

FRESHMAN CONNECT

A FIRST-TIME EXHIBITOR PROMOTIONAL OPPORTUNITY



Exhibiting at Toy Fair for the first time can be very exciting and very overwhelming. Turnkey Freshman Connect sponsorship packages exclusively for first-time exhibitors are designed to help you more easily stand out, raise brand awareness, and encourage attendees –especially buyers – to engage with you. Choose the package that fits your budget and get noticed at Toy Fair 2022!

Associate's Package

Promotional Fee: \$950

- An exclusive shelf to display your product in the New Product Showcase located front and center in the Crystal Palace registration lobby. Tent card signage with company logo and booth number will be provided.*
- A larger-than-life still image on the Toy Fair TV Network – including the 600 square foot LED screen that soars over the Level 3 registration lobby.
- Featured Exhibitor status on the Toy Fair Mobile App.



Bachelor's Package

Promotional Fee: \$1,250

- All items in the Associate's Package.
- 2 social media posts on The Toy Association's LinkedIn feed.

Master's Package

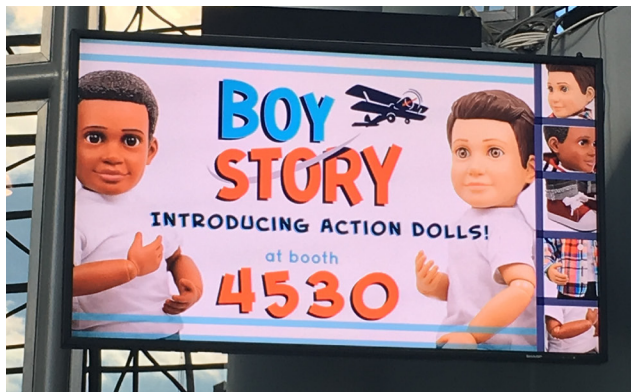
Promotional Fee: \$1,750

- All items in the Associate's and Bachelor's Packages.
- Full Product Showcase upgrade giving you the opportunity to own an entire unit for product display.

Doctorate Package - Exclusive

Promotional Fee: \$5,000

- Full Product Showcase to display your product in the busy Crystal Palace registration lobby.
- A 15-second video on the Toy Fair TV Network.
- Featured Exhibitor status in the Launch Pad Product Category.
- A custom cardboard cut-out sign positioned at the entrance exhibit hall 1C.



Each of these valuable packages offer the opportunity to maximize your brand presence using a variety of mediums and is sure to attract the attention of buyers. Availability is limited. ACT NOW to secure your package.

Contact Laura Mangiaracina, Director of Sales at **646.454.5589** or
lmangiaracina@toyassociation.org.

*Location of shelf is at the sole discretion of show management.