



Where & When Basics

Official Show Name	North American International Toy Fair™	
Show Management	The Toy Association, Inc. – 1375 Broadway, Suite 1001; New York, NY 10018 T: 212.675.1141 F: 212.645.3246 www.toyassociation.org www.ToyFairNY.com	
Show Location	Jacob K. Javits Convention Center on 11 th Ave. between 34 th & 40 th Sts., New York, NY	
2025 Show Dates & Hours	Saturday, March 1 – Monday, March 3 Tuesday, March 4	9:00 a.m. – 6:00 p.m. 9:00 a.m. – 4:00 p.m.
	<ul style="list-style-type: none"> • Exhibitors are permitted on show floor from 7:30 a.m. until 7:00 p.m. on show days. • All exhibits must be open for business during show hours. 	
Show-Site Show Management Office Location & Hours	Glass Room at the Rear of the Crystal Palace Outside Hall 3B Tuesday, February 25 – Monday, March 3 Tuesday, March 4 Wednesday, March 5	
		8:00 a.m. – 6:00 p.m. 8:00 a.m. – 10:00 p.m. 8:00 a.m. – 3:00 p.m.
Badge Pickup for Exhibitors & Attendees	North Concourse on Level 2 Thursday, February 27 Friday, February 28 Saturday, March 1 – Monday, March 3 Tuesday, March 4	
		12:00 p.m. – 5:00 p.m. 8:00 a.m. – 5:00 p.m. 8:00 a.m. – 6:00 p.m. 8:00 a.m. – 4:00 p.m.
Exhibitor Service Center Hours	Rear of Crystal Palace Outside Hall 3B and Room 1B02 on Level 1 Tuesday, February 25 (Level 3 only) Wednesday, February 26 – Friday, February 28 Saturday, March 1 – Monday, March 3 Tuesday, March 4 Wednesday, March 5	
		8:00 a.m. – 6:00 p.m. 8:00 a.m. – 6:00 p.m. 8:00 a.m. – 5:00 p.m. 8:00 a.m. – 10:00 p.m. 8:00 a.m. – 8:00 p.m.
Advance Freight Receiving Dates	Monday, January 20, 2025 through Friday, February 14, 2025	
Hours for Move-In & Receipt of Freight at Show-Site	Tuesday, February 25 – Friday, February 28 Specific timeframes, based on exhibit location, apply for freight receiving at show-site as well as for booth setup. See Move-In Floor Plans in the Freight Handling, Move-In & Out section of this Exhibitor Kit to determine your designated target time. During the move-in period exhibitors may access the show floor starting at 8:00 a.m. All shipments must be in the exhibit space and unpacked with crates ready for storage by 6:00 p.m. on Friday, February 28. Show Management reserves the right to have any exhibit installed at the exhibitor's expense, if installation has not commenced by 4:00 p.m. on Friday, February 28.	
		8:00 a.m. – 6:00 p.m.
Move-Out Hours	Tuesday, March 4 Wednesday, March 5 Thursday, March 6 (Level 3 only)	4:01 p.m. – 10:00 p.m. 8:00 a.m. – 12:00 p.m. 8:00 a.m. – 12:00 p.m.

Information in this Exhibitor Kit is subject to change without notice. For the most up-to-date guidelines and information, regularly visit the Toy Fair Online Exhibitor Kit at www.ToyFairNY.com.