



# Pet PLAYce at Toy Fair 2023!

The pet toy industry is growing rapidly and here at Toy Fair we embrace all things play – even for our furry friends! Pet toys and accessories are an important product category that buyers are seeking out to expand their business. Put yours on display at Toy Fair 2023 and get noticed by pet product buyers, media, and beyond!

Choose the Pet PLAYce package that fits your budget and get you noticed at Toy Fair 2023!

## **Premier Package | \$2,500 Toy Fair 2023 exhibitor | \$4,000 Non-exhibitor**

- An exclusive shelf to display your product in the Pet PLAYce Showcase located front and center in the North Concourse lobby\*
- Tent card signage to include company logo, booth # (if exhibiting) or contact information (if not exhibiting) and web address
- Receive a buyer list of pet retailers post event
- 1 badge to attend the show



## **Champion Package | \$3,750 Toy Fair 2023 exhibitor | \$5,000 Non-exhibitor**

All items in the Premier Package **PLUS**

- Access to the Member Business Center & Lounge to host meetings

## **Best In Show Package | \$5,000 Toy Fair 2023 exhibitor | \$6,500 Non-exhibitor**

All items in the Champion Package **PLUS**

- Full Pet PLAYce showcase upgrade giving you two shelves to display your product in the busy North Concourse lobby
- 2 badges to attend the show
- A larger-than-life still image on the Toy Fair TV Network – including the 600 square foot LED screen that soars over the North Concourse lobby

Each of these valuable packages offer the opportunity to promote your brand and products to buyers, media, influencers and pet-play enthusiasts who are looking to expand into this fast-growing category.

Contact senior account executive Stacy Liebsohn at 646-520-4852 or [sliebsohn@toyassociation.org](mailto:sliebsohn@toyassociation.org) for more information.

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

**Availability  
is limited.**

**ACT NOW**

**to secure your  
package!**