is up to the exhibiting company to register their sales reps to manage their showroom. Showroom training demos will be available to all confirmed exhibiting companies.

Q: Can everyone view an exhibitor's price list and products or only people with permission?

A: Exhibitors can set prices and products to be viewable by only retailers or open to everyone who enters the showroom.

Q: Can I create a custom showroom for a specific customer?

A: An exhibiting company can only have one showroom. However, you can keep products or pricing private until a buyer requests to connect and see the information.

Using the Platform

Q: Can I make user accounts for my sales reps?

A: Yes, you can make an account for each of your sales reps.

Q: Is there a limit to the number of user accounts my company can have?

A: No, there is no limit to the number of user accounts an exhibiting company can have. Each user needs to be a staff member or sales representative of the exhibiting company.

Q: Can I export my Toy Fair Everywhere leads list, analytics and notes?

A: Yes, an exhibiting company can export all leads, analytics, notes and conversations.



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Buying and Selling

- Q:** At Toy Fair, buyers often walk by a booth and see a product that is not their category but captures their interest. Will this experience be replicated at Toy Fair Everywhere?
- A:** Buyers have many ways to find companies: searching by product category, browsing exhibiting companies alphabetically and from Toy Fair Everywhere community social posts, advertising and promotional opportunities.
- Q:** Can buyers place orders on the Toy Fair Everywhere platform?
- A:** No, Toy Fair Everywhere is not set up for ordering. Buyers and exhibitors can transact business as they usually do.
- Q:** Can my company have multiple appointments at the same time?
- A:** Yes, different team members can host different appointments with buyers at the same time.
- Q:** How can I conduct video and live meetings with buyers?
- A:** Exhibiting companies can use whatever works best for them, from Zoom to GoToMeeting. They can provide links for these meetings on their profile.
- Q:** Are competitors able to see my information, showroom and products?
- A:** No, exhibitors are not allowed to enter other exhibitors' showrooms unless they request to connect and you accept.
- Q:** Can new customers whom I don't specifically invite find my showroom?
- A:** All buyers can find all showrooms. However, if a buyer is not on your customer list, you must approve their connection request to enter your showroom.
- Q:** Can I give tours of my real-life showroom with Zoom?
- A:** Yes, you can add your Zoom information to your profile.