

The Countdown for Toy Fair® 2025 Begins!



Exhibitor Edition

March 1 - 4, 2025 | Jacob K. Javits Center | New York, NY

Welcome to Toy Fair® Tools

Your essential guide for all things Toy Fair 2025!

Toy Fair brings the industry together in one dynamic location, New York City, in the first quarter of 2025 to do business like never before.

Start planning now to showcase your products, engage the media, forge new partnerships, meet with customers, and experience Toy Fair 2025 in New York City from March 1 to 4, 2025!

Renewals for Toy Fair 2023 Exhibitors

The renewal period for returning 2023 Toy Fair exhibitors to apply for their priority exhibit space opened on January 17 and will remain open until the end of February. To be included in the Toy Fair renewal season, an application with deposit must be complete by February 29. Companies eligible for renewal were sent a unique application link with the subject line "Toy Fair 2025 Early Renewal Application Now Open." If you are eligible and did not receive the email, please contact your Account Executive immediately.

Exhibitors that submit their application during this renewal season will be included in the priority round of booth space assignments, beginning in mid-March. The loyalty points system will be in effect for the order of exhibitor assignments. [Learn about the loyalty point system here](#).



General Exhibit Sales Open April 2024

Mark your calendars! General Exhibit Sales for Toy Fair 2025 begin this April - stay tuned for the specific date announcement. Within the application, companies can apply for booth space in specific product zones, secure private meeting suite space, opt-in for turnkey packages to make move-in as simple as possible, and get a first look at sponsorship opportunities.

Visual Merchandising Initiative

Following its success in 2023, the **Visual Merchandising Initiative** returns to Toy Fair 2025! This initiative caters to the engagement needs of the buying community and maximizes media attention. It's a required and advantageous way to showcase your brand's innovations and engage effectively with attendees.

Exhibitors must utilize at least 20 percent of their aisle-facing exhibit space to display their newest and in-year products. Detailed booth design submission guidelines can be found in the exhibitor kit.

Exhibit Design Reimagination Awards

Get ready for our second annual **Exhibit Design Reimagination Awards!** Show off your exhibit space and be recognized by industry experts.

Booth space will be evaluated by a panel of retailers, media, toy professionals, and trade show & event experts — all from the perspective of an attendee discovering the Toy Fair show floor. There is no entry form to fill out and no entry fee. **Learn more** about the Exhibit Reimagination Awards and see our **2023 winners!**

We can't wait to see you at Toy Fair 2025 – where opportunities unfold, connections are made, and the toy industry shines! Contact your account

executive with any questions. Company names beginning with A–G: contact **Simon Yung**; H–P: contact **Stacy Liebensohn**; and Q–Z: contact **Michael Lynch**.

[View Online](#) | [About Toy Fair](#) | [Manage Email Preferences](#)



Copyright ©2024 The Toy Association • 1375 Broadway, Suite 1001
New York, NY 10018 • United States • All rights reserved.

You're receiving this email because you're a member of The Toy Association and/or have subscribed to receive this email. Contact us with questions at info@toyassociation.org.