

HALLOWEEN BOOlevard

Showcase at Toy Fair 2023!

Attendees will experience no tricks and all treats at the brand-new **Halloween BOOlevard** Showcase. This dedicated space offers the opportunity to spotlight products and experiences unique to the Halloween season. There's nothing spooky about that!

Located in the highly trafficked North Concourse registration lobby, this new Halloween-focused showcase area is a great way to put your costumes, accessories, décor, props, novelties, special effects equipment and more on display for all to see.



No Tricks Package | \$2,500 Toy Fair 2023 exhibitor | \$4,000 Non-exhibitor

- Exclusive shelf to display product in the showcase*
- Tent card signage including company logo and booth number (if exhibiting) or contact information (if not exhibiting) and web address

All Treats Package | \$5,000 Toy Fair 2023 exhibitor | \$6,500 Non-exhibitor

- Full Halloween showcase giving you 2 shelves to display your products
- (2) Tent card signs including company logo and booth number (if exhibiting) or contact information (if not exhibiting) and web address

Each of these valuable packages offer the opportunity to promote your brand and products to buyers, media, influencers and Halloween enthusiasts who are looking to expand this category.

Contact senior account executive Stacy Liebensohn at 646-520-4852 or sliebensohn@toyassociation.org for more information.

**Location of the shelf is at the sole discretion of Show Management.*

***Mannequin displays available for costume presentation upon request.*

Availability
is limited.
ACT NOW
to secure your
package!