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|  | **Toy Fair 2020 Talking Points**  Last update: February 14, 2020  **Official Hashtag: #TFNY** |

**General Info**

**EVENT:** 117th Toy Fair New York™

*The largest toy, game, and youth product marketplace in the Western Hemisphere*

**OWNER:** The Toy Association, Inc.   
([www.toyassociation.org](http://www.toyassociation.org))

**SHOW DATES:** Saturday, February 22 9 a.m. – 6 p.m.

Sunday and Monday, February 23 and 24 9 a.m. – 6 p.m.

Tuesday, February 25 9 a.m. – 4 p.m.

**WHERE:** Jacob K. Javits Convention Center  
655 W. 34th Street, New York, NY

11th Avenue between W. 34th and W. 40th Streets

**PARTICIPATION** *(pre-registered as of February 14, 2020)*:

* **25,000** registrants (including retailers, distributors, wholesalers, and trade guests) from nearly **100** countries
* Veteran and first-time exhibitors from **30** countries
* Buyers from the **Top 25 Toy Sellers in the U.S.\***, mid-mass chains, and specialty outlets, as well as key toy markets around the globe.

**EXHIBIT SPACE:** The equivalent of nearly **8 football fields filled with toys.**

**SHOWROOMS:** Locations listed in the Exhibitor Locator Guide (available on-site)

*\*Source: The NPD Group*

**Toy Fair Message Points**

* NYC is a playground this week! At the Javits Convention Center and across the city, nearly 1,000 global toy companies are showcasing the products that will be under the tree this Christmas.
* As the largest toy show in the Western Hemisphere, Toy Fair is a massive celebration of play.
* This year’s marketplace is huge. The show is the equivalent to nearly 8 football fields filled with creative, innovative, and skill-building toys and games!
* Who comes to Toy Fair? The show is expected to attract 25,000 attendees from about 100 countries. That includes toy inventors and designers, manufacturers, toy buyers from retailers of all sizes, wholesalers, importers, entertainment executives, and more. If someone is connected to the toy industry, they are probably in town this week!
* Toy companies from 30 countries are exhibiting at Toy Fair 2020 – 122 exhibitors are here for the very first time!
* Toy Fair has a dedicated area for new exhibitors called the “Launch Pad.” It is a great place to see up-and-coming toy inventors as well as international companies looking to expand their product to the U.S. Located in Hall 1E of the Javits Center, Toy Fair first-timers represent 17 countries including Australia, Belgium, France, Greece, India, Lithuania, Greece, Hungary, Mexico, the Netherlands, Taiwan, Ukraine, and the U.K.
* Toy Fair is important because playis important. Toys – which are the tools of play – promote the development of children’s cognitive, social, emotional, and fine and gross motor skills. Visit [www.TheGeniusofPlay.org](http://www.TheGeniusofPlay.org) to learn more about how toys and play help build lifelong skills.

**Industry Sales Data**

*Based on data provided by The NPD Group and/or the U.S. Department of Commerce*

* In the United States:
  + The average price of a toy is around $10.
  + The estimated three billion units sold across the nation each year generate approximately $27 billion in direct toy sales.
  + 2019 ended with a 4 percent decline in overall U.S. toy sales, according to The NPD Group. Action figures and fashion dolls were at the top of the growth list for 2019, while building sets and outdoor & sports toys outperformed the market despite the declines.

**Industry Economic Impact Data\***

* The toy industry’s total annual economic impact in the United States is calculated at $97.2 billion.
* From toy inventors to store clerks in every state from Alabama to Wyoming, the toy industry supports an estimated 623,067 jobs (FTE) generating $30.8 billion in wages for U.S. workers.
* The toy industry also generates $12.1 billion in tax revenue each year (combined state taxes of $5.7 billion; combined federal taxes of $7.4 billion).
* Just under 77% of U.S. retail dollars remain in the country as a result of U.S. domestic operations (e.g., production plus wholesale and retail).
* 95.4% of toy manufacturers, wholesalers, and distributors in the United States are small businesses.

*\* Economic Impact of the Toy Industry in the United States (2019) produced by John Dunham and Associates for The Toy Association. All data cited as of November 2019.*

**General Statements on Toy Safety**

* Safety is the toy industry’s number one priority.
* The toy industry works year-round with medical experts, consumer groups, government regulators, and others to ensure that our tough U.S. toy safety standards continue to keep children safe.
* All toys sold in the U.S., whether in stores or online, must conform to stringent U.S. safety and environmental requirements.
* Families can visit [www.PlaySafe.org](http://www.PlaySafe.org) to get updated information and tips on fun and safe play.
* Toys are consistently ranked among the safest of 15 consumer product categories commonly found in the home.
* Proper use and adult supervision can go a long way toward ensuring safe and fun play.

**ONLINE RESOURCES**

Official show releases, exhibitor releases: [**Online Press Room**](http://toyfair.vporoom.com/)

Show information, photos, and videos: [**ToyFairNY.com**](http://www.toyfairny.com/)

Toy Fair hashtag: **#TFNY**

Toy Fair social media: [**Facebook**](https://www.facebook.com/TheToyAssociation/) **and** [**Twitter**](https://twitter.com/toyfairny)

The Toy Association social media: [**Facebook**](https://www.facebook.com/TheToyAssociation/) **and** [**Twitter**](https://twitter.com/TheToyAssoc)

The Toy Association: [**ToyAssociation.org**](http://www.ToyAssociation.org)Additional Toy Association resources: [**thegeniusofplay.org**](http://www.thegeniusofplay.org/) **/** [[**PlaySafe.org**](http://www.ToyInfo.org)](https://www.playsafe.org/)