



TOY FAIR NEW YORK



February 2017

Leading into the 2017 show, Toy Fair tools will provide insights and bright ideas to help plan and make the most of your exhibiting experience.

Absolute must-know information will always be found in show management emails, the Toy Fair Exhibiting Guide & Order Forms and, of course, on www.ToyFairNY.com.

When you arrive at the Javits Center to set up for an amazing show, be sure to grab a Toy Fair 2017 Move-In Bulletin!

You'll find copies in the Exhibitor Service Centers on Levels 1 and 3.

During those busy setup days, the Move-In Bulletin is your source for helpful information including where to grab a bite to eat and when/where to catch a shuttle back to your hotel to catch some zzzzs.

Take the 7 Subway to the Javits Center!

Exit the 34th Street/Hudson Yards station nearby on 11th Avenue between 33rd and 34th Streets. The 7 line is a quick inexpensive way to travel between the Javits Center, Times Square, Bryant Park and Grand Central and offers countless transfers to other subway lines that can conveniently transport you throughout the city.

SETUP DAYS SHUTTLE SERVICE



In addition to complimentary Toy Fair Shuttle Service offered between the Javits Center and Toy Fair hotels on show days, TIA is pleased to offer exhibitors limited shuttle service during setup on Thursday & Friday, February 16 & 17, between 3pm and 7pm.



Annual Toy Bank Collection

Exhibitors can deliver the magic of play to children in need and make show wrap-up a breeze by donating product to the Toy Industry Foundation's Toy Bank.

To sign up, visit booth #5701 or email Elizabeth Max at emax@toyindustryfoundation.org. Collection begins at the close of the show Tuesday – 4:01pm.

GET TO KNOW TIA!

The best way to know what's happening at the Toy Industry Association and to get involved is to attend **TIA's Annual General Meeting – AND there's breakfast!**

Join your industry Monday, February 20, 8am-9am, in Room 1E09 in the 1E exhibit hall.

Be On The Lookout!

Exhibit Space Renewals for Toy Fair 2018 will be in your inbox in MARCH.

It's Not Too Late to Join Industry Colleagues at the "Oscars" of the Toy Industry

Tickets to the 2017 Toy of the Year (TOTY) Awards event are on sale until Friday, February 10. Join colleagues and friends at the Intrepid Sea, Air & Space Museum on Friday evening, February 17, to honor the most outstanding new toy products to hit the marketplace, **salute** the industry icons being inducted into the Toy Industry Hall of Fame and **support** the inspiring work of the Toy Industry Foundation.

Go Mobile with the Toy Fair Mobile App

Thousands of Toy Fair 2017 attendees will look to the free Toy Fair Mobile app to help them navigate and access everything they need to know about the show. All exhibiting companies have a basic listing in this valuable tool available for download at the Apple Store and Google Play Store by searching *Toy Fair Mobile 2017*.

Available upgrades give you the opportunity to showcase your products, show specials, and location on the show floor. For more information on the app and available upgrade options, contact [Laura Mangiaracina](mailto:Laura.Mangiaracina@tia.org), TIA's Manager for Advertising, Sponsorships and Promotions at 646-454-5589.



Still have questions about exhibiting at Toy Fair? Check out our [Exhibitor FAQs](#).