

# IT'S HERE... TOY FAIR 2016

**TOYFAIR**  
  
 Toy Industry Association, Inc.  
 February 13-16



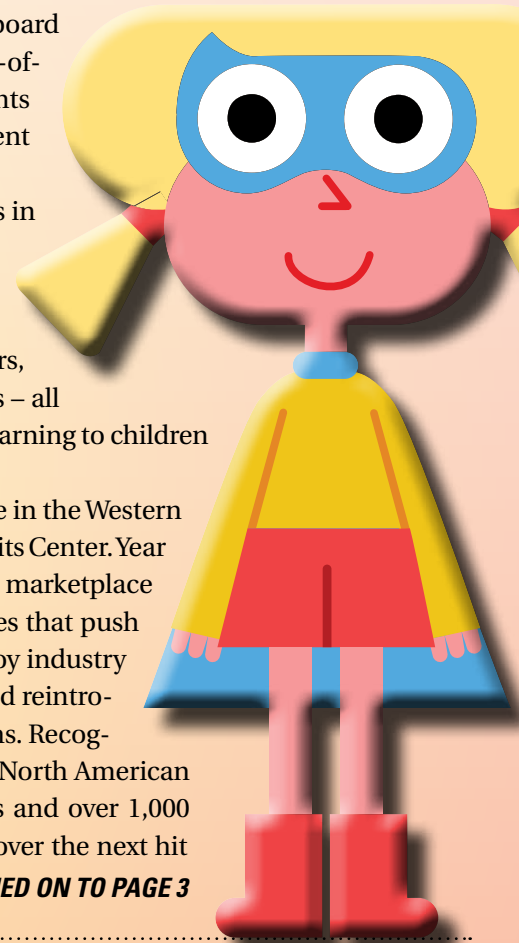
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It's time to celebrate the extraordinary creativity of the toy community! The 113th North American International Toy Fair exists to serve tens of thousands of global guests eager to peer into the future of our great industry. From the latest technology to traditional play patterns, including board games and innovative playthings of all kinds, this one-of-a-kind marketplace will unveil the newest developments and biggest trends in toys, play and youth entertainment unseen at any other toy show in the world.

Since its beginnings with just a handful of exhibitors in 1903, Toy Fair evolved into an essential event for buyers and sellers conducting business in Manhattan's iconic Toy Center buildings. Today, it's a world-class marketplace for toy companies, retailers, importers, inventors, licensors, brand owners, and entertainment executives – all of whom are committed to bringing joy, laughter and learning to children through play.

Toy Fair is now the largest toy and game marketplace in the Western Hemisphere, filling every available square foot of the Javits Center. Year after year, hundreds of first-time exhibitors look to the marketplace as the indispensable venue to launch new product lines that push the boundaries of our very definition of "play," while toy industry veterans return to showcase their latest innovations and reintroduce beloved classics for a whole new generation of fans. Recognizing New York City's position as the epicenter of the North American toy industry, Toy Fair also attracts 10,000 retail buyers and over 1,000 global reporters and media executives anxious to discover the next hit

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## A CONVERSATION WITH STEVE PASIERB

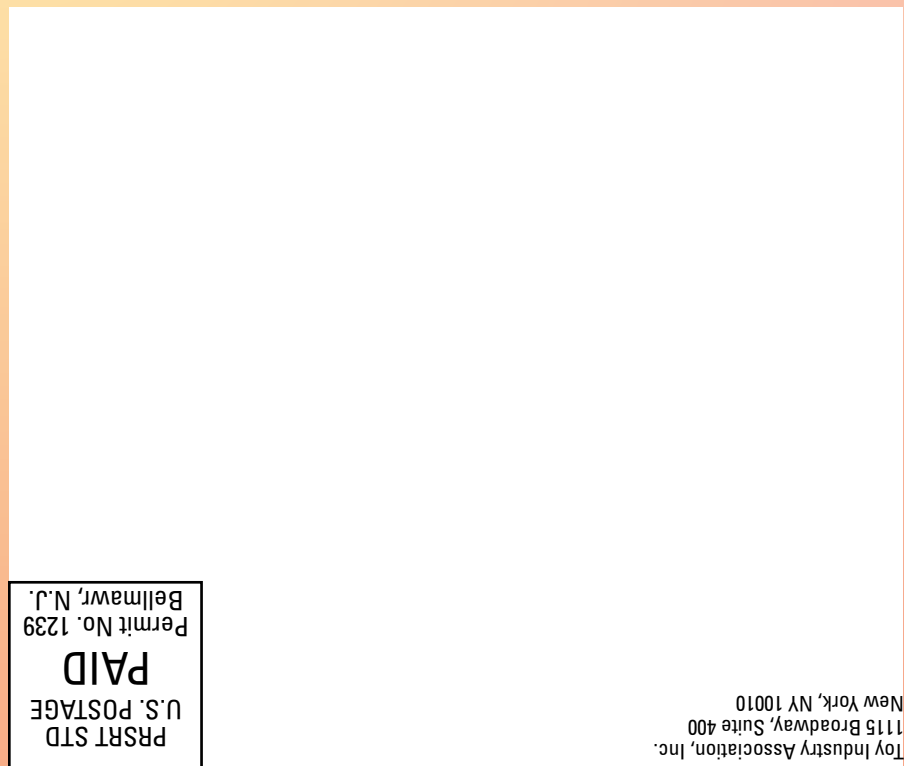
Steve Pasierb is president and CEO of the Toy Industry Association (TIA). Prior to joining TIA, he served as president and CEO of the Partnership for Drug-Free Kids, one of the nation's largest nonprofit organizations focused on adolescent public health. *Toy Fair Times* sat down with Pasierb to discuss his first year in the toy world, his thoughts on the future of the toy industry, and what's in store for TIA.

**Toy Fair Times: Now that you're settled into your role, what are your impressions of the toy industry? What important issues or topics**

**emerged in 2015, and how did TIA tackle them?**

*Steve Pasierb:* The transition into the toy industry has been very smooth thanks to our great staff, an engaged board of directors, and fantastic members who have welcomed me as I've traveled the nation each week. With my background in advertising and marketing together with over two decades intensely focused on the needs of kids, I feel like I've arrived in a perfect place to combine business discipline with a passion for bettering the lives of families. In fact, I joined TIA right before we kicked

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## TOY FAIR 2016

CONTINUED FROM COVER

toys that will inspire and cultivate the minds of children everywhere.

As a vital stop on the worldwide toy buying circuit, Toy Fair strives to exceed the expectations of its guests. To streamline the show experience, we are always implementing and updating our mobile and web technologies, like our free Toy Fair Mobile app, available for download on iTunes and Google Play, and ShopToyFair365.com, our year-round online marketplace. We have also introduced complimentary resources, like our Export-Ready Guide, to help

international importers and distributors connect with U.S. exhibitors. And this year's show will be abuzz with two very special happenings: celebrations commemorating the 100th anniversary of the Toy Industry Association, and the launch of "Play Fair," a completely separate family event taking place at Javits Center North designed to delight toy fans of all ages. Details about these and many other special events, educational presentations, and networking activities taking place during Toy Fair week can be found in this issue of *Toy Fair Times*.

We are fortunate to be coming off

an upbeat year that saw U.S. sales gains in multiple toy categories. The positive momentum carried into the holiday season and will surely be felt at Toy Fair, when the toy community's inventiveness comes to life and sets the stage for what we anticipate will be another prosperous year. To all of the toy lovers, play-seekers, and trend-spotters who will experience Toy Fair 2016: thank you for making New York City your destination this February and best wishes for a successful and fun-filled show! ♦



*Steve Pasierb*  
Steve Pasierb, President  
& CEO, Toy Industry  
Association, Inc.



*John Gessert*  
John Gessert,  
Chairman, Toy  
Industry Association,  
Inc. and President &  
CEO, American Plastic  
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## A CONVERSATION WITH STEVE PASIERB

CONTINUED FROM COVER

off our GeniusOfPlay.org consumer campaign, a massive, industry-wide initiative that aims to promote the benefits of play (whether cognitive, physical, social or emotional). While many of us in the toy community are aware that play can be transformative in a young child's life, the act of play (especially open-ended play) is waning in the face of families focused on improving a child's standardized test scores, extracurricular activities, and time in front of digital screens. So, it's been TIA's goal to make sure that parents are still finding time in their busy lives to allow their kids to just be kids – to have fun and build important skills that simply can't be developed only in a rigid classroom setting. The campaign has been very successful in digital and social media – to date, parents and caregivers nationwide have pledged more than 5 million collective hours of play with their kids. It's incredible to see such a positive response from parents when they are reminded about the joy of play.

That said, with all of the optimistic play research and statistics that emerged as part of our Genius of Play campaign, it has been mind-boggling to me to see so much misinformation circulating in the news media, among policymakers, and from NGO consumer groups questioning the safety of toys found on America's store shelves. Unfortunately, toys have become a too easy and emotional target for some to advance their agendas regarding chemicals in society. States and local governments are now stepping in with redundant, unnecessary, illogical and

sometimes illegal laws that don't at all help advance safety. As such, we are not going to let this climate of rumors and fear-generating stand and are actively pushing back with hard data, verifiable facts and specifics about today's toy industry and our collective commitment to safety. The truth of the matter is that each and every toy sold in the U.S. must comply with over 100 rigorous safety and regulatory requirements that have been carefully developed by the government, medical community, industry, and consumer groups. The bottom line: toys are safe.

At TIA, we've been working around the clock to educate and inform the general public and political decision makers about the absolute safety of toys and the fact that U.S. toy safety standards are among the most protective in the world. We've also been tying in a lot of the positive messaging from our Genius of Play campaign to underscore the point that toys are the tools of play that help children of all walks of life to develop lifelong skills.

Looking ahead to 2016, we'll continue to work hand-in-hand with all interested parties – from consumer groups and parents to regulators and government officials – to ensure that all toys, whether produced in America or abroad, remain safe. We'll also be ramping up our efforts to make sure that parents are well-informed about where to purchase safe toys, how to interpret labeling and age grading, how to properly play with and store toys, and when to discard a toy that has been damaged or compromised in a way that renders it unsafe. Along the way, we'll shine a

spotlight on the wonderful benefits of play as we develop and grow the Genius of Play initiative.

**TFT: How do you think the toy industry will fare in 2016?**

*SP:* 2015 was a banner year for the toy industry, both in the U.S. and globally. Early reports from The NPD Group projected that U.S. toy industry sales would grow roughly 6% by year-end, and toy sales across 11 countries, including the UK, Canada, Poland, Russia and France, grew 7% for the first three quarters of 2015. Final numbers will only be released in late January, but as of this writing, all signs point to a very positive year.

Experts are predicting that 2016 will be another successful year for toy companies, and I'd have to agree with that vision. At TIA's Fall Toy Preview in October (which showcased product for Q4 2016), we saw an extraordinary range of highly creative new toys and games. The mood was very upbeat, exhibitors reported strong traffic and sales, and overall it was clear that toymakers are pushing the boundaries to produce truly innovative playthings.

**TFT: Finally, what's in store for the future of TIA?**

*SP:* TIA is a strong and vital organization, but that fact can never be taken for granted and there is always room for significant improvement and new challenges to tackle. I'd like to focus on two major points.

TIA's membership has expanded and now includes not only toy manufacturers, but retailers, licensors, sales reps, inventors and designers

as well, all of whom play an important role in the Association and in helping to shape the future of the industry. We should discuss taking this inclusiveness a few steps further by widening the scope of TIA's membership to include any play-related professional who wishes to join – that is, anyone whose business centers on bringing playful experiences to children. I truly believe that TIA is on a path to one day evolving into the association representing the broad toy and play industry and will do that in a manner that measurably fosters overall industry growth and success.

Finally, I continue to preach the concept of "membership excellence." Strengthening TIA's offerings, services, and resources across every level of membership is my personal top priority. We have to excel. We also have to continually reinforce our go-to-market events – the North American International Toy Fair and Fall Toy Preview – to make sure that we're meeting the needs of our various audiences and keeping pace with the rapidly evolving toy industry. This February, we're working with wonderful partners at Left-Field Media to launch Play Fair, TIA's first-ever major consumer event centered on bringing beloved toys and brands to life and delighting toy fans of all ages. I'd like to see where this pilot show takes us and consider pioneering additional consumer events down the line. Reducing the product testing burden is something that we have to continue to push over the long haul at both the government and retailer levels. Last

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# WHAT'S HAPPENING AT TOY FAIR

**N**ew York City is the place to be for fun and games this February, when the ribbon is cut and the doors open to the largest toy and youth entertainment product marketplace in the Western Hemisphere: the North American International Toy Fair!

Now entering its 113th year, New York Toy Fair annually draws nearly 30,000 play professionals from 100 countries, all of whom are anxious to see the upcoming year's hottest trends and most innovative toys and games for children. More than 1,000 creative toymakers – from start-ups to well-known global brands – will unveil hundreds of thousands of inspiring playthings that will bring joy, laughter and learning to children everywhere.

On top of the robust sales activity and trend-spotting taking place at the marketplace, Toy Fair will host an array of special events and enriching seminars designed to help visitors build new contacts and learn about the future of play, youth trends, licensing, independent retailing, entrepreneurship, and more. Visitors are encouraged to soak up all that Toy Fair has to offer by taking note of the following happenings. For up-to-the-minute show information, be sure to check out [www.ToyFairNY.com](http://www.ToyFairNY.com).

## Friday, February 12th

The night before Toy Fair opens, hundreds of toy executives and industry guests will attend a very special 2016 Toy of the Year Awards (TOTY) ceremony at the American Museum of Natural History. In addition to honoring the year's finest toys and games, the awards program will include the induction of Bob Iger, President and CEO of The Walt Disney Company, into the esteemed Toy Industry Hall of Fame. The spectacular event will also celebrate the 100th anniversary of the Toy Industry Association (TIA), which was founded in 1916. More information about TOTY is available in this issue of *Toy Fair Times*. Visit [www.TOTYAwards.org](http://www.TOTYAwards.org) to purchase tickets.

## Saturday, February 13th

Toy Fair kicks off at **9 a.m. sharp** with a ribbon-cutting ceremony in the Crystal Palace, featuring a parade of costumed characters and special guests. TIA's Licensing Content Connection, an educational program tailor-made for those with an interest in licensing, will begin on Saturday with two afternoon seminars presented by Advanstar and the Licensing Industry Merchandiser's Association. Independent Thinking's free, expert-led sessions targeted to

specialty toy store owners will also begin on Saturday, with a presentation on how to "amp up" your advertising, marketing and in-store promotion plans.

Also on Saturday, families, toy collectors and media will enjoy an interactive "play date" at the inaugural Play Fair – a consumer event that will allow toy fans of all ages the opportunity to touch, feel and interact with their favorite toys, games and entertainment brands in a family-friendly setting that is separate from the Toy Fair marketplace. Hosted by TIA and LeftField Media, Play Fair will take place at Javits Center North from February 13-14. More details about this exciting event can be found in this issue of *Toy Fair Times*.

## Sunday, February 14th

On day two of the show, companies looking to grow their businesses internationally will benefit from TIA's exclusive Global Market Research programming, with sessions focusing on market entry obstacles and opportunities in Canada and the UK. On Sunday afternoon, TIA will also host its annual Toy Trends Briefing, free for all show attendees, to unveil the Association's top toy trend predictions for 2016.

## Monday, February 15th

Bright and early Monday morning, TIA will host its annual Toy Safety Update sponsored by ANSECO Group, Bureau Veritas Consumer Products Services, CMA Testing and Certification Laboratories, SGS North America and UL, to provide industry stakeholders with updates on important changes in state, federal and international toy safety requirements and introduce emerging issues under consideration by legislators around the globe.

Also on that day, toy companies, media brands and mobile developers will gather to strategize and collaborate on the ever-changing nature of the children's entertainment and educational industries at the 10th annual Digital Kids Conference, taking place alongside Toy Fair at the Javits Center from February 15-16.

With additional seminars and special events being added to the Toy Fair schedule each day, the 2016 show is sure to be a whirlwind of energy and activity.

Visit [www.ToyFairNY.com](http://www.ToyFairNY.com) and *Toy Fair Mobile* for up-to-the-minute details about Toy Fair happenings, exhibitor listings, educational sessions, hotel reservations, and more. ♦



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## STEVE PASIERB

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but not least, we absolutely need to be thinking "global." The U.S. toy industry doesn't operate in a vacuum and TIA staff now continually travel the world in order to advance our members' interests, so growing and strengthening our ties with the international toy community, especially in Southeast Asia, is an absolute must.

I'm beyond proud that I have been given the opportunity to do this work, and feel blessed to be a part of this inspiring industry, which brings joy to millions of kids every year. The TIA staff and I are ready to take on the year to come, while never losing focus on the needs of our members or the importance of sharing the Genius of Play. I believe that great things are on the horizon! ♦

# After the fair, there's still so much more to see.

There's always something going on in New York City. This winter, shop, eat and explore a world of behind-the-scenes experiences, hidden eats and escapes from the beaten path.



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# 2016 TOY TREND FORECAST

**K**nown by many as “the place where trends are unveiled,” New York Toy Fair feels a lot like Christmas. Industry insiders in



Adrienne Appell,  
Toy Trend Expert,  
Toy Industry Association

search of the hottest new trends flock to the marketplace to see, touch, and test the very newest toys and games. But with hundreds of thousands of playthings on display, Toy Fair can be a bit overwhelming. The Toy Industry Association's (TIA) trend-spotters help to make the show a little less daunting for visitors by unveiling the top trends of the year on the second day of the show. Adrienne Appell, TIA's leading trend expert, is giving *Toy Fair Times* readers a sneak peek at the hottest toy trend predictions for 2016 and an invitation to this year's Toy Trends Briefing, taking place on Sunday afternoon, February 14th at the Javits Center.

## Toy Fair Times: How does TIA identify the year's hottest trends?

*Adrienne Appell:* TIA's trends team works year-round to identify and track product developments and emerging trends both within the toy industry and also in many industries that influence the toy and youth market (think: fashion, technology, food, décor, etc.). A major part of our work involves meeting individually with toy companies on

a regular basis to see what they have in the pipeline as we begin to map out future trends. We keep all of the information we gather in our back pockets as we work to develop our final list of the hottest trends for the coming year. Our work culminates at the North American International Toy Fair each February, when we comb the show floor to ensure that we haven't missed anything important. Once our trends list is finalized, we announce it to media and buyers on day two of the show.

## Toy Fair Times: So, what are some of the new trends for 2016?

*AA:* We can't give everything away just yet, but we can tell you that we are seeing a lot of exciting advancements in tech. From self-flying, multi-function and mini drones to robotic toys that teach kids how to code, program and build, expect to find an array of jaw-dropping tech playthings at a variety of price points for kids of all ages.

We are also seeing an expansion in the toys-to-life category. These toys mash-up innovative and affordable technology with traditional toys to provide children with a truly 360 degree interactive play experience.

## Toy Fair Times: So, it's all about tech?

*AA:* No – tech is just one aspect of our highly creative industry. While many families do enjoy technology, they aren't purposely seeking out tech toys. Instead, they're attracted to playthings that are well-rounded

and offer a lot of play value – whether they are tech-enabled or not.

Many of this year's top trends include timeless classics that incorporate traditional play patterns. Puzzles, board games and active toys all bring a lot of fun to the table, while also allowing families to disconnect from their digital devices and connect with one another.

## Toy Fair Times: Any other trends to take note of?

*AA:* Some trends that we'll see at this year's show are carrying over from the past. This demonstrates how trends can be sustained when new and exciting components are integrated. It speaks not only to the creativity and innovation of toymakers, who have to keep a trend fresh and exciting, but also to outside influences like technology and pop culture and how they can affect families' interests and buying habits.

We also see new trends every year, and some may have a quicker life cycle, similar to trends in the fashion industry. Normally these quick trends do re-surface at a later date to entice and excite a whole new generation of kids. When trend-tracking, it's imperative to recognize all trends because they will ultimately resonate in sales for companies – and smiles for kids!

## Toy Fair Times: What are some of the trends that are carrying over?

*AA:* We did a good job when we coined “Full STEAM Ahead” a couple of years ago! Educational toys

that teach science, technology, engineering, arts and math (STEAM) continue to be top contenders in the toy market. Parents and educators appreciate these toys because they help prep kids for school by building important spatial, reasoning, critical thinking, and problem-solving skills. As always, expect to see a twist and a few more layers to this trend for 2016.

## Toy Fair Times: How is pop culture influencing toys in 2016?

*AA:* Licensing continues to influence the toy aisle, accounting for just over 30% of total toy sales. Next year, we'll be seeing a ton of family-friendly movies, new television shows, online content and more. The good news for the toy industry is that toymakers are being given a lot of fun and exciting content to base innovative products on.

## Toy Fair Times: Thanks so much Adrienne. Any last words?

*AA:* Our annual Toy Trends Briefing will take place on Sunday afternoon, February 14th at the Javits Center, and is open to all show attendees. You'll hear our projections about the year's top trends and see examples of products that illustrate these trends across multiple product categories. Details about the presentation are available at [www.ToyFairNY.com](http://www.ToyFairNY.com) and on Toy Fair Mobile.

*We look forward to seeing everyone at the Toy Trends Briefing, but for trend reports throughout the year, be sure to visit [www.toyassociation.org/trends](http://www.toyassociation.org/trends).* ♦



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**DON'T MISS IT!**



Toy Fair 2016 Opens  
Saturday, February  
13th at 9am

**#TFNY**

# PLAY FAIR: NEW YORK CITY'S COOLEST PLAY EXPERIENCE FOR FAMILIES AND TOY COLLECTORS

Families, toy collectors and the hottest toy brands will join together under one roof this February for a unique consumer event celebrating play and entertainment for all ages – the first-ever Play Fair!

Hosted by the Toy Industry Association (TIA) and LeftField Media, Play Fair will take place Saturday, February 13 and Sunday, February 14 at New York City's Javits Center North. Since the North American International Toy Fair is open to trade guests and media only, Play Fair is an exciting opportunity for fans to touch, feel and interact with their favorite toys, games and entertainment brands in a family-friendly setting that is separate from the Toy Fair marketplace.

"A fun and interactive live event, Play Fair will provide toy lovers – from kids to adults – with unique

and unparalleled access to enriching events and experiences built around the power of play," said Marian Bossard, SVP, global market events at the Toy Industry Association. "It's a truly one-of-a-kind event for families and fans to explore nostalgic and innovative toys and brands in an all-ages atmosphere that can't be beat!"

At the heart of Play Fair will be immersive experiences, including toy reveals, photo ops, character interactions, stage performances, author readings, celebrity signings, live music, and giveaways, along with special activities to celebrate Valentine's Day. Retail areas will allow attendees to purchase show exclusives, limited edition products, and rare variants of beloved toys

and games.

As of press time, Play Fair's impressive line-up of sponsors already includes presenting sponsors LEGO and Nickelodeon, as well as Mattel, Hasbro, Crayola, Cartoon Network, Warner Bros., Toys"R"Us and 25 additional brands preparing memorable experiences for kids, families and toy enthusiasts.



"As a presenting sponsor for the first-ever Play Fair, we are thrilled to support this one-of-a-kind family event that allows us to bring interactive, engaging LEGO experiences to families and kids of all ages," said Michael McNally, senior director, brand relations at LEGO Systems. "From large scale LEGO models to one-on-one interaction with a LEGO Master Builder to creative

building with LEGO bricks, there will be fun for the whole family to enjoy together."

"For the first ever Play Fair, we have designed an amazing fan experience that lets kids and families interact with their favorite Nickelodeon characters like SpongeBob SquarePants, Teenage Mutant Ninja Turtles, PAW Patrol and Blaze and the Monster Machines," added Pam Kaufman, chief marketing officer and president, consumer products at Nickelodeon. "Year after year, Toy Fair continues to be the destination for toy enthusiasts and with the addition of Play Fair, this year promises to be an unforgettable event enjoyed by all."

For more information about Play Fair, please visit [www.playfairny.com](http://www.playfairny.com) and follow Play Fair on Twitter (@playfairny) and Facebook ([www.facebook.com/playfairny](http://www.facebook.com/playfairny)). ♦



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Interested in Exhibiting at BEA? Contact Doug Scully at [dscully@reedexpo.com](mailto:dscully@reedexpo.com)

# THE GENIUS OF PLAY: HELPING TO BRING MORE PLAY INTO CHILDREN'S LIVES

**P**lay is an essential part of childhood fun — but it also has a critical role in children's development. That's the message behind The Genius of Play, the Toy Industry Association's (TIA) industry-wide movement to raise awareness about the importance of play and bring more play into children's lives.

Building on the success of the 2014 Q4 pilot, TIA officially launched the Genius of Play initiative in June of 2015. Grounded in cutting-edge research, The Genius of Play aims to educate families about the many ways in which play supports children's physical, cognitive, social and emotional development. In fact, the American Academy of Pediatrics recommends that every child spend at least 60 minutes a day in open-ended play.

"Due to overbooked afterschool schedules and an overemphasis on academic achievement, playtime in America has been dwindling," said Ken Seiter, TIA vice president of marketing communications. "What many parents don't know is that research has shown play to be a critical component of children's education, and key to kids' success in the classroom. Through play, children learn about the world around them, build important skills, and work through their emotions. Our goal is to inspire parents to make play an important

part of their children's day — every day!"

At [www.TheGeniusofPlay.org](http://www.TheGeniusofPlay.org), families can find facts, tips, expert advice, activity ideas and more to help them weave play into their daily routines, plus fun animated videos that showcase a multitude of skills that kids learn through play at various ages. The website also features monthly expert advice columns from renowned play and child development experts, as well as facts from the latest studies on play.

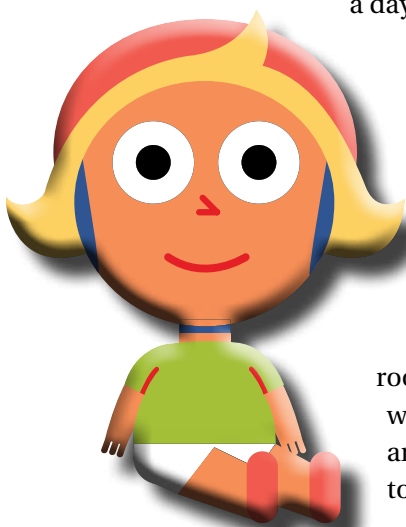
The initiative is supported by a robust social media campaign, actively engaging families through Facebook, Twitter, Instagram and Pinterest. Through these social platforms, The Genius of Play has been encouraging parents and caregivers to take the Play Pledge — a promise to support the kids in their lives with a certain number of playtime hours each week. By the end of November, families had collectively pledged nearly 5 million play hours — five times the Genius of Play's annual goal.

In honor of the milestone, TIA donated \$10,000 worth of brand new toys to children in need through the Toy Industry Foundation's Toy Bank program, helping to bring comfort and joy to kids in low-income communities, military families, foster care and hospitals.

"Achieving this milestone was a huge step forward in spreading the message about the developmental benefits of play," said Seiter. "Our focus now is to build on this momentum — we've already started work on exciting initiatives for 2016 to grow the program and share this important message with an even wider audience."

For more information, visit [www.TheGeniusofPlay.org](http://www.TheGeniusofPlay.org). ♦

the GENIUS of  
PLAY



## READ ALL ABOUT IT

Toy Fair is pleased to acknowledge our Publication Partners. As a service to our attendees and exhibitors, the following trade publications will be available onsite at Toy Fair. Pick up your FREE copies while supplies last.

*Creative Play Retailer*  
*Edplay*  
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We are also pleased to acknowledge the support of Global Toy Experts as an online publication partner.

## TOY FAIR FACILITATES GLOBAL CONNECTIONS

**I**n recognition of Toy Fair's global importance, the show was selected by the U.S. Department of Commerce (DOC) to participate this year in the International Buyer Program (IBP) Select.

Thanks to this government-industry program aimed at increasing U.S. export sales, the DOC has actively encouraged Toy Fair attendance among toy buyers from Australia, Chile, Germany, Mexico and the United Kingdom, and is working to connect them with U.S. exhibitors during and after the show.

DOC representatives will also be on-site at the Javits Center to provide counsel and market analysis for qualified U.S. exhibitors, and to assist in matching international buyers with U.S. toy companies that are export-ready.

In a special Toy Fair educational session called "A Guide to Exporting: The Toy Industry—Challenges and Opportunities," DOC international trade specialists will provide participating exhibitors with expert advice on designing an international

outreach strategy and becoming export-ready. For those companies already active on a global scale, this session will offer insights on market growth and expansion. [For more details, turn to p. 11.]

"The presence of the Department of Commerce at Toy Fair is an exciting addition to our resources for international attendees, and is an incredible boon for those U.S. companies looking to increase their global exports," said Marian Bossard, TIA's senior vice president of global market events. "Toy Fair's participation in the International Buyer Program is a true asset as we continue to expand Toy Fair's global audience and value."

To further help international buyers easily identify manufacturers that can supply products to their markets, Toy Fair provides a directory of exhibitors that are prepared to export to more than 60 national markets outside of the U.S. Hard copies of the Directory of Export-Ready Exhibitors can be picked up at the International Buy-

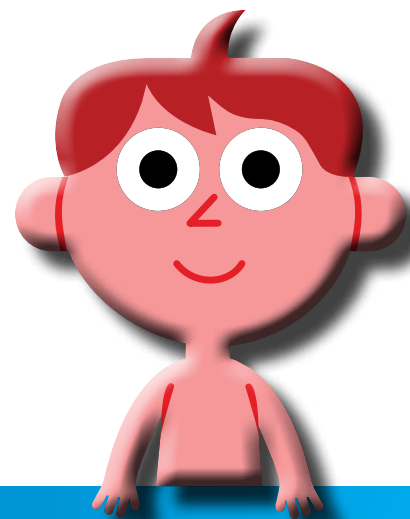
er Lounge on-site at Toy Fair.

For more information about Toy Fair and its resources for global attendees, visit [www.ToyFairNY.com](http://www.ToyFairNY.com). ♦



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# THE GREAT CANADIAN PLAY DATE

A Message from the Canadian Toy Association, an Affiliate of TIA

The Canadian Toy Association (CTA) is pleased to invite all Canadians at Toy Fair to the 2nd annual "Great Canadian Play Date," taking place Sunday, February 14 from 6 to 8 p.m. in the Member Lounge (Hall E) at the Javits Center. Join fellow visitors from the Great White North for a Valentine's Day drink and snacks before heading out on the town!



CANADIAN TOY ASSOCIATION  
L'ASSOCIATION CANADIENNE DU JOUET

Don't forget to bring your Canadian Passport – it's your ticket to the exclusive reception. Bring your business cards to enter a drawing for one of ten \$100 CAD gift cards from Tim Hortons, Petro Canada and other Canadian companies.

The fun doesn't stop there – visit CTA's desk in the Member Lounge throughout Toy Fair to get your hands on a free copy of the "All-Canadian Supplemental Guide," a special guide for retailers in search of products that are available for sale in Canada. While you're there, take a selfie wearing the CTA beanie for a chance to win additional gift cards!

Follow CTA on twitter @cdntoy and use #CTAbeanie16 to join the conversation.

## L'évènement 'Great Canadian Play Date' est de retours

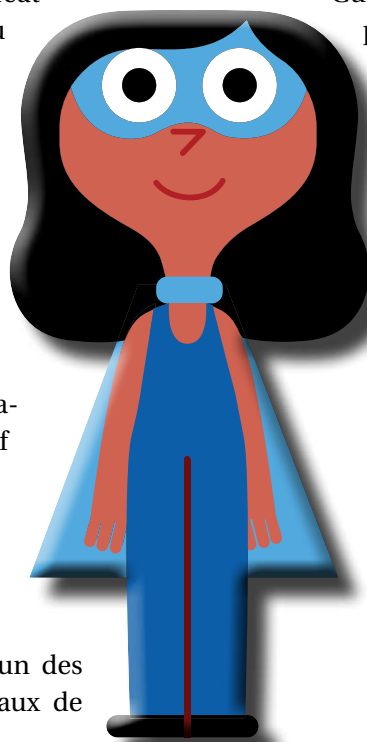
L'Association Canadienne du Jouet est heureuse d'inviter tous les Canadiens à notre deuxième édition annuelle du gala 'Great Canadian Play Date', qui aura lieu le dimanche 14 Février, 2016 de 18:00-à-20:00 dans le salon 'Members Lounge' (Hall E) du Centre Javits. Rejoignez-nous pour un apéritif et des collations sous le signe de la Saint-Valentin avant de vous diriger à la découverte de la ville ou de vos réunions de dîner d'affaire.

Apportez votre passeport Canadien, il est votre billet exclusif à toutes nos réceptions Canadiennes, et n'oubliez pas votre carte d'affaire pour courir la chance de gagner à notre tirage de certains prix très Canadiens. Vous serez admissible à gagner l'un des dix de 100CDN \$ de cartes-cadeaux de

Tim Hortons, Petro Canada ou d'autres grandes compagnies Canadiennes. Vous devez y assister pour gagner.

Le plaisir ne se limite pas à l'évènement 'Great Canadian Play Date' - visitez notre kiosque dans le salon 'Members Lounge' à travers l'exposition de jouets pour ramasser votre copie de notre Guide Supplément Canadien, ou de prendre un 'selfie' en bonnet pour encore courir la chance de gagner un montant supplémentaire de 100CDN \$ en cartes-cadeaux.

Suivez-nous sur notre compte twitter @cdntoy et utiliser #CTAbeanie16 pour vous joindre à la conversation. ♦



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# TIA'S KNOWLEDGE NETWORK: EXPAND YOUR MIND... AND GROW YOUR BUSINESS AT TOY FAIR '16

In addition to order-writing and trend-spotting opportunities, Toy Fair offers attendees educational programming to help increase their business savvy and understanding of the global toy market. This year's show will provide its diverse audience members

geared toward licensors, licensees, brand owners and entertainment executives.

On Saturday, February 13th, a "Licensing 101" session will be presented by Jessica Blue, VP at Advanstar, organizers of Licensing Expo. Later that day, a session hosted by the Licensing Industry Merchandisers Association (LIMA) will provide additional tips and insights into the world of licensing.

On Sunday, February 14th, licensing consultant Ira Mayer and licensing trend expert Karen Raugust will present

"Full STEAM Ahead: The Intersection of Licensing and Educational Toys." This seminar will explore how licensed property owners are adding educational product makers to their licensee lists as they try to expand into new categories and capitalize on the high profile of educational trends, such as STEAM (science, technology, engineering, arts and math). Mayer and Raugust will summarize key trends and challenges related to licensing and the educational market and provide a retail analysis that highlights how retailers are merchandising licensed educational playthings currently on the market.

Also on Sunday, a session entitled "How to Evaluate a License" will be moderated by LIMA's Marty Brochstein and co-presented by JJ Ahearn, managing director at Licensing Street and Woody Browne, principal at Building Q.

"Licensed playthings are a powerful segment in today's market, accounting for just over 30% of all toys and games sold in the U.S.," said Bossard. "At Toy Fair, we continue to see a robust presence of key licensors looking to connect with toy industry partners. We're pleased to once again offer educational programming that will help toy professionals understand the fundamentals of licensing so that they can

build relationships with visiting licensors from 20th Century Fox, Cartoon Network, Disney Consumer Products, Dreamworks Animation, Marvel Entertainment, Nickelodeon, Sesame Workshop, and more."

To view the full Licensing Content Connection schedule, visit the "Knowledge Network" section of [www.ToyFairNY.com](http://www.ToyFairNY.com). Registration to attend the seminars is required. TIA members pay one low rate of \$99 and non-members pay only \$139 – whether they attend one or all of the sessions. Packages that include entrance to all Content Connection sessions and the Global Market Research seminars can be purchased for \$99 (TIA members) and \$225 (non-members).

## independent THINKING

### Independent Thinking

Independent Thinking is a free series tailored to independent and specialty retailers. These seminars are designed to provide neighborhood toy store owners with tips and tools for growing their businesses.

"We are proud to continue our century-long tradition of supporting specialty retailers who visit New York Toy Fair to see unique toys and games that will attract shoppers to their stores," said Bossard. "Our Independent Thinking series aims to provide these small business owners with the information and tools they need to achieve marketplace success!"

The series will kick off on Saturday, February 13th with "AMP UP Your Advertising, Marketing and Promotion Plans!" presented by Tom Shay, a lifelong small business owner and manager and author of 11 books on small business management. This session will describe how having an annual advertising plan can eliminate buying mistakes with media, increase the effectiveness of advertising, and allow business owners to purchase media at reduced prices.

Independent Thinking will continue on Sunday, February 14th with "How to Get Press When You're

Small and Scrappy," presented by Shannon Eis, VP of corporate communications at Yelp. Eis will share creative and effective local media strategies for small businesses; how to build relationships with the press; how to create the "right" kind of attention for your business; and the role customers play in helping to tell your business story – online and off.

## Creative Factor

### Creative Factor

For more than a decade, Creative Factor has provided Toy Fair's inventor and designer community with free drop-in sessions that explore a range of topics, including project funding, negotiating agreements, tech innovations, protecting inventions, and more. The program offers up a cadre of experts who are on-hand to help people new to the business as well as seasoned professionals looking for new tools and techniques for developing great product.

Creative Factor panels and lectures at this year's show will include speakers from littleBits, Roominate, the United Inventors Association, Global Toy News, and Kickstarter, among others, who will discuss female entrepreneurship, gender in toy design, and successful crowdfunding campaigns, as well as additional topics relevant to entrepreneurs in the toy and youth entertainment industries.

This year, the program is also introducing an "Ask a Pro" booth on the show floor to allow attendees to ask industry experts questions on a variety of topics, including toy design, 3D modeling and rapid prototyping; sourcing and manufacturing; legal and intellectual property; public relations; crowd-funding; and more.

Creative Factor is hosted by Brett Klisch, the owner of Peru Meridian Studios, a design and manufacturing firm that works with independent designers and startups as well as some of the biggest companies in the toy industry.

# TIA KNOWLEDGE NETWORK



– including retailers, inventors/designers, manufacturers, and small business owners – with a host of learning opportunities that will make their visit fun, interactive and richly rewarding.

"We are proud to bring several of the most respected leaders in the global toy industry together under one roof to share their perspectives, insights, best practices, and a few 'tricks of the trade' with Toy Fair attendees," said Marian Bossard, SVP of global market events at the Toy Industry Association (TIA). "While the show is first and foremost seriously business-oriented, our program of seminars and conferences transforms Toy Fair into a truly well-rounded event."

The following is a breakdown of educational programming planned for Toy Fair '16. The list isn't exhaustive – so be sure to check the "Knowledge Network" section at [www.ToyFairNY.com](http://www.ToyFairNY.com) or Toy Fair Mobile for all learning opportunities available at this year's show.

## TIA LICENSING CONTENT CONNECTION



### Licensing Content Connection

TIA's Licensing Content Connection will once again offer education

## Global Trade and Market Expansion

Building on the enthusiastic response to TIA's Global Market Research sessions at Toy Fair 2015, TIA will once again present seminars dedicated to helping toy companies identify strategic export opportunities overseas.

Hosted by TIA in partnership with global research consultancies Altius International and Kidz Global, this year's presentations will provide key highlights from recently conducted research reports on potential opportunities and challenges within the Canadian and UK toy markets.

Taking place on Sunday, February 14th, the seminars on Canada (11 a.m. to 12 p.m.) and the UK (2 p.m. to 3 p.m.) will share critical findings in order to help companies assess best strategies for establishing and expanding sales activity in these areas. Discussions will cover market demographics and economic

growth; children's routines and play preferences, including TV and other screen time; cultural gift-giving occasions; brand awareness; primary retail and distribution channels; media opportunities; and more.

"The business intelligence and consumer data provided in our Global Market Research presentations can help companies make informed decisions and determine whether a given market is the right fit for their products," said Anne McConnell, TIA senior director of market research and data strategy.

Registration is required for TIA's two-session Global Market Research package. Participation is free for TIA members and \$179 for non-members for either one or all of the presentations. Non-members save over \$90 when they register for both TIA's Licensing Content Connection and TIA's Market Research package (for a total cost of \$225).

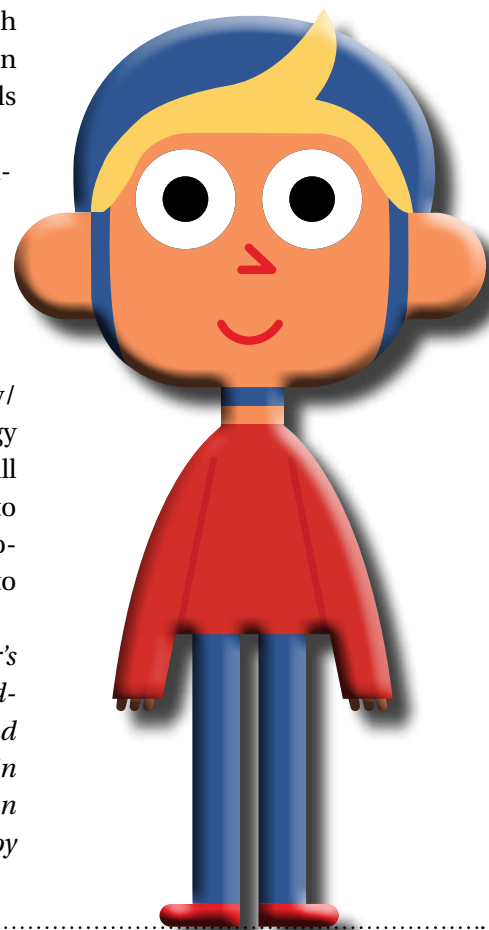
Additionally, a free session called "A Guide to Exporting: The Toy In-

dustry – Challenges and Opportunities" will be presented by the U.S. Department of Commerce. DOC experts will help attendees design their own international outreach strategy by providing guidelines on becoming export-ready and details on growth-market expansion.

For companies looking to develop their businesses on the home front, a free session presented by Martyn Tipping, CEO of StoryScore, will take place on Monday, February 15th (3 to 4 p.m.). Entitled "How to Tell if Your Toy/ Game Brand's Social Media Strategy is Really Working," this session will use examples and case studies to explore the importance of incorporating a compelling narrative into social media content.

Complete details about Toy Fair's educational programming – including registration information and session locations – can be found in the "Knowledge Network" section at [www.ToyFairNY.com](http://www.ToyFairNY.com) and on Toy Fair Mobile. ♦

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# DIGITAL KIDS® CONFERENCE & EXPO

## EXPLORING THE FUTURE OF CONNECTED SMART PLAY

**T**oy industry stakeholders, brand owners, product developers and content producers will have the opportunity to navigate the children's digital world and strategize and collaborate on the future of "connected smart play" at the 10th Annual Digital Kids® Conference & Expo, taking place February 15-16 at the 113th North American International Toy Fair.

**DIGITAL KIDS  
CONFERENCE**  
DigitalKidsCon.com

This year's Digital Kids® Conference & Expo will include "fireside" chats and lectures with experts in the fields of app/mobile development, children's entertainment, and digital media, who will share their digital strategies for reaching kids and families. Confirmed speakers include LEGO, Mattel, Spin Master, PBS KIDS Digital, Wonder Workshop, PlayKids, Tinybop, Dr. Panda, Sphero, and Duck Duck Moose, among many more.

The conference will also unveil new research from BSM Media exploring key drivers that motivate mothers to say "yes" and buy certain brands. Additionally, the research will uncover the types of apps, games and connected digital content and products that will appeal most to children in 2016 (and beyond).

"For a decade, Digital Kids® has been the must-attend conference for companies targeting the digital native and their parents. This is never truer than today as smart toys that connect to mobile apps and game consoles emerge as a key market for toy vendors," said Tonda Bunge Sellers, presi-

dent of Digital Kids® Media. "This year's conference will bring together the best minds in connected smart play as well as provide real strategies for bringing these interactive 'intelligent' toys to market."

A digital lounge, speed networking events sponsored by Women in Toys (WIT), and a happy hour event sponsored by KidMix will provide attendees with additional opportunities to forge and foster partnerships across the children's entertainment and educational industries.

"We are pleased to once again host the Digital Kids® Conference at Toy Fair, and expect it to add an enriching component to the existing educational and networking programs at the show," said Marian Bossard, Toy Industry Association SVP of global market events. "As new and emerging technologies continue to have an impact on the toy industry, the conference will be of relevance to the full range of Toy Fair attendees – including toy companies, retailers, licensors, and brand owners."

2016 will mark the sixth year that the Digital Kids® Conference is co-locating with Toy Fair. The conference will overlap with Toy Fair on Monday and Tuesday, February 15-16, taking place in Hall 1E of the Javits Center.

The partnership between the two shows will allow all Toy Fair attendees to register for the Digital Kids® Conference. TIA members and Toy Fair exhibitors will receive a 20% discount on the price of the conference. Digital Kids® Conference attendees will have complimentary access to the Toy Fair show floor.

For more information, visit [www.DigitalKidsCon.com](http://www.DigitalKidsCon.com). ♦

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## TIA TURNS 100

A century ago, a small group of toy manufacturers banded together to form an association that would support its members and lead the growth of the U.S. toy industry. Today, that mission is still at the core of the 100-year-old Toy Industry Association (TIA), which today provides expert guidance, business-boosting resources and a unified voice for its 800+ member companies and the North American toy industry at large.

"TIA is proud of its longevity in serving this incredible industry and supporting toy companies as they seek to brighten the lives of children through the joy and benefits of play," said TIA President and CEO Steve Pasierb. "This milestone represents the hard work and wisdom of all those who have helped to shape the Association of today. We look forward to ushering in another century of innovation, growth and success for the entire North American toy industry!"

To kick off its year of centenary celebrations, the Association held a ribbon cutting ceremony and formal gala for the new Toy Halls of Fame Exhibit at The Strong Museum in Rochester, New York. The state-of-the-art Toy Halls of Fame features both the Toy Industry Hall of Fame and the National Toy Hall of Fame under one roof, paying homage to America's favorite classic playthings and the brilliant toy professionals who helped bring them to life. The formal affair brought together inducted members of the Toy Industry Hall of Fame and longtime members of the Association in celebration of 100 years of industry accomplishments.

Continuing the centenary festivities this year, a striking visual timeline showcasing significant moments in TIA history will be on

display at Toy Fair. Additionally, a commemorative book written by industry veteran Chris Byrne, *The Toy Guy*® will be released this year, narrating the 100-year evolution of TIA and the industry it serves. Finally, a centenary tribute video will be featured at the Toy of the Year (TOTY) Awards — held at the American Museum of Natural History on February 12, 2016.

Also taking place at this year's special TOTY Awards is the Toy Industry Hall of Fame induction of Robert A. Iger, chairman and CEO of The Walt Disney Company, in recognition of his significant contributions to the industry and the impact his work has had on the lives of children worldwide.

Iger is the steward of the world's largest media company and some

of the most respected and adored brands around the globe. He has grown Disney's portfolio of beloved brands with the acquisition of Pixar (2006), Marvel (2009), and Lucasfilm (2012), three of the entertainment industry's greatest storytelling companies. Always one to embrace new technology, Iger has made Disney an industry leader through its creative content offerings across new and multiple platforms.

"Just about every child around the globe has been touched by the magic of Disney," Pasierb said. "Mr. Iger has done an impressive job of building on Disney's rich history and growing their storytelling portfolio, creating new experiences and unforgettable memories for generations of kids to come."

To reserve tickets for the 2016 TOTY Awards ceremony, visit [www.toyassociation.org/TOTY](http://www.toyassociation.org/TOTY). More information about TIA's centenary celebrations can be found at [www.toyassociation.org/centenary](http://www.toyassociation.org/centenary). ♦

## THE CRITICAL NEED TO BE BETTER AND FASTER AT TOY INNOVATION

Ugly dolls, artificial intelligence robots, maker culture, STEM toys for girls and social media marketing to connect with millennial moms and dads. These are just a few examples of shifts and trends changing the toy landscape. We can all agree that humans are experiencing history's highest rate of change, but interestingly, the toy industry is in a space where that pace of change is accelerating even faster.

In the past, parents went to big box toy stores to purchase a newer version of the same sort of toy that was popular the year before. Maybe it was a doll with a new dress or a remote control car with a different coat of paint. That's oversimplifying, but the reality is that today you have younger, tech-enabled par-

ents shopping on social media for toys that diverge from the familiar toymaker territory. There are more factors changing and more factors that are important, creating a sort of chaos that will leave many toymakers behind.

Stepping back for a second, in the 1950s, the average lifespan of a Fortune 500 company was 75 years, but that average has fallen to just 15 years, and it's expected to fall in half. So if the world of toys is moving at an even faster pace, what's a toymaker to do?

It all starts by diving a bit deeper into the neurological traps that block smart people and successful teams from adapting to change. The way I like to think about it is that after 10,000 years of evolution as farmers, once we find our field of opportunity, we are pre-wired to repeat and optimize all the decisions that led to last year's harvest. That metaphoric field could be our job, our brand, our winning toy product, or the way we like to manage a team.

Specifically, there are 3 Traps of

The Farmer: With success, one becomes complacent, protective and repetitive. Over the last decade, I've worked with about 500 brands and CEOs on their reinventions, and that led me to study these concepts and how to overcome them, leading to a few critical questions that can help you better adapt to change:

- **BE INSATIABLE**, not complacent  
As we become more successful, we lose the hunger we once had when times were tough or when we were first starting out. To be more insatiable, ask yourself:
  - How often do you experiment with ideas that might not work?
  - How different would you act if you knew there was a team working 24/7 to eat your lunch?
- **BE WILLING TO DESTROY**, not protective  
Humans tend to be protective of what we create, which can be good in some situations, but also hindering during times of change. Ask yourself:
  - What success is blinding you from trying new ideas?

- How much different would you design your next product line if you had to start from scratch?

- **BE CURIOUS**, not repetitive  
In an industry geared towards helping kids be more creative and engaged, curiosity is a common trait, but within most toymakers, there is still a tendency to repeat and optimize whatever toy or process led to last year's revenue. To foster more curiosity, ask yourself:
  - How much time do you spend HUNTING new trends and ideas?
  - How many ways could you connect-the-dots in a different way to re-imagine your business?

If you want to dive deeper into these concepts, you can watch a 30-minute video related to my chat at PlayCon 2015, or check out one of our 2016 Trend Reports or Toy Trend Reports at [TrendHunter.com/secret/Playcon](http://TrendHunter.com/secret/Playcon).

*I will see you at PlayCon this May to dive a bit deeper into the wonderful world of reinvention. Until then, be curious, be insatiable and be willing to destroy.* ♦

YOU HEARD  
IT AT  
PLAYCON



By Jeremy Gutsche,  
CEO of Trend  
Hunter, NY Times  
Bestselling Author  
of *Better and Faster*

# FALL TOY PREVIEW BUILDS MOMENTUM FOR 2016

**T**hough it's been a few months since Fall Toy Preview closed its toy-filled booths, the industry is still abuzz about the Toy Industry Association's (TIA) fall marketplace. Hailed as one of the most successful events to date, tens of thousands of new toys made their debut October 6-8 in Dallas, TX in what industry analysts described as a fine display of toy genius and magic —“more optimistic” than any show in the past several years.

“We are pleased to report that there was a rush of energy and excitement at Fall Toy Preview from start to finish,” said Marian Bossard, TIA SVP of global market events. “As one of our most successful fall marketplaces in recent history, many attendees said the event delivered on every level – enabling them to preview next year's most anticipated new toys and games, expand their businesses, and build their networks

of global toy industry contacts.”

With such positive indicators and energy, there is no doubt the momentum has begun and is building, planting the seeds to create an even more fertile playground for Fall Toy Preview 2016. To be held Tuesday, September 27 to Thursday, September 29, this year's fall marketplace will welcome savvy buyers and innovative manufacturers from around the world for three days of meetings, trend-spotting and networking at the Dallas Market Center.

Exhibitors can expect to meet with representatives from big-name retail outlets – like Walmart, Target, Amazon, Toys“R”Us, Dollar Tree, Family Dollar, CVS, Hobby Lobby, Meijer, Michaels, Kohls, and AAFES, all of which were present at the 2015 show.

## Fall Toy Preview®

Buyers from a variety of outlet types, including drug stores, supermarkets, discount chains, and specialty shops, will meet with hundreds of innovative companies in closed, open or combination booths. At last year's event, new and creative toys were shown by Spin Master, Melissa & Doug, The Bridge Direct, WowWee USA, KID-designs, Madame Alexander, Ohio Art, Faber-Castell, Razor USA, USAOPOLY, ALEX Brands, Funrise and Patch Products, to name just a few.

As always, Fall Toy Preview will continue to offer stellar educational and networking programming, allowing buyers, exhibitors and licensors to discover new trends to expand their customer base. Speakers at last year's event included Mark Cuban, Dallas Mavericks owner, and

Martyn Tipping, CEO of Storyscore. A full line-up of special events and speakers for Fall Toy Preview '16 will be rolled out in the coming months.

“As a growing and important industry event, Fall Toy Preview is the place to be to spot emerging toy trends,” said Bossard. “We encourage play professionals in search of the next big toy or game sensation to join us in Dallas in 2016!”

TIA's Fall Toy Preview gives toy buyers from mass, long-lead and specialty outlets the opportunity to meet one-on-one with toymakers and marketers more than a year in advance of in-store delivery. For more information, visit [www.Fall-ToyPreview.org](http://www.Fall-ToyPreview.org). ♦

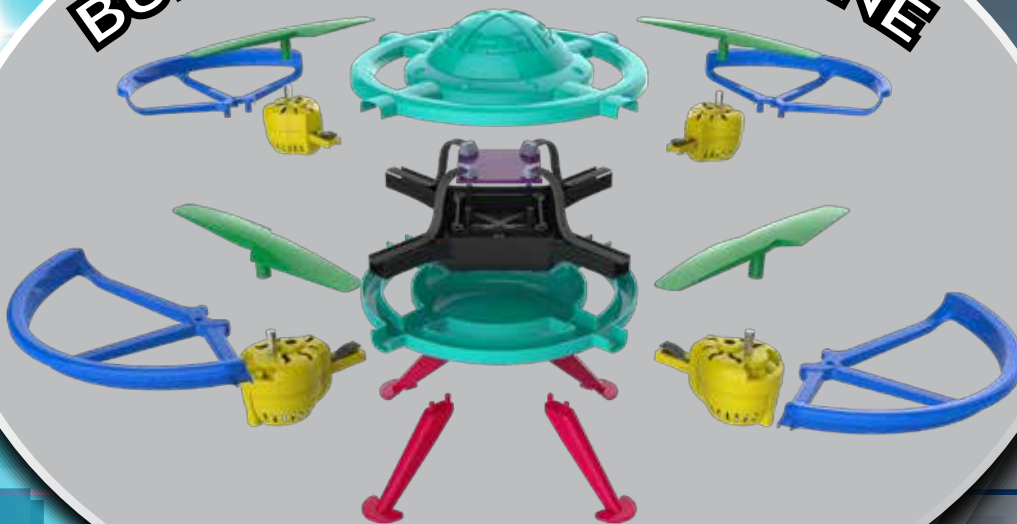
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# HOW DO WE MAKE MAKERS?

**YOU HEARD  
IT AT  
PLAYCON**

Life can be much broader once you discover one simple fact: Everything around you that you call life was made up by people that were no smarter than you and you can change it, you can influence it, you can build your own things that other people can use. Once you learn that, you'll never be the same again." - Steve Jobs



Parker Thomas,  
MakerStudio



David Yakos,  
Salient Technologies

This quote, from Steve Jobs, describes the essence of being a maker. As he describes, once you understand that everything around you was made by people no smarter than you are, your sense of what is possible changes completely. Being a maker is a way of looking at the world around us and understanding that the world is a malleable place and we have the power to shape it.

This idea of making things is nothing new. A hundred years ago, before our economy started pumping out every kind of kitchen gadget and tool we never needed, we were all makers. If you ever read "Little House on the Prairie," you read about makers – people who made what was needed, fixed what was broken and generally lived a self-sufficient life. They were makers. It is only in the last 50 years, since the dawn of mass production, that it's become easier and cheaper to buy a replacement rather than

to fix something that's broken. Because we are all consumers now, we need a separate name for those of us who find making things fun, exciting and far more rewarding than consuming. Now we are called makers. Along with tinkerers, crafters, weekend warriors, we've been called the maker movement.

There are three reasons why this movement is happening now. First, digital to physical tools like 3D printers, laser cutters and CNC machines are now so cheap that they are available to almost anybody. If I want to mount an iPhone on my bicycle handlebars, I can design my solution in free CAD software, and then print it with a 3D printer for just pennies in materials. For the first time in history, it's possible to go from imagination to the palm of our hands in a matter of hours. Second, the huge economies of scale created by smart phones have made electronics so cheap that we can embed sensors and processes into virtually anything. These cheap electronics are what make 3D printers and laser cutters so affordable. Finally, online social networks like Ning, Kickstarter, and Indigogo let us collaborate to turn the craziest passions into reality. Want to create a handheld autopilot for drones? You can find 26,000 collaborators at diydrones.com. Want to explore underwater with open source hardware? Try openROV.com. Have a new smartwatch design you just have to share with the world? Pebble raised \$10.7 million on Kickstarter to do just that. Those are just a few examples.

The most exciting thing about being a maker now is employers are starting to recognize that mak-

ers are innately creative, innovative and collaborative. By definition, makers can learn on the fly and adapt to changing situations. When my partner David hires new engineers for his product design firm, he doesn't look for engineers who were able to pass statics and thermodynamics with straight A's. He looks for people who have three projects going in the garage with war stories of what they've built and tried. He wants people that understand that failing is not a destination but the path to discovery. David is not alone. Five years ago, IBM did a survey of 1,500 CEOs and found that more than rigor, management discipline, integrity or even vision, they believed successfully navigating an increasingly complex world will require creativity. That's a maker.

The challenge for us, as the toy industry, is how do we make makers? David and I ponder this every day, both as parents and now as toy inventors. Both of us were encouraged by parents who seem to understand that making things was a powerful way of learning. David's parents made a "creative corner," an old refrigerator box stocked with everything needed to make things from scratch. His first product was paper shoes, which would certainly dominate the market if it were not for rain. Those paper shoes led to a product design firm and a lifetime now spent creating. I took things apart. I'm sure that my father was not thrilled with having to rebuild the lawnmower when he wanted to use it, but he seemed to understand that important learning was happening in the process. The lawnmower project gave me the con-

fidence to build a 220 mph, fully aerobatic airplane from a kit which I flew all over the country.

After examining our own experiences, we finally decided that we can't make makers. The mindset, this way of looking at the world, can't be extrinsically taught or imposed. We can't make makers ... but we can nurture them, just like our parents nurtured us. How do we create the conditions that help makers make themselves? For the maker mindset, this nourishment includes room to experiment and fail, resources to explore, tools to build, the encouragement to follow curiosity wherever it may go, and challenges to encourage projects and learning.

Maker Studio is our first attempt to answer the next question – what kind of toys can nurture the maker mindset? To encourage modifications and new projects, Maker Studio comes with 10 open-ended design challenges in each box. The child has to create a solution and be the sole judge of whether it solves the challenge. We only included some of the parts – the body of the car or the fuselage of the airplane has to be created from cardboard or other materials scavenged from around the house. As a result, even if the child follows our directions exactly, their creation won't look like anyone else's.

But Maker Studio is only one toy. If employers are starting to recognize how valuable the maker mindset is, that would seem like a huge opportunity for us as an industry. How else can we create the makers of tomorrow? ♦

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Contact TIA to learn about the extraordinary benefits of membership.  
[www.toyassociation.org](http://www.toyassociation.org) | 646.454.5585 | [bboyle@toyassociation.org](mailto:bboyle@toyassociation.org)

 Toy Industry Association, Inc.

 Toy Industry Association, Inc.

# GAIN INSIGHTS, MAKE CONNECTIONS AND BASK IN THE SUN AT PLAYCON 2016

Things are heating up for PlayCon 2016. The Toy Industry Association's (TIA) annual International Conference of Play Professionals is heading to the sizzling beaches of Miami, Florida for three days of thought-provoking presentations, key networking events, and a whole lot of fun.

Taking place at the gorgeous Miami Beach Edition Hotel from May 2-4, 2016, PlayCon will feature a robust educational program with panel discussion and interactive workshops to help attendees stay up-to-date on cutting-edge research and the latest industry insights related to the business of play.

Back by popular demand, Jeremy Gutsche, world-renown innovation expert and the founder and CEO of TrendHunter, will be delivering a keynote address on the most up-to-the-minute trends for the toy industry and beyond. In fact, Gutsche will

be "in residence" at PlayCon through 2018 to provide fresh intelligence on emerging and evolving industry trends.

"I thought Jeremy Gutsche's [session] was beyond amazing! I could have listened to him present for all three days," Animal Adventure's Elizabeth Kong said of her PlayCon 2015 experience.

Also delivering a keynote presentation at this year's PlayCon will be Andy Hannan, senior trading director of the major UK retailer Argos. With over 700 stores and 430 million website visits each year, Argos is the UK's largest high street retailer online.

In addition to the educational program, PlayCon provides plenty of opportunities for attendees to meet and mingle with industry contacts, and enjoy laidback social activities with Miami's stunning beaches as a backdrop.

"Whether you're an industry veteran or new to the toy world, PlayCon is a place for professionals to get the latest information on trends and research, and establish relationships in a relaxed, inviting setting," said Marian Bossard, TIA senior vice president of global market events. "Come share your ideas and perspectives — and be prepared to walk away inspired."

Rounding out this year's agenda is TIA's Annual General Meeting, where leadership will share a "State of the Association" address, provide key updates, and speak to future TIA plans. An election of new board members will also take place.

The TIA PlayCon Committee is chaired by Bob Wann of Patch Products, joined by Hasbro's Jane Ritson-Parsons as vice chair. Blue Plate Media Services is a generous sponsor of the 2016 event.

Visit [ToyAssociation.org/PlayCon](http://ToyAssociation.org/PlayCon) for additional information about PlayCon. ♦






## ROCKETBOX

manufacture and export doll accessories such as doll strollers and prams.



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Distributors  
wanted.

# TIA EDUCATION AT TOY FAIR 2016

There's a lot happening at Toy Fair this year – educational seminars, demonstrations, panel discussions and networking opportunities – all designed to maximize your time in New York and help you grow your business. Look at what we have planned.

## CREATIVE FACTOR

Sessions and demonstrations designed especially for the creative community. Inventors, designers and anyone who wants to learn and be inspired at the same time are welcome to attend. Creative Factor is hosted by Brett Klisch in partnership with Toy Industry Association, Inc.

## INDEPENDENT THINKING

As an independent or specialty retailer, you will find practical and useful information in all of our educational sessions presented specifically for you. Join us for a variety of topics held throughout the show.

## GLOBAL TRADE AND MARKET EXPANSION

Explore new frontiers for expanding your business in these insightful presentations examining the global marketplace.

## TIA'S LICENSING CONTENT CONNECTION

Experts will share helpful insights for your business – whether you're seeking to jump into licensing or expand your presence in this tremendous market segment. Registration required; fees apply.

## SAFETY, COMPLIANCE AND ENVIRONMENTAL

Compliance with safety standards and environmental concerns are not afterthoughts in the development of today's playthings. Find out what you need to know in these informative presentations.

## SPECIAL SESSIONS HOSTED BY TIA

Toy Industry Association is proud to host a number of events for Toy Fair participants. This year's TIA-hosted sessions will include guidance for first-time exhibitors and a look at trends.

## DIGITAL KIDS CONFERENCE

The 10th annual Digital Kids Conference 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. Registration required; fees apply.

TIME	SATURDAY 2/13	SUNDAY 2/14	MONDAY 2/15	TUESDAY 2/16
ALL DAY			<b>DIGITAL KIDS CONFERENCE</b> Sessions from 9:00am to 5:30pm. Register at <a href="http://digitalkidscon.com">digitalkidscon.com</a> ; fees apply. ROOM 1E15	<b>DIGITAL KIDS CONFERENCE</b> Sessions from 9:00am to 5:30pm. Register at <a href="http://digitalkidscon.com">digitalkidscon.com</a> ; fees apply. ROOM 1E15
9:30AM-12:30PM			<b>TIA'S TOY SAFETY UPDATE</b> Free to everyone in cooperation with our sponsors ANSECO Group, Bureau Veritas, SGS North America, CMA Testing & Certification Laboratories & UL. <i>Refreshments will be provided.</i> ROOM 1E21	
11:00AM-12:00PM	<b>CREATIVE FACTOR SESSION</b> TBD LEVEL 1 – BOOTH 4874	<b>HOW TO GET PRESS WHEN YOU'RE SMALL &amp; SCRAPPY</b> Shannon Eis, Yelp ROOM 1E21  <b>GLOBAL RESEARCH: CANADA**†</b> Alexis Martin, Managing Director & Partner, North American office, Altios International & Philippe Guinaudeau, CEO, Kidz Global ROOM 1E17  <b>U.S. PATENT &amp; TRADE OFFICE PRESENTATION</b> TBD LEVEL 1 – BOOTH 4874	<b>WIN AT CROWDFUNDING</b> LEVEL 1 – BOOTH 4874	
1:00PM-2:00PM	<b>LICENSING INTELLECTUAL PROPERTIES</b> Warren Tuttle, President, United Inventors Association LEVEL 1 – BOOTH 4874	<b>CREATIVE FACTOR SESSION</b> TBD LEVEL 1 – BOOTH 4874	<b>GENDER IN TOY DESIGN</b> Richard Gottlieb, Principal & Founder, Global Toy Group LEVEL 1 – BOOTH 4874	
1:30PM-2:30PM	<b>LICENSING 101*†</b> Jessica Blue, VP, Licensing Expo, ROOM 1E17	<b>HOW TO EVALUATE A LICENSE*†</b> JJ Ahearn, Managing Director, Licensing Street, LLC & Woody Browne, Principal, Building Q Moderated by Marty Brochstein, SVP, Industry Relations & Information, LIMA ROOM 1E21	<b>A GUIDE TO EXPORTING: THE TOY INDUSTRY - CHALLENGES AND OPPORTUNITIES</b> Anastasia Xenias, Senior International Trade Specialist, United States Department of Commerce Jamie Ferman, International Trade Specialist, United States Department of Commerce Room 1E17	
2:00PM-3:00PM	<b>AMP UP YOUR ADVERTISING, MARKETING &amp; PROMOTION PLANS!</b> Tom Shay, Author & Entrepreneur ROOM 1E21	<b>GLOBAL RESEARCH: UNITED KINGDOM**†</b> Philippe Guinaudeau, CEO, Kidz Global & Anne McConnell, Director, Market Research & Data Strategy, TIA ROOM 1E17		
3:00PM-4:00PM	<b>SCIENCE CHANNEL'S "ALL-AMERICAN MAKERS"</b> Marc Portney LEVEL 1 – BOOTH 4874	<b>MEET ENTREPRENEURS BEHIND KICKSTARTER SUCCESS STORIES</b> Panel LEVEL 1 – BOOTH 4874	<b>OPERATION: "THE BUZZ HEARD 'ROUND THE WORLD"</b> Tim Walsh LEVEL 1 – BOOTH 4874  <b>HOW TO TELL IF YOUR TOY/ GAME BRAND'S SOCIAL MEDIA STRATEGY IS REALLY WORKING</b> Martyn Tipping, CEO, StoryScore ROOM 1E17	
3:30PM-4:30PM	<b>CONTENT CONNECTION SESSION*†</b> Presented by LIMA ROOM 1E17	<b>FULL STEAM AHEAD: THE INTERSECTION OF LICENSING AND EDUCATIONAL TOYS*†</b> Ira Mayer, Former Publisher & Executive Editor, The Licensing Letter & Youth Market Alerts & Karen Raugust, Founder, Raugust Communications Room 1E17		
4:00PM-5:00PM		<b>TOY TRENDS BRIEFING</b> Open to all Toy Fair registrants, this TIA-hosted briefing will highlight top toy trends of 2016. ROOM 1E21		



Sessions, times and speakers are subject to change. Additional fees may apply. Please visit [www.toyfairny.com](http://www.toyfairny.com) for details.

\*Licensing Content Connection Package – Registration required. \$99 for TIA members; non-members pay \$139.

\*\*Global Market Research Package – Registration required. No charge for TIA members; non-members pay \$179.

†Licensing Content Connection & Global Market Research Combination Non-Member Package – \$225; registration required.

# TOY FAIR 2016 EXHIBITOR LIST

Exhibitors listed are as of December 10, 2015. Companies listed in **BOLD** are TIA Members. Companies listed in **Orange** are CTA Members. Every effort has been made to ensure the accuracy of the list. For a complete, up-to-the-minute list of exhibitors, please visit [www.toyfairny.com](http://www.toyfairny.com) or download Toy Fair Mobile from the Apple or Google Play Stores.

## #

**4D Cityscape, Inc.**  
**5D, LLC**   
**88 Merchandise Company**

## A

A Broader View  
ACD Distribution, LLC  
ACMA Handicraft Industries   
**Actev Motors, Inc.**   
**Active Play Toys and Games Inc.**  
**Activision Publishing, Inc.**  
**Ad Magic, Inc.**  
**Adventure Parks**  
Adventure Publishing Group/  
Toy Book/Toy Insider  
**AE Dreams**   
**Aerobie, Inc.**  
**Aeromax**  
**Akidsbrand Limited**   
**AKROS - Interdidak, S. L.**   
**Albert Whitman & Company**   
**Alex Brands**  
**Alilo USA/Baby Square**  
**Aliquantum International Inc.**  
Alliance Game Distributors  
**Allied Products, Inc.**  
Almar Sales Co.  
Always Been Creative, Inc.  
Alzzam Education   
**Amav Enterprises Ltd.**  
Ambi Toys   
**AMEICO, Inc.**   
**American Classics, Inc.**   
**American Educational Products, LLC**  
American Express Open  
American Fashion World  
American Hobbies and  
Merchandising, Inc.  
American Jewel   
American Paper Optics, LLC  
**American Plastic Toys Inc.**  
**Amloid Corporation**  
**Amrapur Overseas Inc./Zeenie Dollz, LLC**  
**ANb Media**  
Andrews + Blaine, Ltd.  
**Animal Adventure, Inc.**  
**Anjar Co. & Becker Associates LLC**  
**Ann Williams Group, LLC**  
**Anton International Inc.**   
Anubias Enterprise LLC/  
Fablossom   
Anyang Lanyu Model Co., Ltd.  
**Apple Park, LLC**  
Aqueduck By Peachy   
Arcadia Business   
**ARCKIT Div. of MBM Building Systems**   
**Areaware**  
**Armand Prosper, LLC**   
Artist Point Giftwrap  
**Arttoy Trading LLC**   
**ART-SF-ZB.DOROS**   
**ASA Products Inc./Mobo Cruiser**  
Ashley Productions, Inc  
**Asialnspection Ltd. | ANSECO**  
**Asmodee Editions LLC**  
**ASTRA**  
**Auldey Toys North America - Guangdong Alpha Animation and Culture Company Ltd.**

**Aurora World, Inc.**  
**Automoblox Company LLC**  
Avara Educational Quest, LLC 







## B

B & D Group   
B & T Co., Ltd.  
**B4 Adventure**  
**B-52 Limited**  
**Babalu, Inc.**  
Babiators   
Baby King/Regent Baby  
Products Corp.  
**Bachmann Trains**  
Back Alley Traders  
Backstage Pass, Inc.  
**Ball, Bounce and Sport Inc. - Hedstrom**  
**Bananagrams**  
**BanBao USA**  
**Bandai America Incorporated**  
**Battat (Maison Joseph Battat, Ltd.)**  
Baxbo  
**Bazoongi Kids**  
**BC USA**  
**Be Amazing Toys**  
**Bead Bazaar USA Inc.**  
**Bearington Collection**  
**Bears for Humanity**  
**BeginAgain**  
Beijing Wenhaiyang Intl &  
Trading Co., Ltd.  
Bendon, Inc.  
**BERG USA, LLC**  
**Best Ride On Cars**  
**Beverly Hills Teddybear Co./one2believe**  
**Beyond Infinity Ltd.**   
Beyond123 LLC  
**Bif Bang Pow!**  
**Bigjigs Toys US LLP**  
**BigMouth Inc.**  
Bizainy, LLC  
**BKOM**   
**Bleacher Creatures LLC**  
**Bling2o**  
**Bloco Toys Inc.**  
Bloom Games Ltd.   
The Bloom Report  
**Bloomers!**  
**Bloxels**   
**Blue Box Toys, Inc.**  
Blue Hat (Xiamen) Cultural  
Diffusion Co., Ltd.   
**Blue Orange Games**  
**Bluefin Distribution**  
**Bojeux, Inc.**  
**Bolaball Inc.**  
BookKid Toys  
**Borgfeldt (Canada) Limited**  
Boston America  
**Boulding Blocks**   
**Bounceboards LLC**   
**Brackitz**  
Brain Games Publishing   
BrainStormProducts, LLC (X-Kites)  
**Brainwright**  
**Brer Rabbit Toys, LLC**  
**BrickForge, LLC**   
**BrickStix LLC**  
**BRICTEK, Inc. (BRMB Inc)**  
**The Bridge Direct**  
BRIGHT of Sweden   
Brightz, Ltd.

**BRIO Corporation**  
Brooklyn Lollipops Import Corp.  
**Bruder Toys America, Inc.**  
**Brush Buddies**  
Bubble Thing  
**Buffalo Games Inc.**  
Buggy Brites  
Build & Imagine  
Bulls and Bears   
Bumkins Baby Products  
**Butterfly North America** 

## C

C & A Scientific Co., Inc.  
**C & D Visionary, Inc.**  
**California Creations**  
California World, Inc.   
**Calliope Games**  
**Calm Island Co., Ltd.**  
CAM Commerce Solutions/  
Celerant  
Capital One - Spark Business   
Capson, Inc.   
**Cardinal Industries, Inc.**  
Cardborders   
**Carrera of America**  
**Carron Company**  
**Cartamundi USA**  
Casdon PLC  
**CCA & B dba The Elf on the Shelf**  
**Ceaco/Gamewright**  
Celestial Buddies  
Center Enterprises, Inc.  
**Cepia LLC**  
**CG Novelties**  
Chain Wit Corp.   
**Channel Craft & Dist. Inc.**  
**Characters Unlimited Inc.**   
**Charisma Brands, LLC**  
**Charles Zadeh Enterprises**  
**Charm Company**  
CHARM IT!  
Checkey, Ltd.   
Chewbone Collectibles   
**The Chenille Kraft Co.**  
**CHH Quality Products Inc.**  
Child's Play  
The CHILLAFISH Company Nv  
China Import & Export Toy  
Inspection Center  
China Toy & Juvenile Products  
Association  
**CICI CLAY CORP.**   
**CILEK Mobilya San. Ve Paz. Tic. A.S.**   
CIS-Associates, LLC  
CISCO Sales Corp.  
**Classic International Co., Ltd.**  
**Click-Block Corporation**  
**Cloud B**  
**CMA Testing & Certification Labs**  
CMON, Inc.   
**COBI Factory S.A.**  
Cobra RC Toys  
Coleco/ColecoVision   
Collecta  
Color-A-Card, LLC   
**Colorbok**  
**Colorforms Brands LLC**  
**Comfy Critters**   
**Comic Images**  
**Commonwealth Toy & Novelty Co., Inc.**  
CONCEPTO 3D 

**Constructive Eating, Inc.**  
Continuum Games  
The Coop  
**Corolle**  
**Cos Dome Industries LLC**   
**Cottage Door Press**   
**Crayola, LLC**  
**CRA-Z-ART**  
crazeHeads, Inc.   
**Crazy Aaron's Puttyworld**  
Crazy Foam International, LLC   
**Creata Promotion (USA) Inc.**  
**Creative Education of Canada, Inc.**  
**Creative Kids Ltd.**  
**Creative Sourcing International, Inc. dba Riviera RC**  
**Creative Toy Company**  
**Creative Whack Company**  
Creative Zone, LLC  
The Creativity Hub   
CreoPop   
**Crocodile Creek**  
**Crorey Creations Inc. dba Choose Friendship Co.**  
**Cryptozoic Entertainment**  
**Cuddle Barn**  
Culturenik/Classico  
Cyberkidz International  
Cycle Force Group

## D

**D Now Inc. dba Uncle Bubble**  
**Dalian Pony Toy Co Ltd**  
**Darice**  
**Dark Horse Comics, Inc.**  
Daron Worldwide Trading, Inc.  
**Dash Robotics, Inc.**   
Daymak Inc.   
DC Entertainment  
**DEM DACO**  
**Designer Noodle**  
**Dexter Educational Toys, Inc.**  
DFRobot   
**DGL Group**  
**Diako ABC S.A. De C.V.**  
Diamond Comic Distributors  
**Diggin Active, Inc.**  
**Digital Dream Labs**  
Digital Game Technology  
Direct Global Deals  
**Discover With Dr. Cool**  
**DiscoverGames.com**  
Discraft Disc Sports   
Diverse Marketing   
**Do-A-Dot Art (Div. of Triquest Inc.)**  
The Doll Maker  
Dolls by Pauline   
Dongguan City Jiaheng  
Toys Co., Ltd.  
Dongguan City Lucky  
Goldjyx Co., Ltd.   
  
Dongguan Yuhong Electronic  
Techonolgy Co., Ltd.   
**The Dotz Company**  
**Double Dutch Dolls, LLC**  
**Douglas Cuddle Toys**  
**Dracco USA, Inc.**  
Dream Big Wholesale Doll  
Clothes, LLC  
**Dream Blocks**  
Dreamland Fairy   
Dreams USA, Inc.   
Dress Rite LLC

## TOY FAIR 2016 EXHIBITOR LIST

Drybranch / Sport Design  
DSL Lanaka (PVT) Ltd.  
Dulcop America, Inc.

Duncan Toys Company Division of  
Flambeau Inc.

DuneCraft  
Dynamic Discs **NEW!**

## E

Early Lingo, Inc.  
Earnest Creation Co.  
Easy-Doks, LLC  
Eco Eggs®  
Eco-kids  
ECR4Kids  
Ed Speldy East Company Ltd. **NEW!**  
EDC Publishing/Usborne/Kane  
Miller

Education Outdoors, Inc.

Educational Insights

Edupress

Edushape Ltd.

Edwin the Duck, by pi lab **NEW!**

EE Distribution

Eeboo Corp.

Eitech America

Elenco Electronics Inc.

Elephant Gun, LLC

Elf Magic

Elope, Inc.

Enchanted Moments Inc.

Endless Games

Endless Possibilities Inc. **NEW!**

EnjoyLife, Inc.

Entertainment Earth

Envie Lifestyle

Enviro-Mental Toy Co. Inc.

EQtainment, LLC **NEW!**

Eurofins Products Testing Service

EuroGraphics Inc.

Everest

Evergreen (C.P.) USA Inc.

Everrich Industries, Inc.

Exaclair, Inc. **NEW!**

Exactly U **NEW!**

Excelligence Learning Corporation

Explore Scientific - BRESSER

Eye Black **NEW!**

EzyRoller LLC

## F

Faber-Castell USA/Creativity  
for Kids

Factory Entertainment, Inc.

Fairy Dust Ltd.

Family Games America FGA Inc.

Fan Hands, LLC

Fanpex Limited **NEW!**

Fascinations, Inc.

Fashion Angels

Fat Brain Toy Co.

Fathom Company

Fibre-Craft LLC

Fiesta

Firefox Toys, LLC

First Texas Products

Flash Sales

FlashingBlinkyLights, Inc.

Flat River Group LLC

Flexible Flyer Sleds/Paricon, Inc.

Fling-A-Ring, LLC

Fliptomania

Flybar Inc

FlyCatcher Inc

FLYTE/Hy-Pro International **NEW!**

Folkmanis Inc.

Formlabs **NEW!**

Forum Novelties, Inc.

Fotorama USA, LLC

Four Horsemen, LLC

FOURPLE **NEW!**

FoxMind Games

Franklin Sports, Inc.

Fremont Die Consumer

Products, Inc.

Fun & Joy Co., Ltd. **NEW!**

Fun 2 Play **NEW!**

Fun Express Inc.

Fun Lines

Fun of a Kind Toys, LLC

Fundamentals Toys Limited

FunDeco LLC. **NEW!**

Funko Inc.

Funnybone Toys, LLC

Funtastic

Fun-Time International Inc.

Future of Play, Inc.

## G

Gaiam **NEW!**

Gale Force Nine

Galt Toys Inc.

GAMA, Game Manufacturers  
Association

Games Workshop, PLC

Gameware Pte Ltd

Gamewright

Gann Memorials Custom

Plush Toys

Gayla Industries, Inc.

Geared for Imagination

Gelli Arts LLC **NEW!**

Gem Center USA Inc. **NEW!**

GeoCentral

GEOMAGWORLD USA

Geospace International

GeoToys

GEOWORLD USA LLC

GIANtmicrobes/The Drew Oliver

Company

Gibby & Libby/Diverse

Marketing **NEW!**

Gifts & Decorative Accessories/

Playthings

GIRLZNDOLLZ, Inc.

Glasshouse Balloon Co.

GLD Products

Glitter Tots **NEW!**

Global Ameurop SL

Global Toy Experts

Goblies **NEW!**

Gogee Toys Limited **NEW!**

Goldbrick Games, LLC

GoldieBlox, Inc.

Goliath Games, LLC

Gollnest & Kiesel

Good Smile Company, Inc.

The Good Toy Group, Inc.

Gorgeous Products Inc.

Great Circle Works

Green Kids Club, Inc.

Green Tones by Hohner

Green Toys Inc.

GreenLight LLC

Greenpoint Brands LLC

Griddly Games, Inc.

Group Sales, Inc.

Guangdong Feilun Technology

Industrial Co., Ltd.

Guangdong Huile Toys

Industrial Co., Ltd.

Guangdong Songyang Plastic

Toys Co., Ltd.

Guidecraft USA Inc.

Guillow's

Gund a Division of Enesco LLC

## H

H2W

HABA USA

Hal Leonard Corp.

HamiltonBuhl

Hang Wing Plastic Industry Co., Ltd.

Hansa Toys

Hape

Hape International Inc. (Käthe Kruse)

Harper Collins Publishers

Harrisville Designs Inc.

Harry Wells & Assoc./Square

Root Games

Hasbro, Inc.

The Haywire Group, Inc.

Hello Kitty Sports/MMA

Holding Group

HEXBUG

High IntenCity Corp.

High Roller USA

HIPFITS **NEW!**

Historical Conquest LLC **NEW!**

Hog Wild LLC

Hohner Inc.

Holgate Toys Co.

Honest (ASIA) Ltd. **NEW!**

Hong Kong Orange Elephant

Co., Ltd. **NEW!**

Hong Kong Standards & Testing

Centre Ltd.

Hornby America

Hot Focus, Inc.

Hotaling Imports Inc

Houghton Mifflin Co.

House of Marbles

HQ Kites & Designs USA

HSP Nature Toys

Huada (Fujian) Toy Co., Ltd. **NEW!**

Hugg-A-Planet

Huizhou Wodong Sports

Goods Co., Ltd.

## I

IAmElemental

ICUP, Inc. **NEW!**

iDance Distribution Limited **NEW!**

IDecoz

Identico, Inc.

Identity Games International BV

Ideology Product Design

Development/Empire Prototype

IDNA Brands **NEW!**

IDW Publishing

IELLO USA

ImagAbility Inc.

IMEX Model Co.

**GUND**

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# TOY FAIR 2016 EXHIBITOR LIST

**Imperial Toy LLC**  
**Imports Dragon - ID Toys**  
 In the block **NEW!**  
 Indigo Pixies **NEW!**  
**InflaToy Corp** **NEW!**  
 INI, LLC  
 Innobaby  
**Innovative Designs**  
**Innovative Kids**  
**InPlay Products**  
**InRoad Toys, LLC**  
 Inscribe, Inc.  
**Insect Lore**  
**Interactive Toy Concepts Ltd.**  
**International Arrivals**  
**International Playthings, LLC**  
**Intertek**  
**Intex Entertainment Inc.**  
 Intromark, Inc./Inpex  
 IQ Key  
 Iscream  
 ITSPHUN LLC **NEW!**

**J**  
 J!NX  
 J. Marcus Company  
**Jam'n Products, Inc.**  
**JA-RU, Inc.**  
 Jarring Questions **NEW!**  
**Jax Ltd., Inc.**  
**Jazwares**  
**JC Toys Group, Inc.**

**JD Components Co., Ltd.** **NEW!**  
**Jeannie's Enterprises, Inc.**  
 Jelly Belly Candy Company  
**Jet Creations Inc.**  
 Jiangsu Animal By-Products I&E  
 Grp. Corp. **NEW!**  
 Jiangsu Baole Industrial  
 Co., Ltd. **NEW!**  
 Jiangsu Holly Corporation  
**John N. Hansen Co. Inc.**  
**JoyLabz LLC**  
**JumpOrange**  
**Jungle Jumperoo**  
**Jungo Toys**  
**Jupiter Creations**  
 Just Funky  
 Just Jump It  
**Just Three Chicks, LLC** **NEW!**

**K**  
**K & M International, Inc.**  
 (Wild Republic)  
**Kahootz, LLC**  
**Kanglai Light Industrial**  
**Products Co. Ltd.**  
**KanJam LLC**  
 Kappa Books  
**Kardtect's LLC** **NEW!**  
**Karmin International**  
 Kaskey Kids, Inc.  
 Kat & Duke **NEW!**  
 KaZAM LLC

**KazooLoo**  
**KD-KidzDelight**  
**Kendama USA**  
 Kenson Kids  
**Kent Displays**  
**KETTLER International Inc.**  
**Khazana Toys Private Limited** **NEW!**  
**Kid Galaxy, Inc.**  
**Kid O Products**  
**KIDdesigns, Inc.**  
**KidKraft, LP**  
**Kids Preferred, Inc.**  
 The Kids Watch Company LLC  
**Kidstech LLC** **NEW!**  
**Kidz Delight LTD**  
**Kidzaw Inc.**  
 Kikkerland Design, Inc.  
 KinderFeets, LLC  
**Kingstate Corp.**  
 KitRex **NEW!**  
**Kiwi Crate, Inc.** **NEW!**  
 Klutz  
**K'NEX Brands**  
**KnuckleStrutz**  
**Konami Digital Entertainment**  
**Koplow Games**  
 Kotobukiya Co.  
**Kristal Educational Inc.**

**L**  
**L.C. Mor Toys Industries Ltd.**  
 dba Fun Flex

**La Siesta Inc.**  
 Laessig GmbH  
**LaFayette Puzzle Factory**  
 (LPF Ltd.)  
 Lammily LLC  
**Laser Pegs Ventures LLC**  
**Late for the Sky**  
**Latex Occidental Exportadora**  
 S.A. DE C.V. **NEW!**  
**Laurent Doll, Inc.**  
 Lay-n-Go, LLC  
**Lazy Days LLC** **NEW!**  
**Le Vise Products, LLC**  
 dba Buddy Tag **NEW!**  
**Leading Edge Novelty, Inc.**  
**The Learning Journey**  
**International L.L.C.**  
**Learning Resources Inc.**  
**Lee & Low Books, Inc.** **NEW!**  
**Lee Publications of KY LLC**  
**Legendary Games**  
**LEGO Systems, Inc.**  
 Leisure Learning Products/  
 Mighty Mind Kids  
**Levi International LLC** **NEW!**  
 Lexibook America, Inc.  
**License 2 Play Inc.**  
**Lienne Foams Industrial**  
**Co., Ltd.** **NEW!**  
**Light Stax Ltd. (The Lazy Dog & Co)**  
**LightUp**  
**LightUpToys.com, LLC**  
 'Lil Fairy Door



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## TOY FAIR 2016 EXHIBITOR LIST

Lion Rampant Imports  
Lionel, LLC  
Liti Holographics **NEW!**  
Little Adventures  
The Little Architect  
Little Bean Limited **NEW!**  
Little Buddy, LLC  
Little Colorado Inc.  
Little Cosmetics LLC **NEW!**  
Little Kids, Inc.  
Little Striped Lion, Inc.  
LittleBits Electronics  
Living Puppets USA, LLC  
Living Royal Socks **NEW!**  
LockerLookz  
Loog Guitars  
Looney Labs  
Loot Crate, Inc.  
Lorenz International Co Ltd. **NEW!**  
Lounge N Learn  
The Loyal Subjects  
Luke's Toy Factory **NEW!**  
Lulu Jr.  
Lumencio USA LLC/Diverse  
Marketing  
Luna Star Naturals  
Lupe Toys Sapi De Cv  
Lux Blox LLC **NEW!**

## M

M&M Sales Enterprises Inc. **NEW!**  
M. Ruskin Co. LLC  
Maccabee on the Mantel  
Macmillan  
Mad Cave Bird Games  
Madame Alexander Doll  
Company, LLC  
Madd Gear LLC  
Magformers, LLC  
The Magical Tales - Family  
Traditions  
MagicForest, Ltd.  
Magnet Ltd. **NEW!**  
Magworld Toys  
Maisto International, Inc.  
MakerBlok **NEW!**  
The Manhattan Toy Company  
Manners Made Easy **NEW!**  
Maple Landmark Woodcraft  
Maranda Enterprises, LLC  
Maringer Studio LLC dba Shire  
Post Mint  
Marion and Co., Inc.  
Marky Sparky Inc.  
Marlon Creations  
Marshmallow Fun Company  
Marvel Education/Cre8tive Minds  
Mary Meyer Corporation  
Mastermedia  
MasterPieces Puzzle Company  
Mattel, Inc.  
Maui Toys, Inc.  
Maverix USA  
Maxim Enterprise, Inc.  
The Maya Group  
Mayfair Games  
McFarlane Toys  
Mecca Electronics Industries Inc.  
Mechanical Displays Inc.  
Meet Your Tooth Fairy **NEW!**  
The Meeting Point Guangzhou  
Office  
MegaFun USA  
Melissa & Doug, LLC  
Mellow Militia/Tiki Toss  
Mercury Impress  
MerryMakers Inc.

Mezco Toyz  
MGA Entertainment  
Micador Australia Pty Ltd. **NEW!**  
Micro Kickboard  
Mijump Sport LLC **NEW!**  
Mindscope Products Inc.  
Mindtwister USA  
MindWare/MW Wholesale  
Miniland Educational, Corp.  
The MiniMaster Sports Company **NEW!**  
Mischievous Toys Co./  
Soap Studio **NEW!**  
Mister Alphabet  
Möbi Games Inc. **NEW!**  
Modarri - Thoughtful Toys, Inc.  
Modular Robotics  
Moff Inc.  
Molinar Enterprises **NEW!**  
Monkey Business Sports  
Monkeying Around  
Monogram International, Inc.  
Montco Crafts (A Division of  
Montco Packaging Co.)  
Moonracer Industries Inc. **NEW!**  
Mooredoll Inc.  
Moose Toys Pty Ltd.  
Morgan Cycle LLC  
Morphmallow, LLC  
MOTA **NEW!**  
Moving Parts LLC **NEW!**  
MoYou Nails  
MPOWERD, Inc. **NEW!**  
Mrs. Grossman's Paper Co.  
Mudpuppy - Galison  
Mukikim LLC  
Munch Baby Inc.  
My Ballerina Doll  
My Friend Huggles  
My Funky Planet Corp.

## N

Nanton Jinrong Manufacture  
Co., Ltd. **NEW!**  
Natalia Marketing  
National Design LLC  
National Geographic Publishing  
National Products, Ltd.  
National Sporting Goods, Ltd.  
Nats Toys, LLC  
Naturally Perfect Dolls **NEW!**  
Neat-Oh! International, LLC  
NECA  
Neko World Inc.  
Neptune Trading Wu Jau **NEW!**  
NEW BRIGHT  
New Capable (Hong Kong)  
Industries Ltd. **NEW!**  
New Dimensions **NEW!**  
New Era Distribution Inc. **NEW!**  
New Tech Kites  
New Time Plastic Manufacturing  
Ltd. **NEW!**  
The New York Doll Collection **NEW!**  
New York Puzzle Company LLC  
New-Ray Toys (California) Inc.  
Next Generation Distributors,  
Inc. **NEW!**  
Ningbo Aplus Toys Co., Ltd.  
Ningbo Dac Arts & Crafts  
Company, Ltd.  
Ningbo Gudong Creativity  
Technology Co., Ltd. **NEW!**  
Ningbo Hunter Import & Export  
Co., Ltd.  
Ningbo Jiangbei Wewin Industrial &  
Trade Co., Ltd.

Ningbo Mingsheng Technology  
Co., Ltd.  
Ningbo Viga International Co., Ltd.  
Ningbo Yinzhou Tooky Arts & Crafts  
Co., Ltd.  
NJ Croce Co., Inc.  
NKOK, Inc.  
NMR Distribution America  
The Noble Collection **NEW!**  
North American Bear Co. Inc.  
North Star Games LLC  
Novelty Gift Co.  
NowStalgic Toys, Inc.  
NSI International, Inc.  
Nutcage Helmets **NEW!**  
NXT Generation, Inc.

## O

O.K. Toys, Inc.  
Odyssey Toys  
Ogo Sport LLC  
Ohio Art Company  
The One World Doll Project, Inc.  
OOPS SA  
Operation ResCUTE Inc. **NEW!**  
The Orb Factory Ltd.  
Orbotix  
The Original Toy Company  
Outset Media  
OWI Inc.  
Oyo Sportstoy  
Ozwest Inc. Distributor of Zing

## P

Pacific Play Tents, Inc.  
Paizo Publishing LLC  
PalPlay  
Pamson Sales Inc. **NEW!**  
Pangea Brands  
Panini America  
Paper Punk  
Paper Shooters Limited **NEW!**  
Papoose Toys **NEW!**  
Paradise Kids LLC  
Paragon Child Products Co. Ltd.  
Parklon America Play Mats **NEW!**  
Parragon  
Parris Manufacturing Company  
Part Time Renegade, LLC **NEW!**  
Party Animal, Inc.  
Passback Sports, LLC **NEW!**  
Patch Products, LLC  
Patix Communications  
Paul G Corp.  
PBM Express USA LLC  
Peaceable Kingdom  
Pecoware Co., Inc.  
The Pencil Grip, Inc.  
Penn-Plax **NEW!**  
Perisphere & Trylon, Inc.  
Perry Teri Toys LLC  
Petit Collage  
PieceMaker Technologies  
Pierre Belvedere  
Piggy Paint  
The Piggy Story, Inc.

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# TOY FAIR 2016 EXHIBITOR LIST












**Pillow Pets (CJ Products, Inc)**  
**Pinblock Inc.**   
**Pink Poppy USA Inc.**   
 Piyo Piyo   
**Plan Toys, Inc.**  
**PlaSmart Inc.**  
 Plasteel Corporation   
**Plastic Technology, Inc.**  
**Plasticant Mobilo USA, Inc.**  
**Platinum Series Baseball**   
 PlatPorts.com, Inc.  
**Play Visions Inc.**  
**Playhut Inc.**  
**Playing Unlimited, Inc.**  
**PlayMaisCanada Inc**  
**Playmates Toys, Inc.**  
**Playmobil U.S.A. Inc.**  
**Playroom Entertainment**  
**Plush Me By Shinedown**  
**Productions Inc.**  
**Plushland, Inc.**  
 Pocket Disc  
 The Pokémon Company  
 International, Inc.  
**Pomegranate Communications,**  
**Inc.**  
**Popular Playthings**  
 Potex Toys Manufacturer, Ltd.  
 Power House Toys LLC  
 PPW Toys  
**Premier Kites (a Division of**  
**Primus)**  
**Preschool Prep Company, LLC**  
**The Presidential Game, LLC**  
**Pressman Toy Corporation**  
 Primary Colors  
**Prime Time Toys, LLC**  
**Prince Lionheart**  
**Princess International, Inc.**  
 Prodotto   
**Prosperity Industrial**  
**(International) Co Ltd.**   
**PSI Publisher Services, Inc.**  
**Puka Creations**  
**Pumponator Fun, LLC**  
 Punisher Skateboards  
**The Puppet Company LLC**  
**Puppet Workshop**  
**The Purple Cow America, Inc.**  
**Pyramid America** 

**Q**  
**Quantum Mechanix, Inc.**  
 Quarto Publishing Group USA  
**The Queen's Treasures, Inc.**

**R**  
**R & R Games, Inc.**  
 Rainbow Loom  
 Rastar Group  
**Ravensburger USA, Inc.**  
**Razor USA LLC**  
**RBI Toys, Inc.**  
**Rebelz Games**   
**Recent Toys USA**  
**Red Rooster Toy Co.**  
**Redwood Ventures, Ltd.**  
**Reeve & Jones LLC**  
**Reeves International, Inc.**  
**Regal Doll Carriages**  
 Regent Baby Products Corp./  
 Babyking  
**Re-Marks, Inc.**  
**Remsy Industries Inc.**   
**Replogle Globes Inc.**  
**Reutter Porcelain**

**Revell, Inc.**  
 Rhode Island Novelty  
 Robert Frederick Ltd.   
**Rocketbox (HK) Ltd.**   
 Rollergard  
 Romanoff Products Inc.  
**Room Coperhagen**   
**Roominate**  
 RoomMates - Div. York  
 Wallcoverings  
**RoosterFin, Inc.**  
**Rosalina Inc.**  
 Round 2 LLC  
 Round World Products, Inc.  
**ROXO**  
 Royal & Langnickel Brush Mfg.  
**Royal Bobbles**  
**Roylco, Inc.**  
**Rubba Ducks**  
**Rubbabu, Inc**  
**Rubie's Costume Company, Inc.**  
 Rumble Buddies

**S**  
**Safari Ltd.**  
 Sago Sago   
 Sailing (U.S.) International Corp.  
**Sakar International**  
**Sandbox Trading, Ltd. / Yookidoo**  
**Santa Factory Co. Ltd.**  
**Santoki, LLC**  
**Sassafras Enterprises, Inc.**  
**Sassy Franks LLC**   
**Saturnian 1 Inc.**  
**Savvi**  
 Sbyke USA, LLC  
**Scentco Inc.**  
**SCHLEICH North America Inc.**  
**Schoenhut Piano Company**  
 School Zone Publishing Co., Inc.  
**Schoolbags for Kids LLC.**  
 dba Bixbee  
**School-Rite**  
**Schylling Toys**  
**ScienceWiz**  
**SCS Direct, Inc.**  
 SD Toys  
**Sea Babies Inc.**   
 Seebo Interactive  
**Sentosphere USA**  
**Set Enterprises, Inc.**  
**SGS North America, Inc.**  
**Shandong Zhimei International**  
**Trade Co.**  
**Shantou Bana Import &**  
**Export Co., Ltd.**  
**Shantou Lisan Toys Co., Ltd.**   
**Shenzhen Maker Works**  
**Technology Co., Ltd.**   
 ShopToyFair365  
 Silly Puppets  
**Silly String Products**  
 Silver Dolphin Books  
**Silverlit Toys**  
**Siu & Sons International**  
**Trading**   
 Skill Toy Supply  
 Skip Hop  
 Skiprock  
**Skullduggery, Inc.**  
 Sky-Blue Gifts & Toys Co., Ltd.  
**Skyrocket Toys**  
 Slackline Industries  
**Slida PTY LTD**   
**Small World Toys**  
**Smart Gear**  
 Smart Play, LLC

**Smart Toys and Games, Inc.**  
 Smart Zone Games  
**SmartLab Toys**  
 SmartNoggin Toys  
**Snap Catch Enterprises**   
**Snaptots LLC**  
 Sno-Baller Sagebrush  
 Industries, Inc.  
**Soapets**  
**SoapSox**  
**Sophia's Heritage Collection**  
**Sound of Fun, LLC**  
**Soy-Yer Dough**   
**Space Scooter**   
**Sparkling Line Inc.**   
**Speed Stacks Inc.**  
**SpiceBox Product Development**  
**LTD**  
 Spicy Doodles Gaming, Inc.   
**Spin Master Ltd.**  
 Spooner, Inc.  
 Spy Alley Partners  
**Square Enix, Inc.**  
**Squire Boone Village**  
 Squishable  
**Staedtler Mars, Ltd.**   
**Starpath Dolls**  
 Step Puzzle, JVC  
**Stephen Joseph, Inc.**  
 STOR S.L.  
 Strawbees   
**Street Surfing Investment, Inc**  
**Sugar LuLu**  
 Sun Lin Toys  
**Suncoat Products Inc.**   
**Sunlemon America, Inc.**  
**Sunny Spain Imports Incorporated**  
**Sunny Toys Inc.**  
**Sunnywood, Inc.**  
**Super Impulse Ltd.**  
 Super Kids International Co.,  
 Ltd.   
**Super Me - Daph Daph Inc.**  
**Super Sproutz**  
 Supreme Party & Novelties  
 Suzhou Gentle Treasure Toys  
 Co., Ltd.  
 Suzhou Hred Mat Co., Ltd.   
 Swann Communications U.S.A. Inc.  
**Sweets Kendamas**  
 Swift Stream RC  
**The Switch Witch LLC**   
**Swurfer**  
 System Enterprises LLC

**T**  
**T.S. Shure Inc.**  
**Tactic USA**  
**TAG the Art Game**  
**Talicoor Inc./Aristoplay Ltd.**  
 Tall Guy Designs LLC  
**Tangle, Inc.**  
**TDC Games, Inc.**  
 Teach My Inc.  
**Tech 4 Kids**  
**TEDCO, Inc.**  
**Teddykompaniet USA**   
 Teen Entrepreneur Boot Camp   
**Tegu**  
 TENZI  
**Thames & Kosmos LLC**  
**Theatric Toys LLC**   
**Thin Air Brands, LLC**  
**ThinkFun Inc.**  
 ThinkGeek, Inc.  
**Three Cheers for Girls**

Thunder Bay Press  
 Tiggly  
**Tigres LTD.**   
 The Tin Box Company  
 Tinkerbots - Kinematics   
 Tinkineer  
 Titan Merchandise  
**T-Link Inspiration, Ltd.**  
**TMI Toymarketing**  
**International, Inc.**  
 tokidoki  
**TOMY**  
**Tonner Doll Company**  
**Toobeez, LLC dba Funskool and**  
**Toobeez**  
**Toon Studio Inc.**   
**Total Biz Fulfillment Div. Hobby**  
**House Press**  
 Toy Collection Catalog/CSI  
 The Toy Factory, LLC  
 Toy Industry Foundation, Inc.  
 Toy Tokyo/Heroes in Action  
 Toy Wonders, Inc.  
**Toydriver**   
 Toyops, Inc.  
 Toys and Models Corporation  
**Toys Talk**  
**TOYSHOCK LLC**  
**Toyslab Entertainment, Ltd.**   
**Toysmith**  
**ToyTexx, Inc.**   
**TPF Toys**  
 Tree Blocks  
 Trends International Corp.  
**Tri Star International, PT**  
**Tri-Great USA Corp.**   
**Triumph Plant Co**  
**Trophy Music Co.**  
**Tubby Table Toys, Inc.**  
 Tucker Toys/Tucker  
 International LLC  
**Tudor Games, Inc.**  
**Tuhos, LLC - Mission**  
**Unstoppable**   
 Turnstyle Brands   
**TUV Rheinland of North America**  
**Twizmo! Games**  
**Ty Inc.**  
 Tynies

**U**  
**U.S. Games Systems Inc.**  
 UBM Advanstar Licensing  
**UBTech Robotics Corp**   
**UCC Distributing Inc.**  
**UL**  
 Uncle Andy Toys, Inc.  
**Uncle Milton Industries**  
**Underground Toys**  
**Underwraps Costumes Inc.**  
 Unitech Technical Services &  
 Certification (Canada) Inc.  
 Unitech Toys  
**The United States Playing Card Co.**  
 United States Postal Service  
**UnitedHealthcare Children's**  
**Foundation**  
**University Games Corp.**  
**UPD Inc. dba United Pacific**  
**Designs**  
**Upper Bounce**  
**The Upper Deck Company**  
**USAOPOLY**  
**UST Brands**   
**Valtech LLC**

# TOY FAIR 2016 EXHIBITOR LIST

## V

Vandor  
V-Cubes (Orbet, LLC)  
**Velcro USA Inc.**  
**Vertigo Int'l.**  
VICI Enterprises, Inc.  
**Virginia Toy & Novelty**  
**Vision Street Publishing**  
**VTech Electronics North America, LLC**

## W

**WABA Fun, LLC**  
Waboba, Inc.  
Wacky Links  
Waff World Gifts, Inc.  
**Wallaby Boomerangs Canada**  
Warm Fuzzy Toys  
Watchitude **NEW!**  
**Water Sports, LLC**  
We the Smart Finger Puppet **NEW!**  
**The Weirds** **NEW!**  
Wellrich Canada **NEW!**  
**WeLoveFine**  
**Weplay/Kiddie's Paradise Inc.**  
**Westminster, Inc.**  
**WhatNot Toys** **NEW!**  
**White Mountain Puzzles**  
**White Wizard Games** **NEW!**  
Whole Wide World Toys, Inc.  
**Wholesale Gaming (Hills)**

**Whombatz LLC**  
**Wicked Cool Toys**  
**Wiggles 3D Incorporated**  
**Wildlife Artists, Inc.**  
**William Mark Corp.**  
**Winfun USA, LLC**  
**Winland/Teamson**  
**Winnie Connie Co. Ltd (U.S.A.)** **NEW!**  
**Winning Moves Inc.**  
**Winning Solutions, Inc.**  
**Wizhead - 3D Head Puzzle**  
WMI Designs  
Women In Toys, Licensing and Entertainment (WIT)  
**Wonder Crew** **NEW!**  
**Wonder Forge**  
**Wonder Workshop**  
**Wonderhood** **NEW!**  
**Wood Expressions Inc.**  
**Woodi USA, Inc.**  
**Woody Entertainment Inc.**  
WordTeasers  
**World Tech Toys**  
**Worx Toys Inc.**  
Wowopolis LLC  
**WowWee USA, Inc.**  
**Wrebbit Puzzles, Inc.**  
**Write Brain World**  
**Wuxi YaoBang Printing Co., Ltd.** **NEW!**  
**WV Games** **NEW!**

## X

Xiamen C & H Import & Export Co., Ltd.  
**Xonex**  
**XTR LLC / OKK Toys**  
**Xtraordin Air Toys** **NEW!**  
**Xyloba (North America) dba Eta Smart**

## Y

**Y & W International Inc.**  
**Y'all Ball**  
Yangzhou Kingdom Arts & Crafts Co., Ltd.  
YesAnime, Inc.  
**YEY Toys** **NEW!**  
Yikes Twins, LLC **NEW!**  
**Yomega Corp.**  
**York-Jersey Underwriters, Inc.**  
**Yottoy Productions, Inc.**  
**The Young Scientists Club**  
**YOXO**  
**YoYo Factory**  
**Yvolution USA, Inc**  
**YZ Caesar Trading, LLC**

## Z

Zhangzhou Maestro Arts & Crafts Co., Ltd.  
Zhejiang Huangyan Hongxi Gift Factory **NEW!**

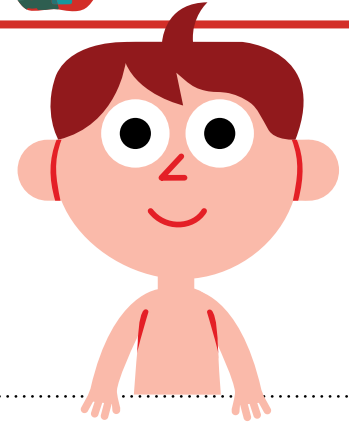
**Zhejiang Xin Yun Wood Industry Group Co** **NEW!**  
Zhejiang Zonxie Arts & Crafts Co., Ltd. **NEW!**  
Zhongshan Haijilun Cultural & Educational Product Co., Ltd. **NEW!**  
Zhoushan E-Ling Trading Co., Ltd. **NEW!**  
**Zimpli Kids** **NEW!**  
**ZIPIT USA Inc.**  
Zobmondo!! Entertainment LLC  
**Zoofy International LLC** **NEW!**  
**Zorbitz**

DON'T MISS IT!



**Toy Fair 2016 Opens Saturday, February 13th at 9am**

#TFNY



ONPEAK Official Housing Partner



## STILL NEED A HOTEL ROOM?

There's still time to book discounted hotel rates for Toy Fair 2016. Availability at official hotels is limited. Don't delay, book today!

[onpeak.com/ToyFair](http://onpeak.com/ToyFair)



### Best Rate Pledge

We comparison shop to ensure our rates remain the lowest.



### Group Reservations

Easily book/manage reservations for your entire group, large or small.



### Flexible Policies

Plans change. Housing lets you make adjustments without penalty.

## We'll be back for 2017!

onPeak will be the official hotel provider for Toy Fair 2017. Visit [ToyFairNY.com](http://ToyFairNY.com) for updates on 2017 hotel deals.

10TH ANNUAL

Mark your calendar to j

# DIGITAL KIDS CONFERENCE



Presented by Engage Digital media and Hosted by Toy Industry Association.

## Connected Smart Play

This year's Digital Kids conference will bring together the best minds in connected smart play. Taking place February 15-16, the Digital Kids® Conference & Expo will provide toy industry stakeholders, brand owners, product developers and content producers an opportunity to collaborate on the future of connected smart play and how to best navigate the world of the digital native and their connected families.

Digital Kids will include two days of networking, "Fireside" chats, panels and lectures with experts in the fields of app / mobile development, children's entertainment, and digital media to uncover digital strategies and solutions for reaching kids and families. Confirmed speakers include LEGO, Mattel, Spin Master, PBS KIDS Digital, Wonder Workshop, PlayKids, Tinybop, Dr. Panda, Sphero, and Duck Duck Moose, among many more.

## FEATURED SPEAKERS



**Kenote Speaker**  
**Paul Berberian**  
CEO - Sphero



**Vikas Gupta**  
CEO and Co-Founder -  
Wonder Workshop



**Melissa Pickering**  
Interaction Design Manager -  
Digital Physical Play -  
PG 2 Downstream - Mobile,  
LEGO



**Nancy Zwiers**  
CMO - Spin Master



**Jesse Schell**  
CEO - Schell Games



**Bert E. Reuler, III**  
Global Product,  
New Media, Mattel



marketing to moms and her digital family.

The conference will also unveil new research from BSM Media exploring key drivers that motivate mothers to say "yes" to the age-old question "can I have (new app, game, toy)? Additionally, the research will reveal the types of apps, games and connected digital content and products that will appeal most to children in 2016 (and beyond).

## OUR SPONSORS



Fuel isn't just a digital agency that executes massive global initiatives for the biggest youth and millennial brands in the world. Sure, over the past fifteen years, we've cultivated the trust to build some of the largest youth projects in the industry for brands like WB/DC Kids, Mattel and Hasbro, but the heart of our passion often unfolds within our creative technology and maker studio - our Playground, where we invent the next great brand and entertainment experiences. Come visit us at [fuelyouth.com](http://fuelyouth.com)



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Join us February 15 & 16, 2016 at the...

# TOY FAIR



## NY16

Toy Industry Association, Inc.

February 13-16

### @DigitalKidsCon #Digitalkids

Join the conversation on social and discuss how to navigate the world of the digital native and their connected families with other industry stakeholders, brand owners, product developers and content producers.



Mark your calendar February 15-16 to attend Digital Kids for:

- 2-days of lectures & panels by best-in-class innovators and brands in digital kids market.
- Speed networking events sponsored by Women in Toys (WIT), on how to bridge gap between physical and digital play.
- Happy hour event sponsored by KidMix to foster partnerships across the entertainment and educational industries.
- A digital lounge to recharge and connect with colleagues (new and old).

TIA members & Toy Fair exhibitors receive a 20% discount on Digital Kids registration, and Digital Kids attendees receive complimentary access to Toy Fair show floor.



#### Speed Networking for brand owners and digital experts of Women in Toys

Monday, February 15th  
(12p.m. - 1p.m.)



#### KidMix Happy Hour

Monday February 15th  
(5:30 p.m. - 6:30 p.m.)  
Mix with like minded industry experts and meet husband and wife entrepreneurs behind KidMix - The Social Network Designed for Kids.

# WHAT'S NEW AT THE TOY INDUSTRY ASSOCIATION

2015 was an exciting year for the Toy Industry Association (TIA): it saw a change in leadership, an expansion of initiatives and an increase in available resources, all aimed at supporting the Association's 800+ member companies as they look to grow their businesses.

## A New Presidency

Last spring, TIA welcomed Steve Pasierb aboard as its new president and CEO. Pasierb had previously served for 14 years as president and CEO of the Partnership for Drug-Free Kids, the nation's largest non-profit organization dedicated to reducing adolescent substance abuse. Coming from a role that focused on promoting the health and well being of children and educating families about raising healthy kids, Pasierb found a natural transition to the toy world and its dedication to supporting the wellness of children through play. *[Turn to p. 1 to learn about Steve's vision for TIA and his outlook on the toy industry.]*

## Town Hall Member Meetings

In 2015, TIA launched a series of town hall meetings to help introduce member companies to TIA's new president and CEO, Steve Pasierb, and foster opportunities for open dialogue. These member gatherings featured information for

mal presentations from Pasierb and Association senior staff on current initiatives and advocacy efforts, member benefits and resources, and the vision for TIA's future. Throughout the year, six different events were held in cities span-

workshops that explored consumer demographics and shopping behaviors, effective marketing strategies and top performing toy categories, as well as networking events and retail visits, and was met with much success.



Toy Industry Association, Inc.

ning the country and in Canada, from Los Angeles to New York, and Minneapolis to Fort Lauderdale, providing a fresh opportunity for members to learn more about the Association and the many ways that it serves its members. Regional member networking events will continue throughout 2016.

## Global Research and Resources

To assist member companies looking to grow their business beyond the U.S. borders, TIA has been compiling a repository of commissioned research on relevant trade and economic data for high-interest toy markets overseas. In early 2015 the Association released research findings analyzing business obstacles and opportunities in the Australian and Mexican toy markets. This year at Toy Fair, TIA will be unveiling research on Canada and the United Kingdom. Key information on demographics, economics, consumer behavior and the competitive landscape in these regions will be presented during two educational sessions, taking place on-site at the show on Sunday, February 14th. Full reports will be available to TIA members only. *[Turn to p. 11 to learn more about Toy Fair's educational offerings.]*

Introducing yet another new component to its portfolio of global export resources, in 2015 TIA facilitated a fact-finding excursion and cultural immersion program at Kids India, India's largest trade event for the toy industry. Held in September, the Mumbai-based immersion program included educational

## Advocating on Behalf of the Toy Industry

Addressing legislative issues on behalf of the entire toy industry and advocating for its interests continues to be a cornerstone of the Association's activities. Last year, TIA and its members worked tirelessly to amplify the industry's voice in Washington, DC, in state capitols across the country, and in various countries around the world seeking to influence key policies and regulations facing the toy industry. Modernizing the federal Toxic Substances Control Act of 1976, reducing third-party testing burdens, easing congestion and delays at U.S. ports and aligning international toy safety standards to facilitate global trade were top legislative priorities. Additionally, 2015 saw significant activity at the local level, with many New York counties attempting to pass so-called "toxic-free toys" laws that effectively banned the sale of all toys in those areas. Thanks to strong lobbying efforts and effective partnerships with parallel industries, TIA was able to prevent or delay enforcement of these unnecessary and illegal laws, ensuring that local families will continue to have access to the safe, beneficial playthings that our industry provides.

## The Genius of Play

TIA's Genius of Play program — aimed at promoting the positive impact of toys and play on healthy child development — reached new heights in 2015. Launched as a pilot in late 2014, The Genius of Play

campaign was officially rolled out in June of last year with a content-rich, family-friendly website ([www.TheGeniusofPlay.org](http://www.TheGeniusofPlay.org)) and a robust social media campaign, all designed to educate parents and caregivers about the key benefits of toys and play, and help make play an essential part of every child's day. The movement continues to steam ahead as it shares the message of the importance of play with millions of families across the nation. *[Turn to p. 8 for more information about The Genius of Play.]*

## Centenary Celebrations

Established in 1916, TIA is celebrating its 100th anniversary this year. Festivities kicked off in September of 2015 with a ribbon cutting and formal gala in honor of the new Toy Halls of Fame exhibit at The Strong museum in Rochester, NY. This state-of-the-art exhibit showcases the Toy Industry Hall of Fame alongside the National Toy Hall of Fame, paying homage to both the people and the playthings that have helped to shape the toy industry of today and our nation's history of toys and play. Centenary celebrations will continue at Toy Fair and beyond in recognition of this important industry milestone. *[Turn to p. 13 for details on TIA's centenary.]*

To learn more about the Toy Industry Association and the benefits of membership, visit [www.ToyAssociation.org/Membership](http://www.ToyAssociation.org/Membership). ♦

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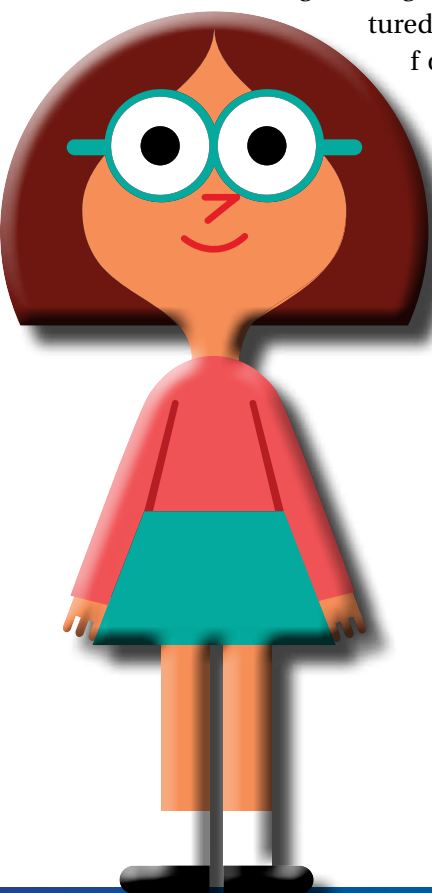


**Toy Fair 2016 Opens  
Saturday, February  
13th at 9am**

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# TIME TO CHANGE & REARRANGE

**T**oday's consumer is elusive. It's harder to reach, let alone engage, with your target audience today than it was yesterday. And I'm not only talking about kids. I'm also referring to tweens, teens, young adults, and moms and dads, too.

It's like your target audience is walking around with a virtual remote control, able to tune in and out of your well-financed advertising messaging on a whim. We are living in a "what I want when I want it" world. It's time to either get with the program or get left behind. Too much money

is on the line to do it any other way. If we take the time to understand our new reality, and the environment that our target audience is living, we can connect with our audience in a bigger, deeper, bolder way than ever before. It is time to embrace new audience behaviors, understand shifted consumer consumption patterns and avoid the pitfalls of relying on rearview-mirror marketing and the underwhelming tactics of yesterday.

Back in the Mad Men days of advertising, there was the media clock. We followed our audience from the time they woke up in the morning to

the time they plopped their heads on their pillows at night. We were on radio, morning news, billboards, magazines, daytime TV, fringe, prime time and Saturday morning cartoons, delivering product messaging to our predictable audience.

Today's consumer is less predictable. They are a moving target. If we want to reach the consumer, drive product awareness, connect on a deeper level, and drive to sale, we must deliver the product message deliberately, organically, contextually and authentically. They continually hold that proverbial remote control, and can and will tune out in seconds, squashing much of your media investment in the process. Today, it is more important than ever to clearly define your audience and understand where and when they consume their media.

When targeting kids, throwing your ad dollars at the kids' networks and hoping your way to success is the obvious play, but only part of the answer. Ratings are dropping. It doesn't mean they're not watching, it means they are finding their content elsewhere. They are hopping from screen to screen, watching what they want when they want it and tuning out everything else.

While TV remains an announcement medium and a powerful tool, digital has emerged as the engagement medium. And digital is redefining

itself. Just a few years ago, we would use digital to buy tonnage. Big reach, low CPMs. But we have learned that cheap is expensive. Banner blindness has taken its toll, as kids are tuning out banners in lieu of more engaging video. Sure, we still use aggregated networks and leverage programmatic, but winning performance is a blend of premium partnerships with a sprinkle of long tail impressions to drive efficient reach.

We must also avoid the popular trap of the "media solution of the moment." To hang your hat or anchor your campaign on one platform, at the exclusion of another, can be dangerous and costly. Look at paid social. While influencers and bloggers can serve as effective product ambassadors, especially when targeting today's kids and moms, and will likely have a place in your marketing mix for years to come, don't expect these overlay tactics to carry the heavy lifting of your consumer messaging. You'll fall short. Efficient reach, at the very least, will be sacrificed. Each element has a place in your mix and spending should be weighted and allocated accordingly.

It's also important to implement measurability/viewability metrics to help analyze and compare the effectiveness of one tactical medium over another. This helps to determine how much dollars should be

allocated against each platform and each placement, and how you will ultimately measure the effectiveness and the ROI of your campaign. Performance metrics, often dictated by campaign objectives, have expanded beyond cost per thousand to cost per engagement, cost per completed view, and cost per acquisition. Media measurement and analytics are key to a winning campaign, especially if you want decisions to be objective and not succumb to the subjectivity and the popularity of the moment.

We are living in exciting marketing times. But if you are relying on yesterday's media tactics to drive today's wins, perhaps it is time to change and rearrange. Your ROI will be better because of it.

*Blue Plate Media Services is proudly celebrating its 12th year as affinity media partner with Toy Industry Association and serves as media advocate for the toy industry, educating toy and youth marketers about all things media.*

*Blue Plate Media Services is a full service media strategy, planning and buying agency specializing in connecting and engaging with kids, moms and families. Blue Plate Media delivers highly targeted, integrated solutions across the media landscape. For information, visit [www.blueplatemediamedia.net](http://www.blueplatemediamedia.net) or call David Becker (908-918-0202). ♦*



David G. Becker,  
Blue Plate Media  
Services

## GOT A HOTEL ROOM YET?

Toy Fair's official hotels offer the best rates when you book through onPeak, the only housing agent authorized by Toy Fair. PLUS, when you stay at an Official Toy Fair Hotel you won't have to fight the crowds for a taxi – shuttle buses are available every day of the show and they are FREE!

Candlewood Suites Times Square South  
Courtyard by Marriott - Midtown East  
Courtyard by Marriott Fifth Avenue  
Courtyard New York Manhattan/Chelsea  
Courtyard New York Manhattan/Herald Square  
Crowne Plaza Times Square Manhattan  
DoubleTree by Hilton Metropolitan  
Doubletree by Hilton Times Square South  
DoubleTree Suites by Hilton Times Square NYC  
Element New York Times Square West  
Fairfield Inn & Suites New York Times Square  
Four Points by Sheraton Midtown Times Square  
Grand Hyatt New York  
Hampton Inn Manhattan Times Square North  
Hampton Inn Times Square South  
Hilton Garden Inn New York/West 35th Street  
63 West 35th street  
Hilton Garden Inn Times Square  
Hilton New York Fashion District

Hilton Times Square  
Holiday Inn Express Times Square  
Holiday Inn Express- Madison Square Garden  
Holiday Inn Midtown 57th Street  
Hotel Mela NYC  
Hotel Wolcott  
Hyatt Herald Square New York  
Hyatt Place Midtown South  
Hyatt Times Square New York  
Ink48 - A Kimpton Hotel  
InterContinental New York Times Square  
JW Marriott Essex House New York  
Le Parker Meridien  
Lexington New York City  
Manhattan NYC, an Affinia Hotel  
Millennium Broadway Hotel New York  
New York Hilton Midtown  
New York Marriott East Side  
New York Marriott Marquis

Omni Berkshire Place  
Renaissance New York Hotel  
Residence Inn Manhattan/Times Square  
ROW NYC  
Sheraton Lincoln Harbor Hotel  
Sheraton New York Times Square Hotel  
SpringHill Suites New York Midtown Manhattan  
Staybridge Suites Time Square  
The London NYC  
The Manhattan Times Square  
Travel Inn  
W New York  
W New York-Times Square  
Waldorf Astoria  
Westin New York at Times Square  
Westin New York Grand Central  
YOTEL New York

*Hotels are subject to change. For complete details on room availability and a list of shuttle buses servicing the hotel you choose, please visit [www.toyfairny.com](http://www.toyfairny.com)*

# LICENSING EXPO 2016

**N**ow in its 36th year, Licensing Expo is the world's largest and most influential annual trade show dedicated to licensing and brand extension. This is the place where more than 16,150 retailers, licensees, manufacturers, distributors and licensing agents

ing Expo that include hundreds of returning brands such as Activision, BBC Worldwide, Cartoon Network Enterprises, Disney Consumer Products, NFL Players, Inc., Nickelodeon, Paramount Pictures, Rovio Entertainment Ltd., Saban Brands, Twentieth Century Fox Consumer Products, Ubisoft Entertainment, Universal Partnerships & Licensing and Warner Bros. Consumer Products.

Over the years, licensed toys have grown to become a significant category in the licensing business, with 30% of all toys sold domestically resulting from licensed partnerships. Thousands of toy manufacturers and retailers attend Licensing Expo to spot consumer trends and connect with the exhibiting brands to develop new toys and games.

Created to assist attendees with navigating the Show, Licensing Expo

is merchandised into three zones: Character and Entertainment; Art and Design; Brands and Agents. Character and Entertainment, hosts approximately 2800 brands and includes companies such as DreamWorks Animation, CBS Consumer Products, Hasbro Global Licensing & Publishing, Mattel, Inc., Nintendo of America, Inc., Sony Pictures Consumer Products and YouTube. The Brands and Agents zone hosts approximately 1800 consumer, household, nonprofit, fashion, sports and automotive brands such as AT&T, Automobili Lamborghini S.p.A, Better Homes and Gardens magazine, Cherokee Global Brands, Coca-Cola, Crayola, Crocs, FamilyCircle magazine, Fiat, Frigidaire, Hallmark Cards, Inc., The Hershey Company, Kellogg's, Shell, United States Postal Service and Welch's. The Art and Design area is also prominently featured and showcases approximately 200 art brands available for license.

25+ seminars run alongside the

show in Licensing University which is hosted by Licensing Industry Merchandising Association (LIMA). Sessions cover the basics of licensing for those new to the business as well as category specific, retail and trend-led sessions.

New for this year is The Licensing Expo Matchmaking Service. Led by an online platform that helps attendees and exhibitors setup meetings in advance of the show, the Licensing Expo Matchmaking Service is complemented by a team of experienced business matchmaking professionals who will provide assistance and support to exhibitors and attendees throughout the year. The Matchmaking Team will also be onsite to give hands-on support to exhibitors and attendees during the show. The Service is priced at \$500 but will be offered free of charge to all attendees and exhibitors in 2016.

Visit [www.licensingexpo.com](http://www.licensingexpo.com) for more information and to sign up for our newsletter blog. ♦



from more than 90 countries come together with 5,000 brands to discuss licensing and brand extension opportunities. In 2015, more than 150 new exhibitors were represented including: American Cancer Society, AwesomenessTV, Maxim, Inc. and National Wildlife Federation. These new additions are just a few of the exciting attractions at Licen-

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# TOTY 2016: RECOGNIZING THE BRIGHTEST STARS IN TOYS AND GAMES

The clock is ticking down to one of the most anticipated and exciting events in the toy industry: the 2016 Toy of the Year (TOTY) Awards, which kicks off Toy Fair week on Friday evening, February 12 at the iconic American Museum of Natural History in New York City.

Fondly referred to as the “Oscars” of the toy industry, this prestigious annual awards ceremony recognizes the most outstanding new toys to hit the marketplace. TOTY 2016 will be particularly meaningful as it will spotlight the Toy Industry Association’s (TIA) centenary — celebrating 100 years dedicated to bringing the magic and joy of fun, safe play to children of all ages. The festive evening will also include the induction of Robert (Bob) A. Iger, chairman and chief executive officer of the Walt Disney Company, into the Toy Industry Hall of Fame, and support the inspiring philanthropic work of the Toy Industry Foundation.



Bob Iger, Chairman and CEO of the Walt Disney Company

The fun-filled event will begin with pre-dinner cocktails, creating a relaxed atmosphere in which participants can network and connect with industry friends and business partners old and new. Lively décor, a sit-down dinner offering up a delicious menu, and live entertainment will add to the festivities. The presentation of the TOTY Awards, including the overall “Toy of the Year” and the highly coveted “People’s Choice” award,

will add a dash of suspense and excitement to the event.



This year’s TOTY finalists were selected from more than 700 nominees submitted by over 200 companies. Mass and specialty retail buyers, youth experts, academics, and journalists staffed the nomination committees that narrowed the field to the slate of finalists.

These finalists represent unique products and properties spread across 12 categories, including Educational, Infant/Toddler, E-connected, Innovative and more. The winners will be selected based on votes cast through mid-January 2016 by mass and specialty retailers, journalists and bloggers, TIA members and consumers (who vote on [www.ToyAwards.org](http://www.ToyAwards.org)). The “People’s Choice Award” will be based exclusively on consumer votes.

And finally, the evening will continue with the induction of Disney’s Bob Iger into the es-

teemed Toy Industry Hall of Fame. As steward of the world’s largest media company and some of the most respected brands recognized and loved by children and adults around the globe, Iger will join an impressive roster of 70 individuals who have been previously honored for their significant contributions to the growth and success of the toy industry since the Hall of Fame was established in 1985.

Iger officially joined the Disney senior management team in 1996 as chairman of the Disney-owned ABC Group. Now, as chairman and chief executive officer of the Walt Disney Company, Iger’s strategic vision focuses on three fundamental pillars: generating the best creative content possible; fostering innovation and utilizing the latest technology; and expanding into new markets around the world. Iger has built on Disney’s rich history of unforgettable storytelling with the acquisition of Pixar (2006), Marvel (2009), and Lucasfilm (2012), three of the entertainment industry’s greatest storytelling companies.

“Just about every child around the globe has been touched by the magic of Disney,” said Steve Pasierb, TIA president & CEO. “Mr. Iger has done an impressive job of building on Disney’s rich history and growing their storytelling portfolio, creating new experiences and unforgettable memories for generations of kids to come.”

For more information or to purchase tickets for the 2016 Toy of the Year Awards, visit [www.TOTYAwards.org](http://www.TOTYAwards.org). ♦

## FOCUSED AND FREE EDUCATIONAL SESSIONS FOR SPECIALTY RETAILERS

**SATURDAY, FEBRUARY 13th**

**2:00pm – 3:00pm**

*AMP UP Your Advertising, Marketing and Promotion Plans!*

*-Tom Shay, Author & Entrepreneur*

independent  
THINKING

Most retailers are “sold” advertising by sales representatives of the various media. Instead, they should be purchasing their needs as determined by what should be an annual plan. Having an annual plan can eliminate buying mistakes with media, increase the effectiveness of the advertising, and allow you to purchase the media at reduced prices. In addition to learning how the advertising plan can work for you, each participant will be provided with a free AMP calculator.

**SUNDAY, FEBRUARY 14th**

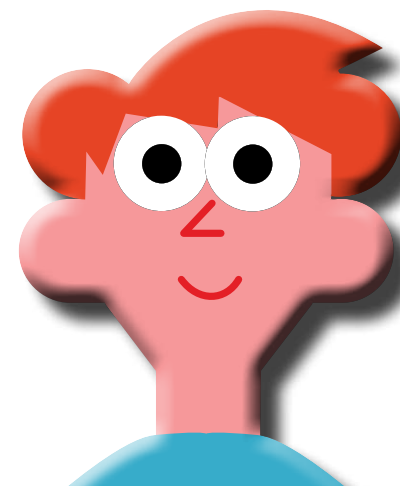
**11:00am – 12:00Noon**

*How to Get Press When You’re Small and Scrappy*

*-Shannon Eis, Yelp*

independent  
THINKING

- Learn some of the most creative and effective local media strategies for small businesses
- Find out how to become a great resource for local media and build relationships among the press
- Learn how to create the right kind of attention for your business
- Explore the role customers play in helping to tell your business story, online and off



**DON'T MISS IT!**



Toy Fair 2016 Opens  
Saturday, February  
13th at 9am

**#TFNY**

# TOY INDUSTRY FOUNDATION BRINGS MAGIC OF PLAY TO 1 MILLION CHILDREN IN 2015

There's nothing like the joy of watching a child immersed in the magical world of toys and play, where anything and everything is possible on the wings of the imagination. Yet the sad reality is that there are all too many children who do not have a toy they can call their own. In an effort to remedy this and bring the joy and benefits of play to children in need, the Toy Industry Foundation (TIF) and its generous donors and partners continue to be tireless in their efforts to collect and distribute toys and games to disadvantaged children worldwide.

Since the inception of the Toy Bank program in 2003, the Foundation has distributed more than \$125 million worth of toys and games to children in poverty, living in foster care, battling illnesses, dealing with the after effects of natural disaster, living on U.S. military bases, and going through countless other difficult situations.

Through the boundless generosity of the members of the North American toy industry, 2015 was another successful year bringing the magic of play into the lives of one million children in the U.S. and around the world – from huggable stuffed animals and inspiring arts and crafts to active toys, board games and puzzles, and everything

in between. In the U.S. alone, TIF's signature Toy Bank program distributed toys to children in more than 35 states.

Once again in partnership with Boys & Girls Clubs of America Military Services, TIF gave toys to children living on 35 military bases located around the world and organized four special military toy distribution events for thousands of children during the holiday season. Giving toys to these kids living so far from home helped to ease their stress while showing our appreciation for their parents' sacrifice to keep our country safe. The donated

toys also gave these deserving families an opportunity to build lasting memories through the magical power of play.

Continuing its program with CASA for Children, TIF delivered toys to more than 75,000 children living in foster care, bringing a ray of fun and play into the lives of children who are dealing with what can be a confusing and scary situation. TIF also provided the organization with grant funding to recruit and train court appointed volunteers to provide one-on-one advocacy and support for children awaiting placement in loving, permanent homes.

Looking ahead, TIF will continue its national partnerships with BGCA and CASA for Children; expand its efforts to comfort sick children in hospitals; and bring brand-new toys and games to thousands of children's charities worldwide.

"Toys have a tremendous impact on children," said Jean Butler, TIF executive director. "When kids are in distress, play helps to comfort them and strengthen familial bonds. We would like to thank our donors for all that they have done to support TIF's efforts through generous do-



Toy Industry Foundation

nations of toys and funding. We look forward to working together in 2016 to make a difference for even more children!"

Much of last year's success was helped in part by a record-breaking collection at Toy Fair '15 of more than \$600,000 worth of donated toys and games that went to more than 45,000 children in need. Help make 2016 a year to remember for kids in need by donating your toys and games at the close of this year's show.

Contact [thetoybank@toyindustryfoundation.org](mailto:thetoybank@toyindustryfoundation.org) to learn more.

For up-to-the-minute Foundation news, follow TIF on Facebook ([Facebook.com/ToyIndustryFoundation](https://www.facebook.com/ToyIndustryFoundation)) and Twitter (@[ToyIndustryFdn](https://twitter.com/ToyIndustryFdn)) or visit [www.ToyIndustryFoundation.org](http://www.ToyIndustryFoundation.org). ♦



A Toy Industry Foundation Program

**TOTY**  
TOY OF THE YEAR AWARDS  
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# Fall Toy Preview

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- September 26–28, 2017
- September 25–27, 2018



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Learn more about Fall Toy Preview  
at [www.falltoypreview.org](http://www.falltoypreview.org).





# AWARD WINNING TOYS... PERIOD.



**TOTY**  
TOY OF THE YEAR AWARDS  
2016  
Nominated  
Infant/Toddler  
Toy of the Year



**TOTY**  
TOY OF THE YEAR AWARDS  
2016  
Nominated  
Game of the Year



**TOTY**  
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