

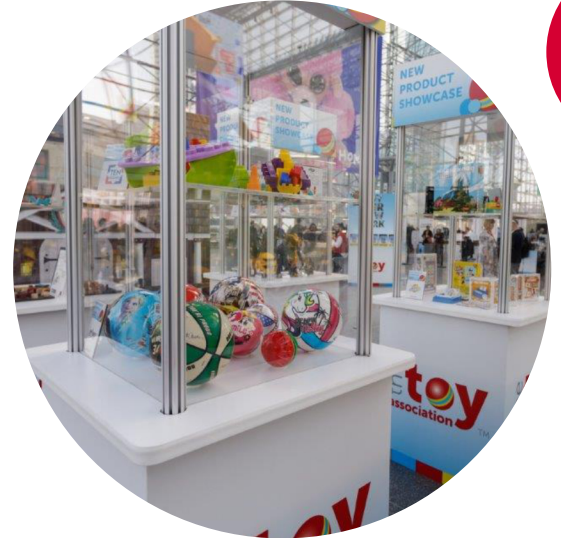


# A First-Time Exhibitor Promotional Opportunity

Exclusively designed to help first-time exhibitors stand out, raise brand awareness, and encourage attendees – especially buyers – to engage with you! Choose the Turnkey Freshman Connect sponsorship package that fits your budget and get noticed at Toy Fair 2023.

## Associate's Package | \$950

- An exclusive shelf to display your product in the Freshman Connect Showcase located front and center in the Crystal Palace lobby. Tent card signage with company logo and booth number will be provided.\*
- A larger-than-life still image on the Toy Fair TV Network – including the 600 square foot LED screen that soars over the Crystal Palace lobby.
- Featured Exhibitor status on the Toy Fair Mobile App.



## Bachelor's Package | \$1,250

All items in the Associate's Package **PLUS**

- A 15-second video on the Toy Fair TV Network in place of still image.

## Master's Package | \$1,750

All items in the Bachelor's Package **PLUS**

- Full Product Showcase upgrade giving you two shelves to display your product in the busy Crystal Palace lobby.



## Doctorate Package - EXCLUSIVE | \$5,000

All items in the Master's Package **PLUS**

- One (1) custom, dedicated email sent to all Toy Fair attendees on your behalf.
- A 30-second video on the Toy Fair TV Network in place of the 15-second video.
- A custom cardboard cut-out sign positioned at the entrance exhibit hall 1C.

Each of these valuable packages offer the opportunity to maximize your brand presence using a variety of mediums and is sure to attract the attention of buyers.

Contact senior account executive Stacy Liebensohn at 646-454-4852 or [sliebensohn@toyassociation.org](mailto:sliebensohn@toyassociation.org) for more information.

*\*Location of shelf is at the sole discretion of show management*

