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**EVENT PROFILE: 2016 North American International Toy Fair™**

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| **KEY FACTS AND INFORMATION** |
| **EVENT:** 113th Annual North American International Toy Fair™  *the largest toy, game and youth product marketplace in the Western Hemisphere***OWNER:** Toy Industry Association, Inc. ([www.toyassociation.org](http://www.toyassociation.org) or see “About TIA” below)**SHOW DATES:** Saturday, February 13 9:00 a.m. – 6:00 p.m. Sunday and Monday, February 14 and 15 9:00 a.m. – 6:00 p.m. Tuesday, February 16 9:00 a.m. – 4:00 p.m.**WHERE:** Jacob K. Javits Convention Center, New York City 11th Avenue between W 34th and W 40th Streets**PARTICIPATION: 1,237** total exhibitors from **32** countries(pre-registered as of February 8, 2016) **More than 300** first-time exhibitors  **11,000** buyers representing more than **5,600** unique retail outlets **24 of the Top 25 Toy Sellers** representing nearly $22B domestic U.S. toy  industry This year, Toy Fair will attract more than **33,000** registrants (including nearly **20,000** retailers, wholesalers, importers, buying groups and trade guests) from **102** countries.  **EXHIBIT SPACE: 415,000** net square feet on-site at the Javits Convention Center**SHOWROOMS:** Locations listed in the Exhibitor Locator Guide (available on-site) **MEDIA CONTACTS:** Stephanie Meyering Adrienne Appell (212) 297.2162 (646) 520.4863  (845) 235.7700 – on-site (646) 207.3724 – on-site smeyering@kellencommunications.com aappell@toyassociation.org

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| **ABOUT THE North AMERICAN INTERNATIONAL TOY FAIR®**  |
| The **North American International Toy Fair®** is the largest toy tradeshow in the Western Hemisphere, bringing together nearly 1,200 exhibiting manufacturers, distributors, importers and sales agents from around the globe to showcase their toy and youth entertainment products. From classic toys to interactive entertainment and everything in between, the Toy Fair playground includes: action figures and dolls; games and puzzles; construction toys; arts and creative activities; bicycles, tricycles and ride-ons; radio-controlled vehicles; infant and preschool toys; cars, trucks and trains; puppets and plush; computer software and video games; playground and sporting equipment; books, stationery and party supplies; and much more. More information is available at [ToyFairNY.com](http://www.toyfairny.com) .  |

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| **PRODUCT ZONES** |
| **Action Figures** – Level 1What’s new and what’s cool from classic favorites to new characters.**Arts and Crafts** – Level 1 Get creative with innovative and inspiring arts & crafts kits and supplies**.Board Games, Online Games and Puzzles** –Level 1 Fun for the whole family, from the new to the tried-and-true.**Children’s Books and Music** – Level 1 The latest in children’s books, musical instruments and recordings.**Dolls, Soft Toys and Accessories** – Level 3 A land of handcrafted, original and limited edition dolls, miniatures and artisan plush toys.**Educational Toys and Games, Science and Discovery Kits** – Level 1Learning is fun in this area devoted to exploration and education through play.**Infant and Preschool Toys and Accessories** – Level 1Child development and fun rolled into one. **Launch Pad** – Level 1Toy Fair’s distinctive show floor is an open-market neighborhood created specifically for small companies and first-time exhibitors bringing new products to market**.Modern Design** – Level 1Playthings emanating from high-design aesthetics, attention to materials, creativity and authentic end-user engagement. Companies in the zone marry contemporary form with functional innovation offering fresh designs and solutions for parents. **Outdoor Toys, Play Equipment, Ride-ons and Sporting Goods**– Level 1Active and outdoor toys that encourage children to go out and play.**Pop Stop** – Level 1 Creativity meets cutting-edge with toys influenced and inspired by artists, nostalgia, pop culture, music and design.**Trains, Models, R/C, Hobby and Accessories** – Level 1 Small scale equals big returns with model trains, boats, planes, die-cast and radio controlled vehicles, and ready-to-build and do-it-yourself kits.**Youth Electronics, Tech Toys, Interactive Gaming and Robotics** – Level 3 Plug into the world of tech toys, interactive play, educational/edutainment games and software, DVDs, video games and accessories. |

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| **TIA / Toy Fair Show EVENTS** |  |
| **Opening Ceremony/Photo Opportunity** (Crystal Palace) – Following a ribbon cutting at 8:55 a.m., Toy Fair will officially open at 9:00 a.m. on Saturday morning, February 13th, with a parade of best-loved, costumed characters accompanied by high-spirited live entertainment.[**Toy Trends Briefing**](http://www.calendarwiz.com/calendars/popup.php?op=view&id=95485415&crd=toyfairny) **(1E Hall – Room 1E21)** –At 4:00 p.m. on Sunday, February 14th, all Toy Fair attendees can get up-to-the-minute trend information direct from the show floor. TIA’s toy trend team will highlight the top trends and where to find them. *The session is free and open to all.* *No registration required.*[**TIA’s Toy Safety Update**](http://www.toyfairny.com/ToyFair/ShowInfo/Knowledge_Network/Toy_Fair/Knowledge_Network/Safety__Compliance_and_Environmental.aspx) **(1E Hall – Room 1E21)** – This annual session on Monday, February 15th from 9:30 a.m. to 12:30 p.m. will highlight important changes in state, federal and international toy safety requirements and introduce emerging issues under consideration by legislators and regulators in key markets around the globe. *No registration required. Open and free to all.*[**Toy Fair Credit Meeting**](https://www.toyassociation.org/Shared_Content/Events/Event_Display.aspx?EventKey=CRFEB16&WebsiteKey=9627b778-d394-4eb1-93ca-b0ecde8e3359) **(InterContinental New York Times Square Hotel)** –TIA’s annual Credit Meeting, exclusively for manufacturer members of the TIA Credit Interchange Program, will be held on Monday, February 15th, at 10:00 a.m. For the latest schedule of events, including seminar descriptions and advance registration, please visit [www.ToyFairNY.com](http://www.ToyFairNY.com) or download Toy Fair’s free mobile app, [Toy Fair Mobile](http://www.toyfairny.com/ToyFair/ShowInfo/Toy_Fair_Mobile/Toy_Fair/Show_Info/Toy_Fair_Mobile.aspx?hkey=5e9d2062-6cfb-435f-a42f-1ee7ce654a20) from the iTunes or Google Play stores. |
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| **Education at TOy Fair**a component of TIA’s Knowledge Network |
| A variety of sessions focused on the needs of Toy Fair audiences – including independent and mass retailers, the creative community, safety and compliance experts, licensing and entertainment executives, craft & hobby professionals, importers, exporters and more – will be offered throughout the show. [**TIA’s Creative Factor**](http://www.toyfairny.com/ToyFair/ShowInfo/Knowledge_Network/Toy_Fair/Knowledge_Network/Creative_Factor.aspx) **(Booth 4874)** offers drop-in educational opportunities organized in cooperation with Brett Klisch of Peru Meridian Studios. The sessions bring together inventors, designers and other creative professionals to network and share information and resources that impact the toy and youth product industry. Sessions and demonstrations will add to the excitement of the show floor.[**TIA's Independent Thinking**](http://www.toyfairny.com/ToyFair/ShowInfo/Knowledge_Network/Toy_Fair/Knowledge_Network/Independent_Thinking.aspx) **(1E Hall)** sessions provide practical and useful information for the independent or specialty retailer. This year our experts will show you how to ***AMP UP Your Advertising,*** ***Marketing and Promotion Plans!*** and give you insight in to ***How to Get Press When You’re Small and Scrappy.***[**TIA’s Licensing Content Connection**](http://www.toyfairny.com/ToyFair/ShowInfo/Knowledge_Network/Toy_Fair/Knowledge_Network/TIA_s_Licensing_Content_Connection.aspx),featuring dedicated educational sessions created specifically for the world of licensing, will include speakers from Advanstar (organizers of Licensing Expo) and the International Licensing Industry Merchandisers' Association (LIMA), Ira Mayer, Karen Raugust and other licensing experts.[**TIA’s Safety, Compliance and Environmental Program**](http://www.toyfairny.com/ToyFair/ShowInfo/Knowledge_Network/Toy_Fair/Knowledge_Network/Safety__Compliance_and_Environmental.aspx)will share tools and insights stakeholders need to know to continue ensuring that the CPSC continues to rank toys among the safest of 15 consumer product categories commonly found in the home. [**TIA’s Global Trade and Market Expansion Sessions**](http://www.toyfairny.com/ToyFair/ShowInfo/Knowledge_Network/Toy_Fair/Knowledge_Network/Global_Trade_and_Market_Expansion.aspx) will provide information to assist companies in assessing opportunities both domestically and in the global marketplace. This year’s sessions will focus on economic indicators, demographics, trends and influencers in Canada and the United Kingdom. [**Digital Kids Conference**](http://digitalkidscon.com/)is the must-attend event for brand owners, entertainment and media executives, marketers, producers, digital media directors and licensing professionals seeking to engage children online and on digital devices. Opening Feb. 15th, Digital Kids is once again co-located with Toy Fair, providing stellar networking across the entire children’s entertainment industry; the two-day event is produced by Digital Kids Media. Separate registration is required and fees apply.For the most current details, please visit [www.ToyFairNY.com](http://www.toyfairny.com)**.** |
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| **RELATED TOY FAIR ’16 events** | [www.toyassociation.org/events](http://www.toyassociation.org/events) |
| **Toy of the Year (TOTY) Awards** (*a TIA-administered event in support of the Toy Industry Foundation)*Toy Fair week kicks off with an exciting start on Friday, February 12, 2016 with the 16th annual [TOTY Awards](http://www.totyawards.org). This gala event honors the best in toys and children’s entertainment, as well as outstanding individuals, companies and team achievements, while also paying tribute to the work of the Toy Industry Foundation and its efforts to bring the joy and benefits of play to children in need. The awards ceremony includes 12 award categories, one overall “Toy of the Year” award and one “People’s Choice” award (based solely on public votes).**Toy Industry Hall of Fame**Another highlight during the TOTY Awards evening is the [Toy Industry Hall of Fame](http://www.toyassociation.org/hof) induction. The 2016 honoree will be Bob Iger, Chairman and CEO of the Disney Company. Created in 1984, the Hall of Fame honors individuals who have made a significant mark on the North American toy industry. **Play Fair** Premiering February 13, [Play Fair](http://playfairny.com/) is a two-day celebration of play and entertainment for all ages. Co-located at the Javits Center, it will be an immersive, experience-rich event open to the public. Attendees can visit hands-on exhibits, view awe-inspiring displays and never-before-seen exclusives from major brands. Play Fair is a partnership between TIA and LeftField Media, and presented by LEGO and Nickelodeon. Separate registration is required and fees apply. |
| **ABOUT TIA** | www.toyassociation.org |
| TIA is the not-for-profit trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. TIA’s more than 900 member companies collectively account for approximately 90% of all toys distributed in North America. The toy industry’s annual total economic impact in the U.S. is more than $77 billion, with U.S. retail sales of toys generating about $24 billion annually. From toy inventors to store clerks in every state from Alabama to Wyoming, the toy industry supports more than 493,000 jobs (FTE) generating more than $24 billion in wages for U.S. workers.TIA has a long history of leadership in the development of toy safety standards, and U.S. standards for toys are widely emulated around the globe. TIA’s members are committed to providing safe, fun and innovative playthings for children. TIA works year-round to ensure that important safety information is widely available to parents and caregivers *free* *of charge* in order to ensure safe play. Toy safety tips and resources are available at [PlaySafe.org](http://www.toyinfo.org/). Visit the TIA website ([ToyAssociation.org](http://www.toyassociation.org/)) for more information about the toy industry.  |
| **More Information ABOUT TIA**  |
| **Headquarters**1115 Broadway | Suite 400New York, NY 10010Tel. (212) 675.1141Fax (212) 633.1429 **Washington DC Office**1200 G Street, NW | Suite 450Washington, DC 20005Tel. (202) 459.0355 | **Toy Industry Association website**[www.toyassociation.org](http://www.toyassociation.org) **TIA-sponsored Consumer Resource Website**[www.playsafe.org](http://www.playsafe.org)**TIA Events**[www.toyassociation.org/events](file:///C%3A%5CUsers%5CGina.Espinosa%5CAppData%5CLocal%5CTemp%5Cwww.toyassociation.org%5Cevents)**Toy Industry Foundation**[www.toyindustryfoundation.org](http://www.toyindustryfoundation.org)  |