

**65 spacious suites (632 - 2554 sq ft) available for move-in on August 1, 2025!**

**CREATE YOUR ULTIMATE EL SEGUNDO SHOWROOM  
AT THE NEW TOY ASSOCIATION BUILDING IN THE  
HEART OF THE EL SEGUNDO TOY DISTRICT!**

**101 Continental Blvd  
El Segundo, CA 90245**

the **toy**  
association

**THE TOY ASSOCIATION IS EXCITED TO ANNOUNCE THE ALL-NEW TOY BUILDING IN EL SEGUNDO FEATURING 4 RENOVATED FLOORS WITH 65 NEWLY CONSTRUCTED PREMIUM SHOWROOM SPACES AT 101 CONTINENTAL BLVD.**

Conveniently located just steps from the US headquarters of multiple global toy manufacturers and other top toy company showrooms, The Toy Building in El Segundo at 101 Continental creates a significant opportunity through a year-round showroom solution in the center of the emerging El Segundo Toy District.

Designed BY toy people FOR toy people, “The Toy Building in El Segundo” delivers in every way plus brings the added benefit of the backing of The Toy Association to help deliver results.

**Are you ready to showcase your product in a space that can take your company and brands to the next level and drives sales?**

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# THE TOY BUILDING

## IN EL SEGUNDO BRINGS THE BEST OF EVERYTHING:

### Perfect Strategic Location

Situated at 101 Continental Blvd, your suite is in the heart of the El Segundo Toy District, providing convenient access and high visibility that will attract and impress customers and partners.

### Spacious and Versatile

Spacious and Versatile: To best deliver creative displays that will enhance your entire product line, we are offering showroom suites in multiple sizes (475 - 1920 sq ft or larger) giving you the design and budget flexibility to meet your unique needs.

### Made for Function

Built by show experts for show experts, we've provided everything needed to make bringing your showroom space to life as efficient and easy as possible:

- o Easy truck access / ramps
- o Dedicated freight elevator (reservation possible)
- o Wider in/out hallway width around freight elevators
- o Wider hallways than other El Segundo Toy District buildings
- o Access to professional design and install resources if desired



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## Modern Amenities

We are bringing state-of-the-art facilities not available with other showroom options including:

- o 24-hour building security
- o Direct to suite package delivery
- o Dedicated customer lounge areas
- o On-site, fee based, secured parking area
- o Access to a state-of-the-art gym
- o Walking distance to hotels, food, and other showroom buildings

## Visitor-Friendly Environment

The toy business is built on personal relationships across every community in our industry. Our building and showrooms are designed to be welcoming and engaging for all types of visitors – buyers, media, entertainment executives, inventors, designers and more. From providing private meeting rooms to creating “casual collision” opportunities in our lobby, lounges and exclusive courtyards, we have built a space that is conducive to getting business done...and having fun doing it.

## Competitive Rates

3-5 year lease; \$4.75 / square foot



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# BUILDING SPACES



LOUNGE SPACE

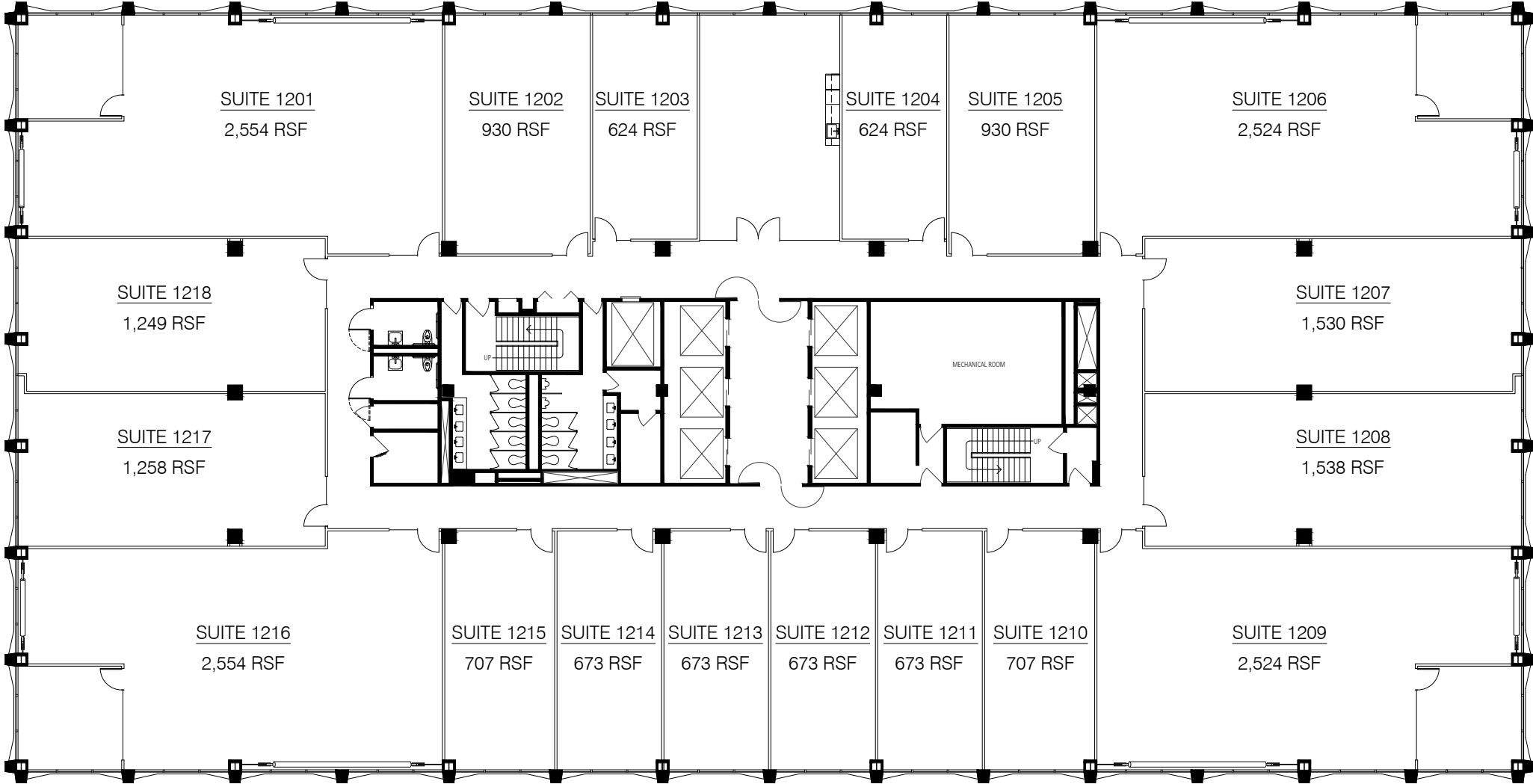


SHOWROOM SPACE

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# AVAILABILITY












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# OUR TOY ASSOCIATION TEAM IS HERE TO HELP!

The Toy Association powerfully and effectively advocates on behalf of members' businesses in North America and in markets spanning every continent, and provides members with world-renowned marketplace experiences, programs, products, actionable research, and consumer events to help grow their businesses globally.

**We look forward to having you with us at 101 Continental Blvd.**

 <p><b>Adrienne Appell</b> Executive Vice President Marketing Communications</p>	 <p><b>Kimberly Carcone</b> Executive Vice President Global Market Events</p>	 <p><b>Richard Chow</b> Director Event Tech &amp; Innovation</p>
 <p><b>Tim Knock</b> Senior Director Event Marketing</p>	 <p><b>Jennifer Lynch</b> Communications Specialist Marketing Communications</p>	 <p><b>Laura Mangiaracina</b> Director Sales</p>
 <p><b>Kristin Morency</b> Senior Director Strategic Communications</p>	 <p><b>Jacqueline Retzer</b> Director Event Management</p>	 <p><b>Jackson Wong</b> Senior Director Event Data &amp; Tech.</p>

# BEING A PART OF THE TOY BUILDING IN EL SEGUNDO WITH THE TOY ASSOCIATION, YOU WILL RECEIVE THE FOLLOWING BENEFITS:

## Marketing & Communication Campaigns

As a Toy Association tenant, you will be included in all promotional efforts to drive awareness and directly invite retail and industry organizations critical to your success:

- o Direct marketing to key retailers to drive attendance through tenant listings, exclusive events and informational sessions only at The Toy Building in El Segundo.
- o Social marketing on all major platforms and direct emails for major events
- o Possible feature in Toy News Tuesday, The Bloom Report and other newsletters, designed to increase awareness and drive attendance to the building.

## Increased Foot Traffic

With top brand exhibitors and short walking distance to all toy manufacturer showrooms, we have found the perfect location to maximize the opportunity for customer appointments and business meetings.

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## **Enhanced Brand Image**

From glass door entries and lively toy inspired design throughout each floor to a clean, spacious pallet to build the best version of your organization, each showroom provides the opportunity to elevate your presence and can be customized to reflect your brands.

## **Networking Opportunities**

Connect with other industry leaders in our vibrant commercial community including a full-coffee bar for morning meet ups, food options during each major event, and multiple Toy Association-hosted events during dedicated market weeks.

## **Toy Association Presence**

Unique to the The Toy Building in El Segundo, the Toy Association will have a staffed office in the lobby of the building enabling us to best serve our tenants and the entire industry. Plus, free of charge on site support from Toy Association staff before, during and after events will make each event as easy as possible.



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## **SPACE IS LIMITED...AND GOING FAST!**

**101 Continental Blvd is positioned to be the center piece of this new and emerging manufacturer market place! Join over 200 toy manufacturers currently in the El Segundo Toy District.**

We will have a limited number of spaces available for 8/1/25 occupancy. Contact us today to discuss further details and/or schedule a tour and see how our showrooms can help your toy business thrive.

### **Toy Association Contacts:**

#### **New York**

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