

# Freshman Orientation

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# Presenters



**Irena Jaroszewski**  
Event Coordinator



**Laura Mangiaracina**  
Senior Manager, Advertising,  
Sponsorship & Promotions



**Bernadette Boyle**  
Director, Membership



**Stacy Liebensohn**  
Account Executive

# Congratulations!



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Inspiring Generations of Play

# Toy Fair Overview

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- Largest and most important toy and youth product exhibition in the Western Hemisphere
- Owned and managed by (Show Management) The Toy Association, Inc.
- 1,000 Exhibitors
- 10,000+ Buyers
- 1,000+ Media Representatives
- The 117<sup>th</sup> Toy Fair will take place February 22- 25, 2020





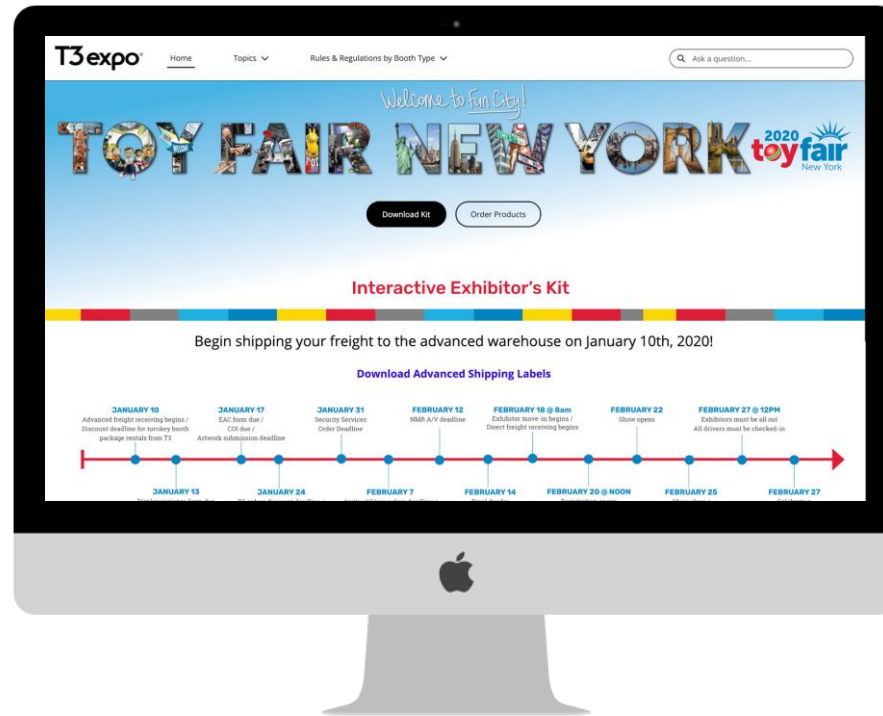
Tom Malek  
VP of Sales, Eventgineer™

**T3expo®**

Save money. Grow your event.

# I've signed up for Toy Fair... Now What?

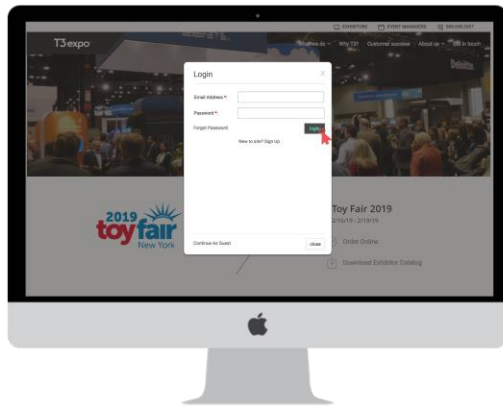
Review the [Online Exhibiting Guide](#)



# I've signed up for Toy Fair... Now What?

Place T3 [Online Orders](#)

Login

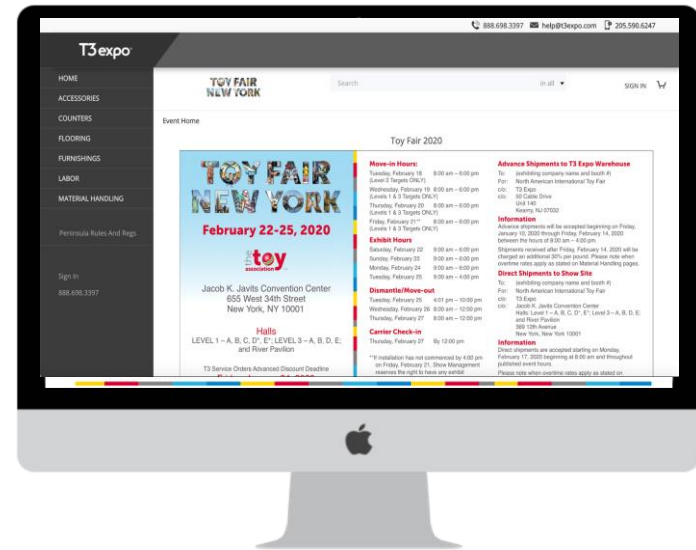


-OR-

Continue as Guest



Personalized Online Ordering Experience



# T3expo®

Save money. Grow your event.

- Furniture, Carpet, Accessories & Exhibit Materials Rentals
- Signs & Graphics
- Material Handling/Loading Dock Management\*
- Installation & Dismantle Labor\*
- Hanging Sign Labor\*
- Rigging/Forklift Labor\*
- Exhibit Transportation Services

\*Services provided exclusively by partner.



**Discount Price Deadline: Friday, January 24<sup>th</sup>, 2020**

Phone: 888.698.3397 | Fax: 469.621.5618

[T3 Expo Order Forms](#)



# Contact T3 for anything you may need!



email	<a href="mailto:help@t3expo.com">help@t3expo.com</a>
phone	+1.888.698.3397
international phone	+1.617.764.9895
text	205.590.6247

**T3expo<sup>®</sup> = 24/7**



Erika Quiroz  
Manager of Exhibitor Solutions








# Welcome to the Javits Center

- New York's largest convention center on Manhattan's West Side; accessible by 7 Subway on West 34<sup>th</sup> St.
- Features one of the most advanced technology systems of any convention center in the United States
- State-of-the-art security system
- Exclusive services including catering and exhibit labor

## PARTNERS

Also available for your service requirements:

# Jake

- *Jake* is the Javits Center's new online ordering system where exhibitors can purchase these exclusive services:



Electrical



Technology



Plumbing



Cleaning

- All online orders receive a 2% discount in addition to the advance rate savings. Visit [javitscenter.com](http://javitscenter.com) to place an order today.
- For assistance, call the Exhibitor Solutions Department at 877.452.8457 or email [services@javitscenter.com](mailto:services@javitscenter.com).

**Advance Rate Deadline: Friday, February 7<sup>th</sup>, 2020**



# CULTIVATED

**CULTIVATED IS THE  
NEW HOSPITALITY BRAND AT JAVITS  
AS THE EXCLUSIVE FOOD AND BEVERAGE  
HOSPITALITY PARTNER ALL FOOD AND  
BEVERAGE SERVED OR DISTRIBUTED IS  
REQUIRED TO BE PURCHASED THROUGH  
CULTIVATED**

To place an order contact the catering sales team at 212-216-2400 or email at [SERVICES@CULTIVATEDNY.COM](mailto:SERVICES@CULTIVATEDNY.COM)

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Catering menus and list of services can be found on the Javits website: [WWW.JAVITSCENTER.COM](http://WWW.JAVITSCENTER.COM)

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Menus highlight Bakeshop Pastries, Refreshments, Fun Traffic Builders that includes: Donut Stations, Coney Island Candyland and Gourmet Cupcake Bars





- Audio-Video Equipment Rentals
- Computer Rentals

**Discount Price Deadline: Wednesday, February 12<sup>th</sup>, 2020**

Jim Clark

Phone: 609.395.4115 | Fax: 609.395.7142  
[nmrevents.com](http://nmrevents.com) | [jclark@nmrevents.com](mailto:jclark@nmrevents.com)



**Karen D'Arminio**  
**Senior Account Executive**

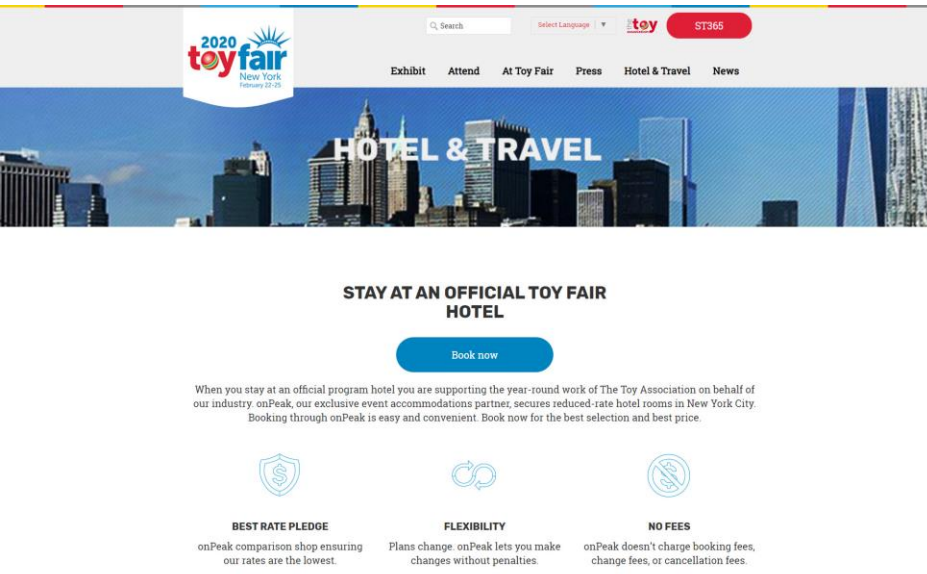


# Looking for a Place to Stay?

Book through our official hotel provider, **onPeak**:

[Toy Fair Website](#)

[onPeak Website](#)



The screenshot shows the 'HOTEL & TRAVEL' section of the 2020 Toy Fair New York website. At the top, there is a navigation bar with the event logo, a search bar, a language selector, and a 'toy' logo with the number '57365'. Below the navigation is a cityscape background with the text 'HOTEL & TRAVEL'. The main heading reads 'STAY AT AN OFFICIAL TOY FAIR HOTEL' with a 'Book now' button. A paragraph explains that staying at an official program hotel supports the year-round work of The Toy Association and that onPeak, as an exclusive partner, secures reduced-rate hotel rooms. Below this are three icons representing 'BEST RATE PLEDGE', 'FLEXIBILITY', and 'NO FEES', each with a brief description of the benefit.

2020 toy fair New York February 22-25

Search Select Language toy 57365

Exhibit Attend At Toy Fair Press Hotel & Travel News

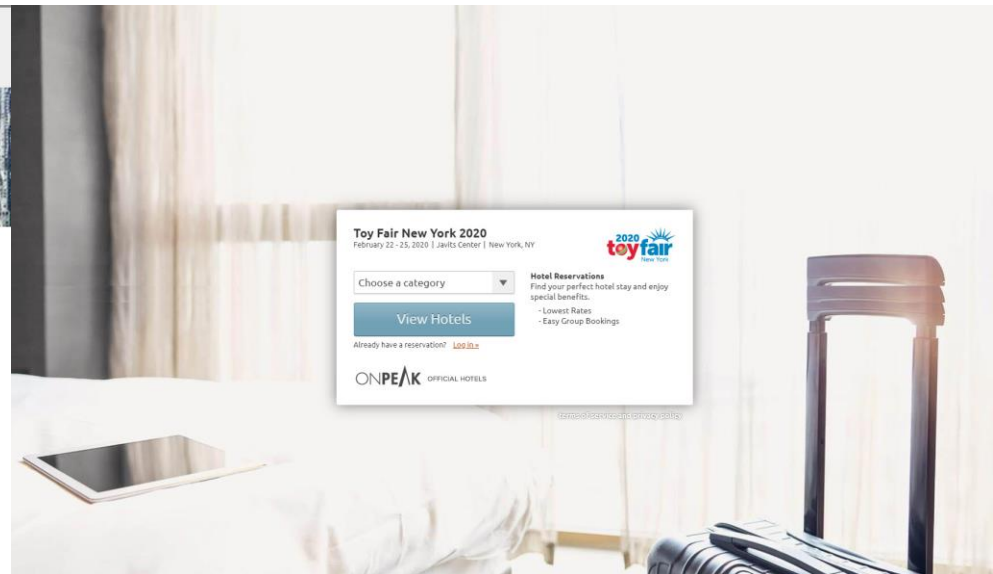
## HOTEL & TRAVEL

### STAY AT AN OFFICIAL TOY FAIR HOTEL

[Book now](#)

When you stay at an official program hotel you are supporting the year-round work of The Toy Association on behalf of our industry. onPeak, our exclusive event accommodations partner, secures reduced-rate hotel rooms in New York City. Booking through onPeak is easy and convenient. Book now for the best selection and best price.

- BEST RATE PLEDGE**  
onPeak comparison shop ensuring our rates are the lowest.
- FLEXIBILITY**  
Plans change. onPeak lets you make changes without penalties.
- NO FEES**  
onPeak doesn't charge booking fees, change fees, or cancellation fees.



The screenshot shows the onPeak website's hotel reservation interface. It features a 'Toy Fair New York 2020' header with the dates 'February 22 - 25, 2020' and the location 'Javits Center | New York, NY'. There is a 'Choose a category' dropdown menu and a 'View Hotels' button. To the right, a 'Hotel Reservations' section lists benefits: 'Find your perfect hotel stay and enjoy special benefits.', '- Lowest Rates', and '- Easy Group Bookings'. At the bottom, there is a link for 'Already have a reservation? Log In.' and the onPeak logo with the text 'OFFICIAL HOTELS'. The background of the interface is a blurred image of a hotel room with a bed and a suitcase.

Toy Fair New York 2020  
February 22 - 25, 2020 | Javits Center | New York, NY

2020 toy fair New York

Choose a category

[View Hotels](#)

Hotel Reservations  
Find your perfect hotel stay and enjoy special benefits.  
- Lowest Rates  
- Easy Group Bookings

Already have a reservation? [Log In.](#)

ONPEAK OFFICIAL HOTELS

onPeak is the **ONLY** official hotel partner for Toy Fair 2020. Please be aware that if other companies contact you for booking, they are not authorized by The Toy Association.



# Benefits of Booking with onPeak



## Best Rate Pledge

We comparison shop to ensure our rates remain the lowest.



## No Names – No Worries

Reserve rooms now, add guest details later.



## Flexible Payments

Handle for your entire team or let them input on their own.



## Pay Delay

Book now, pay later to ease your commitment.



## Hotel Rewards Points

Get credit for your hotel loyalty rewards program.

# Sample Booth

## T3expo®

Save money. Grow your event.

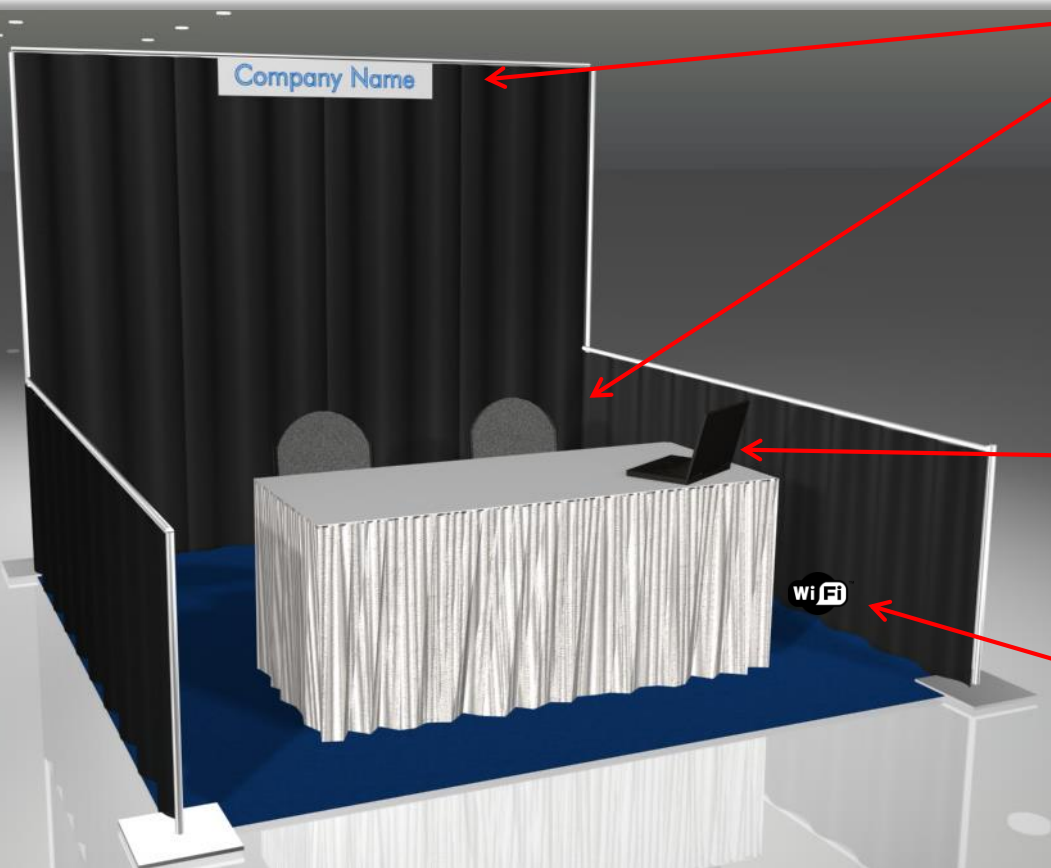
- Company Sign/Pipe & Drape included
- Table & Chairs
- Carpet



- Desktop/Laptop



- Internet Service
- Electricity
- Additional Lighting



# How Do I Get My Stuff There?

## Shipping Freight

1. Advance to T3Expo Warehouse  
Accepting shipments beginning **Friday, January 10<sup>th</sup>, 2020**  
Must arrive no later than **Friday, February 14<sup>th</sup>, 2020**  
We encourage you to ship to the Advance Warehouse.  
\*Cost is \$1.31 per pound.
2. Direct to the Javits Convention Center  
Check-in time outlined in Target Move-In Floor Plan  
Direct Shipments beginning **Tuesday, February 18<sup>th</sup>, 2020**

\*Key Takeaway – Shipping to the Warehouse in advance is less expensive and more efficient.



# How Do I Get My Stuff There?



**ADVANCE SHIPMENT**  
RECEIVING BEGINS FRIDAY, JANUARY 10, 2020 TO FRIDAY, FEBRUARY 14, 2020

To: Exhibitor Name  
c/o: T3 Expo  
50 Cable Drive  
Unit 140  
Kearny, NJ 07032

Event: NORTH AMERICAN INTERNATIONAL TOY FAIR™

Booth #: \_\_\_\_\_ of: \_\_\_\_\_ pieces

Piece #: \_\_\_\_\_

[Advanced Labels](#)

[Direct Labels](#)

**DIRECT SHIPMENT**  
DIRECT SHIPMENTS TO SHOW SITE BEGIN TUESDAY, FEBRUARY 18, 2020

To: Exhibitor Name  
c/o: T3 Expo  
Jacob K. Javits Convention Center  
Level 1 - A, B, C, D, E; Level 3 - A, B, D, E, & River Pavilion  
369 12th Avenue  
New York, New York 10001

Event: NORTH AMERICAN INTERNATIONAL TOY FAIR™

Booth #: \_\_\_\_\_ of: \_\_\_\_\_ pieces

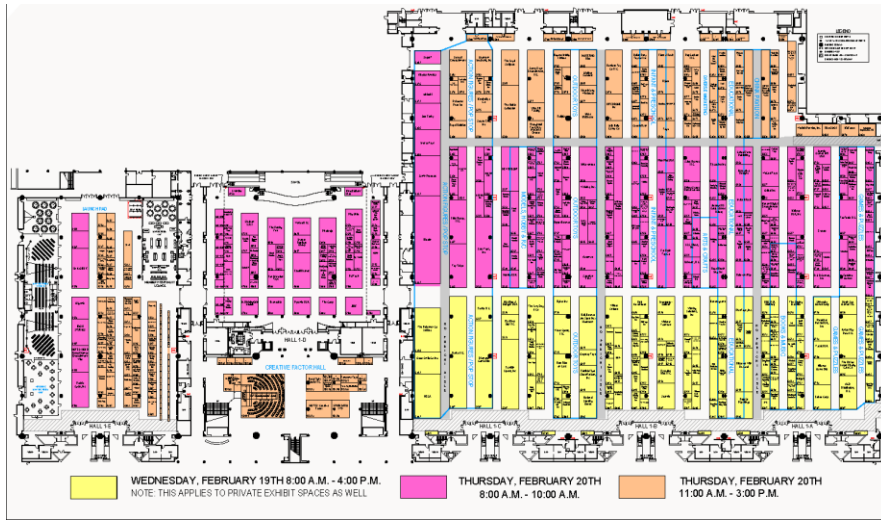
Piece #: \_\_\_\_\_

## Shipping Small Packages to Show Site

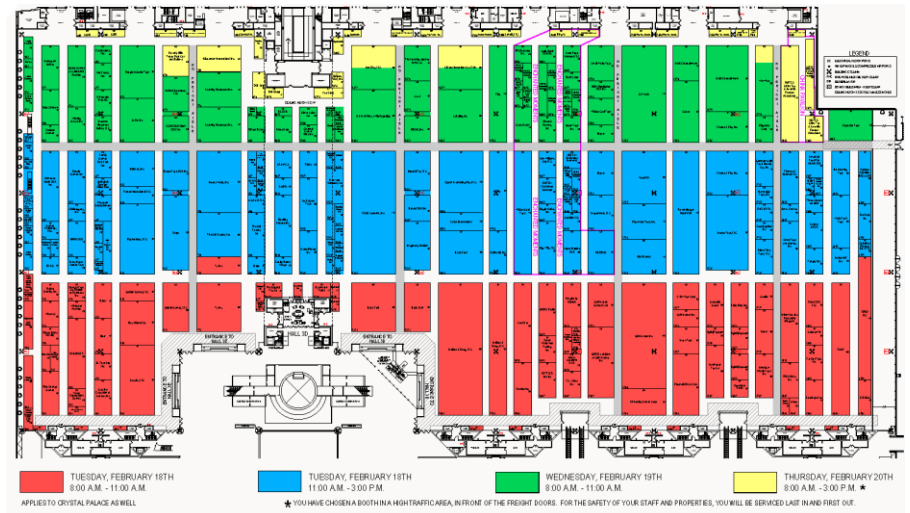
- Follow shipping label instructions (Once community is published, T3 will provide a link to the fillable label forms)
- Small package (45 lbs. or less) material handling fee applies

# Understanding the Target Move-In System

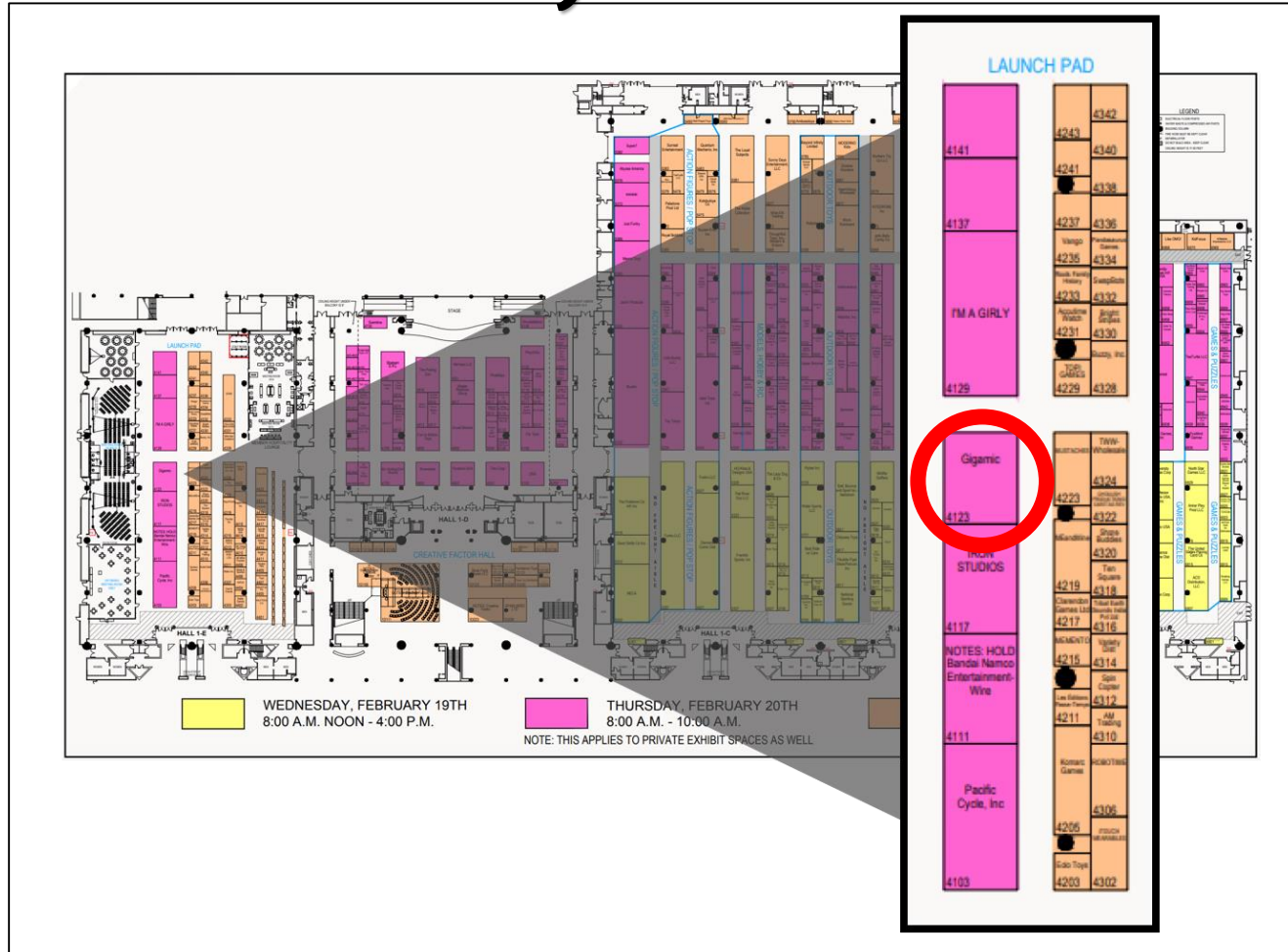
LEVEL 1



LEVEL 3



# Understanding the Target Move-In System

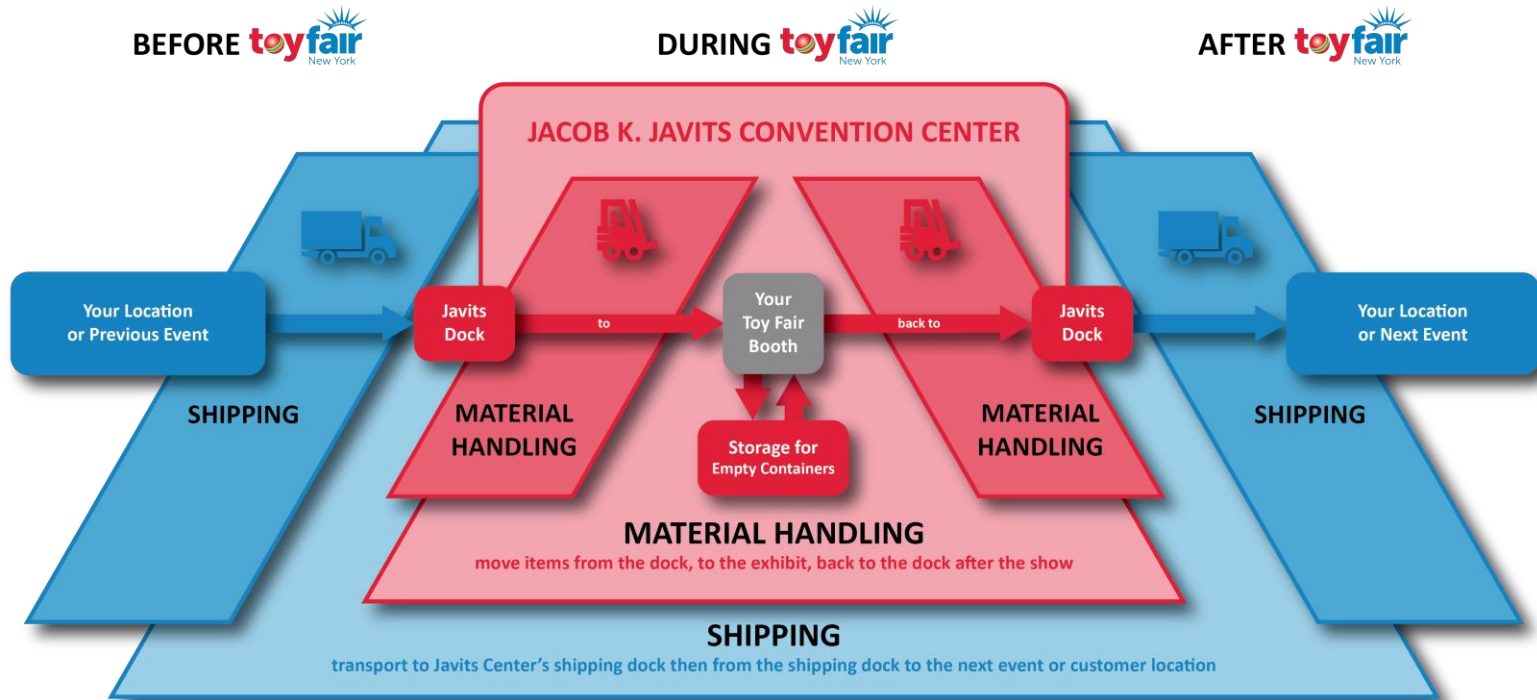


# What is Material Handling?

- Handling of exhibit properties between the loading dock and booth area.
- Also includes handling of goods from advanced receiving and the removal/return of empty containers.



# What is Material Handling?





# How Do I Get My Stuff There? Hand Carry

## General Rules:

- Vehicle hazard lights must be engaged at all times.
- A Javits Center parking placard will be issued.
- Loading and unloading of vehicles is limited to vehicles no larger than a standard van.
- All vehicles are allocated 30 minutes, and the time limit will be strictly enforced.
- All vehicles transporting freight larger than a standard van, moving truck or box truck, are required to load and unload via the Javits Center loading docks.

## Approved During Hand Carry Operations:

- Individuals moving these items must be employees of the exhibiting company and must carry identification to verify their position.
- Exhibitors moving items must use doors and routes designated by event management.
- Hand-carried items can be brought in through the front of the building (east side).
- Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items.
- Pop-up displays – equal or less than 10 feet in length and capable of being carried by hand by one person – may be brought into the building.



# Can I Set-Up My Own Booth?



- Hand carry a limited amount of exhibit material/merchandise
- Unpack and repack your products if in cartons, not crates
- Booths that are 250 square feet and smaller may install and dismantle their own exhibit under these conditions:
  1. No tools are used. You may use a standard box cutter
  2. Workers are full-time, permanent employees, with badge/setup sticker

*NOTE: Graphic Wall Installation requires Hired Labor*



**Lindsay Arell**  
**Sustainability Strategist**

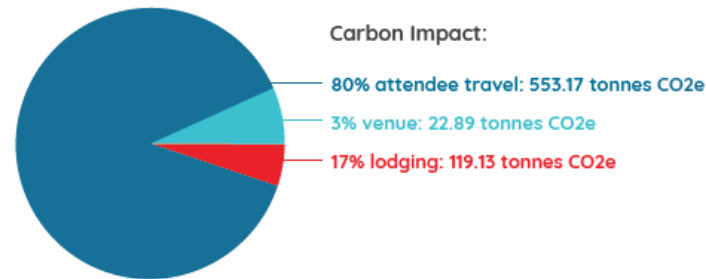


# Sustainability: Impacts

Waste Type	2018 (tons)	2017 (tons)
Landfill	107.8	102.54
Recycling	78.29	96.74
Compost	not provided	2.36
Donated by CC	not provided	4.6*
Total Waste	186.09	206.24
Diverted	42%	50%



Toy Donation Program	2018
Toys Donated	50,000+
Value	\$500,000+



# Sustainability: Exhibitor Best Practices

## What can you do?

### *Reduce signage waste by:*

- Encourage less printing and provide more information digitally when it comes to booth literature, fulfilling requests via email and website referrals.
- If must print, create reusable non dated signs that can be used year after year at Toy Fair.
- Avoid foam core signs and request recyclable material such as cardboard signage.

### *Reduce booth waste by:*

- Requesting sustainable options from T3 Expo.
- Break down and flatten ALL cardboard boxes and lay flat in your booth or put next to the correct recycling bin.
- Eliminate polystyrene (i.e. packing peanuts, #6 or foam plastic) from booth shipping and operations.
- Set a goal to leave no trace behind by shipping out all booth properties and packing materials and participating in the Toy Bank donation.
- Participate in the Toy Bank toy donation and booth material donation post event.

### *Travel Sustainably by:*

- Choose a SmartWay™-certified hauler at no additional cost to ensure your transportation company is practicing sustainable shipping.
- Take the Toy Fair shuttle to the Javits Convention Center to/from your hotel.

### *Save Energy by:*

- All electronic equipment should be turned off or put to “sleep-mode” at the close of each night unless perishable goods are at risk.



# Booth Material Donation

**By donating your extra exhibit material we can work together to prevent goods from going to waste and entering landfills. Goods donated will be picked up by the Material For the Arts.**

## **Guidelines:**

**Packing:** To ensure that MFTA can transport the contributed goods, all items must be packaged and ready for pick up at show close.

**Labels:** "Donation" stickers are available at the T3 Expo Service Centers on-site and the Show Information Desks. All items left on the exhibit hall floor must be clearly labeled.

**Materials:** Please ensure all donated items are in good condition.

The items being collected for donation include, but are not limited to:

- Building Materials, Hard Flooring, Décor and Accessories, Furniture, Office Supplies, Clothing, Books

The following items will **not** be collected for donation:

- Partial items (example: a portion of a flooring display)
- Marketing materials and/or brochures (these will be recycled if possible)
- Damaged or cracked materials
- Toys going to the Toy Bank

**QUESTIONS ON WHAT IS ACCEPTABLE, CONTACT LINDSAY ARELL  
OR YOUR T3 REPRESENTATIVE**



A Toy Foundation Program



Delivering Joy to Children in Need

## The Official Charity at Toy Fair!



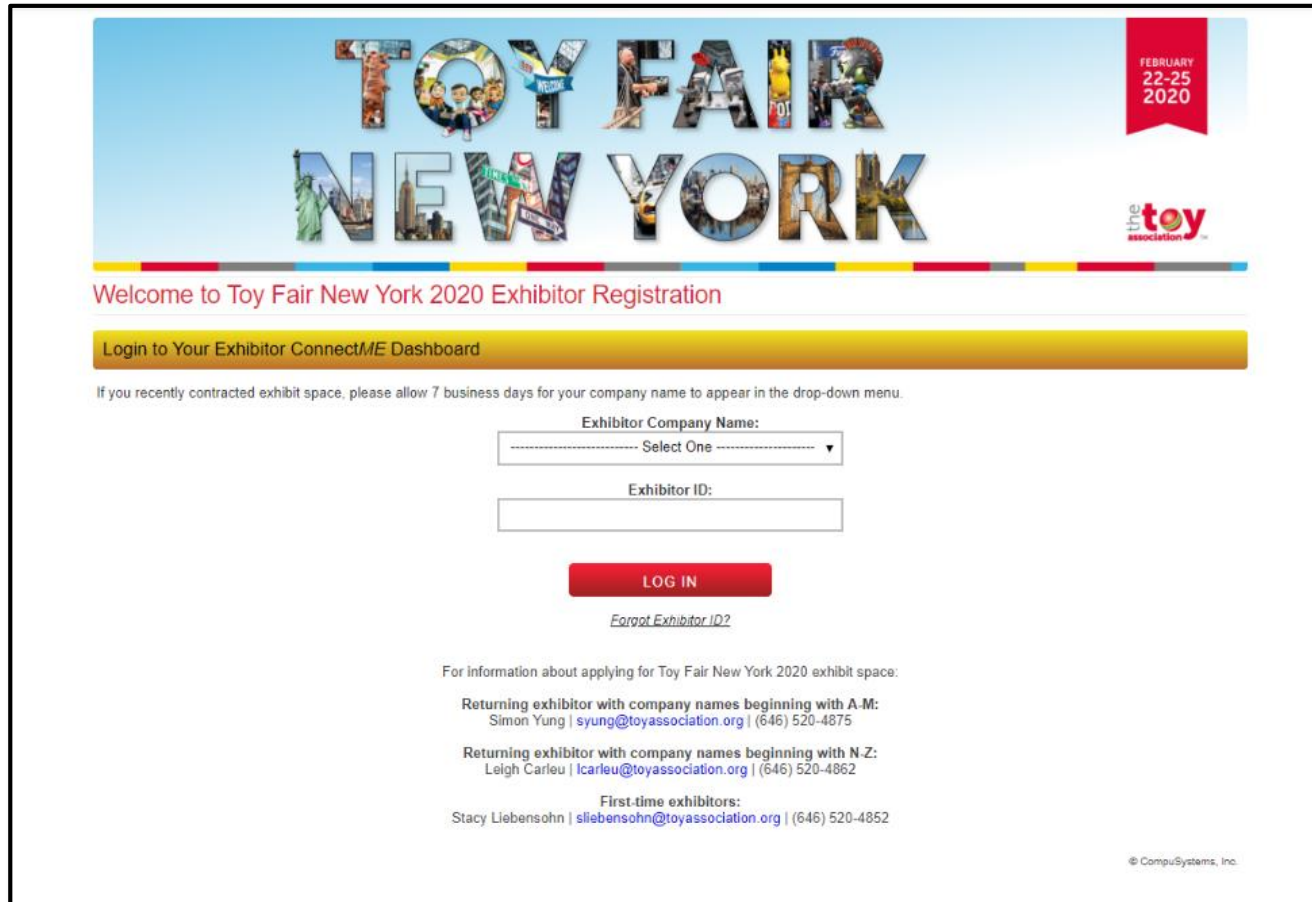
Exhibitors can sign up by emailing [thetoybank@toyfoundation.org](mailto:thetoybank@toyfoundation.org) any time before the show, and we'll stop by your booth with a simple form for you to sign. You may also sign up onsite by visiting our booth.

Have questions? Contact Elizabeth Max at [emax@toyfoundation.org](mailto:emax@toyfoundation.org).

As our way of saying thank you, all donors will receive a donation receipt for tax purposes and listings on [The Toy Foundation](http://TheToyFoundation.com) website and in the 2021 Toy of the Year Awards Tribute Book.

# How Do I Register?

## Register Your Booth Staff



The screenshot shows the registration page for Toy Fair New York 2020. At the top, the event title "TOY FAIR NEW YORK" is displayed in large, colorful letters filled with toy images. To the right, a red banner indicates the dates "FEBRUARY 22-25 2020" and the logo for "the toy association". Below the header, a yellow bar contains the text "Login to Your Exhibitor Connect/ME Dashboard". A message states: "If you recently contracted exhibit space, please allow 7 business days for your company name to appear in the drop-down menu." The registration form includes a dropdown menu for "Exhibitor Company Name" with "Select One" as the current selection, an input field for "Exhibitor ID", and a red "LOG IN" button. A link for "Forgot Exhibitor ID?" is located below the login button. Contact information for returning and first-time exhibitors is provided at the bottom of the page.

Welcome to Toy Fair New York 2020 Exhibitor Registration

Login to Your Exhibitor Connect/ME Dashboard

If you recently contracted exhibit space, please allow 7 business days for your company name to appear in the drop-down menu.

Exhibitor Company Name:  
----- Select One ----- ▼

Exhibitor ID:  
\_\_\_\_\_

**LOG IN**

[Forgot Exhibitor ID?](#)

For information about applying for Toy Fair New York 2020 exhibit space:

**Returning exhibitor with company names beginning with A-M:**  
Simon Yung | [syung@toyassociation.org](mailto:syung@toyassociation.org) | (646) 520-4875

**Returning exhibitor with company names beginning with N-Z:**  
Leigh Carleu | [lcarleu@toyassociation.org](mailto:lcarleu@toyassociation.org) | (646) 520-4862

**First-time exhibitors:**  
Stacy Liebensohn | [sliebensohn@toyassociation.org](mailto:sliebensohn@toyassociation.org) | (646) 520-4852

© CompuSystems, Inc.

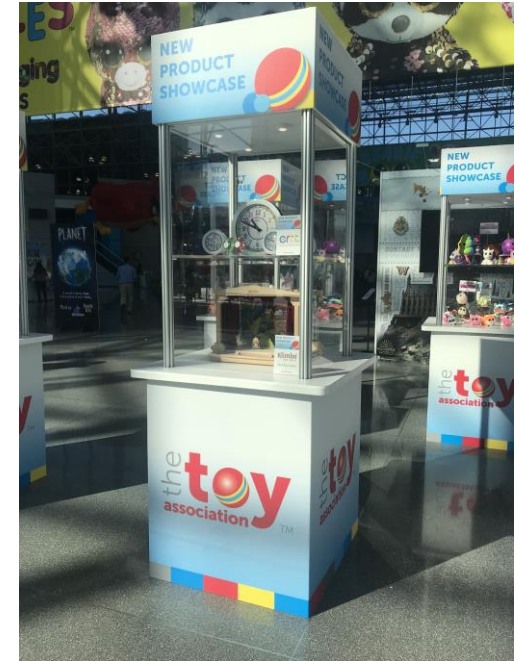




**Laura Mangiaracina**  
**Senior Manager, Advertising,**  
**Sponsorship & Promotions**

# What Can I Do to Stand Out From the Crowd?

- Freshman Connect Promotional Package
- Door & Floor Decals
- Character Cardboard Cut-outs
- Costumed Characters
- Print and Video Advertising
- ...and much MORE!!



Laura Mangiaracina  
Senior Manager, Advertising, Sponsorship and Promotions  
646.454.5589 | [lmangiaracina@toyassociation.org](mailto:lmangiaracina@toyassociation.org)

# What Can I Do to Stand Out From the Crowd?

## [Online Exhibitor Profile](#)



### Welcome to the Toy Fair NY 2020 exhibitor section.

Please login with your Exhibitor ID and Password below. If you have problems logging in please contact us toll free at 888-527-8823 or 513-527-8823.

**Exhibitor Sign-In**

Exhibitor ID:

Password:

Your Name:

[Forgot ID or password?](#)

powered by  mis

Map Your Show is an official vendor of Toy Fair NY 2020



# Go Social With Toy Fair



**Twitter** #TFNY ([twitter.com/toyfairny](https://twitter.com/toyfairny))



**Instagram** ([instagram.com/toyfair\\_ny](https://instagram.com/toyfair_ny))



**Facebook** ([facebook.com/TheToyAssociation](https://facebook.com/TheToyAssociation))



**LinkedIn** ([linkedin.com/company/thetoyassociation](https://linkedin.com/company/thetoyassociation))



**YouTube** ([youtube.com/toyfairny](https://youtube.com/toyfairny))



Stacy Liebensohn  
Account Executive





## Online Marketplace - Available to All Exhibitors!



- ShopToys365 is the toy industry's only B2B social marketplace.
- Access the most trusted buyer community in the industry, anytime, anywhere.
- Discover and connect with buyers, showcase products, and manage purchase orders digitally.

# Make the Most of Your Toy Fair Experience

## Before

- Set Up Profile/Showroom
- Promote New Products
- Broadcast Booth #
- Introduce Show Specials
- Drive Buyers to Your Showroom
- Connect and Make Appointments

## During

- Be Socially Active
- Capture Leads Electronically with Leads365
- Take Follow-up Notes
- Message through ST365 or Leads365
- Take Orders Electronically (pdf) with Orders365

## After

- Follow-Up: All Leads in Your Account
- Send Images / Pricing
- Use Link to Showroom
- Manage Lead Status and Messages
- Convert Leads to Accounts

Ask About our Toy Fair Exhibitor Subscription

Contact **Stacy Liebensohn** your Account Executive for details and to get set-up!

[sliebensohn@toyassociation.org](mailto:sliebensohn@toyassociation.org)

646.520.4852

# What to Expect Onsite





# The Show is Over. What's Next?



# Recommended Activities for Freshmen



- **Freshman Orientation**  
Friday, February 21<sup>st</sup> 10-11 a.m.
- **Toy Association Annual General Meeting**  
Saturday, February 22<sup>nd</sup> 4-5 p.m.
- **Toy Safety & Compliance Update**  
Monday, February 24<sup>th</sup> 9:30 a.m. - 12:30 p.m.
- **Daily Knowledge Network Sessions**
- **Creative Factor**



**Bernadette Boyle**  
**Director, Membership**

# Toy Association Membership

*Access to resources you need to help your business GROW*

## *Benefits include:*

- Added value at Toy Association marketplace events
- Access to industry insights and research
- Guidance on safety, technical and marketplace issues
- Advocating for your best interests
- Networking opportunities to grow your contacts

[Download a complete list of member benefits here](#)

**Membership assistance: Bernadette Boyle, Director, Membership**

Phone: 646.454.5585 | [bboyle@toyassociation.org](mailto:bboyle@toyassociation.org)



# Required Reading



Available Now at [toyfairny.com](http://toyfairny.com)

**EXTRA CREDIT:** Free Webinar Thursday, December 5<sup>th</sup>, 2020 at 2 p.m. EST

[Toy Fair PR Boot Camp: Tips for Developing Your Toy Fair 2020 Public Relations Strategies](#)

# Be Prepared!



# We are here to help!



Marian Bossard



Kim Carcone



Kim Catucci



Jackson Wong



Irena Jaroszewski



Stacy Liebenson



Robyn Gibbs



Laura Mangiaracina



Richard Chow



John Klein



Simon Yung



Leigh Carleu



Tim Knock



Jackie Retzer

# Thank You for Joining Us!



Irena Jaroszewski  
Freshman Advisor  
[ijaroszewski@toyassociation.org](mailto:ijaroszewski@toyassociation.org)  
646.520.4864



Stacy Liebenson  
Freshman Account Executive  
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646.520.4852