



Rules & Resources for Planning Your Exhibit Space & Operations

The rules below are supplementary to the conditions specified as part of your Exhibit Space Contract. Please review all regulations carefully. All booths, regardless of size, must conform to the environment of North American International Toy Fair 2025 set forth by Show Management.

Access to the Show Floor Toy Fair participants with Exhibitor and Manufacturers' Representatives badges are permitted on the show floor during their scheduled move-in/move-out times, as early as 7:30 a.m. on show days and until 7:00 p.m. each evening during show dates. Also see *Move-In* in this list.

For in-booth hospitality or other events, exhibitors and their guests may stay within the confines of the host exhibitor's booth until one hour beyond the scheduled close of the show on March 1 – 4, 2025. For catering, contact [Cultivated](#), the exclusive in-house food service supplier.

Badged retailers, distributors, importers, wholesalers, sales representatives, trade guests, and press may access exhibit halls during show hours. We recognize, however, that to meet your goals and objectives you may want to plan meetings or events in your booth outside of show hours. To do so, please email Richard Chow at rchow@toyassociation.org by Friday, January 31, 2025, indicating your interest in securing approval for early/late show floor access. Richard will provide all applicable guidelines as well as the necessary request form. Only appropriately-badged guests over the age of 18 will be considered for off-hour access. Also see *Children* in this alphabetic list.

ADA Compliance Each exhibitor is obligated to ensure its display complies with the Americans with Disabilities Act (ADA) Title III. The Exhibitor must provide individuals with disabilities auxiliary aids and services suitable for effective communications between all parties in accordance with ADA requirements. As a place of public accommodation, an exhibit should be designed to allow persons with disabilities equal access to and enjoyment of an exhibit. For more information call the ADA information line at 800.514.0301 or visit www.ada.gov. If a member of your staff has the need for auxiliary aids or services, call Richard Chow at 646.520.4873.

Admission Policy Toy Fair is open to the trade only.

There is no on-site registration. Every registrant being entered must either be a full-time employee of the exhibition company or a direct business partner guest of your exhibiting company.

No children, including Exhibitor's children under the age of 18 will be allowed on the exhibit floor unless they have received prior approval from Show Management. If age is in dispute, proof of age and toy industry business affiliation must be submitted upon request.

Show management reserves the right to request additional credentials for any staff or business partner(s) guest needed. If any staff or business partner guest is approved, the main contact will see the 'Approved Exhibitor' status but still must send the confirmation email to each individual for access to the show.

The following external business partner(s) guests are eligible for exhibitor booth staff guest registration at no charge:

- Bankers / Financial Analysts / Investors

- Distributors / Importers / Wholesalers
- Inventors
- Factories / OEM (Orig. Equip. Manufacturers)
- Product Designers / Development Executives
- Public Relations
- Sales Representatives

Exhibitor acknowledges any external business partner(s) guests from trade guest companies are **ONLY** able to be registered as either a trade guest (for a fee) or within their exhibiting company as a booth guest (no charge). The external business partner is only able to secure **ONE** badge for Toy Fair.

Exhibitor acknowledges any external business partner(s) guest who is a distributor, importer, wholesaler, or sales representative is **ONLY** able to be registered as such (no charge) or within their exhibiting company as a booth guest (no charge). The external business partner is only able to secure **ONE** badge for Toy Fair.

Exhibitor acknowledges all registrants who do not qualify for an exhibitor staff guest badge must be registered in their proper registration category. All non-exhibitor attendees must be qualified based on their primary business and are required to register on their own as a non-exhibiting company and pay the required fee.

Exhibitor agrees not to invite the general public to attend.

Exhibitor acknowledges Show badges are the property of Show Management and there is an allotment of 2 staff badges per every 100 square feet. Badges must be forfeited/deleted upon request by Show Management. All credentials and/or show badges are a revocable license to participants for the event. Management reserves the right to revoke any such licenses at any time under management's sole discretion. Credentials and/or show badges may only be used or in the possession of the same individual participant named.

Aisle and Adjacent Booths For reasons of safety and courtesy, no signs, display material, or decorative items may protrude into the aisles or extend into neighboring booths. All aisles, passageways, lobbies, or exits leading to fire hoses or electrical access doors must be completely unobstructed. During move-in and move-out, please recognize the "No Freight" aisles assigned by the general show contractor. While installing your displays, crates are not to be left in these aisles.

Booth Appearance No display deemed unprofessional in appearance, at the sole discretion of Show Management, will be permitted. If any exhibit interferes with the rights of other exhibitors or does not conform to the prevailing standards of good taste, Show Management may require immediate changes at the exhibitor's expense. *No merchandise may be hung on the exterior walls of the booth should it protrude into the aisles or extend into neighboring booths.* Exhibitors must keep their booths neatly arranged in order to maintain and improve the overall appearance of the exhibit. FIRE REGULATIONS require that merchandise, displays, furnishings, etc., be kept out of the aisles and within the exhibit space. All fire extinguishers and fire hose cabinets must be accessible at all times.

Booth Cleaning Service Booth cleaning is each exhibitor's responsibility.

To have your booth vacuumed and/or swept and have trash removed, place a cleaning order through **T3 Expo** (order.t3expo.com), the official service contractor for Toy Fair. Show Management will provide aisle cleaning the night before as well as during the show and will empty wastebaskets without a charge if placed on the aisle at the close of each show day.

Booth Display Regulations Carefully review the *Booth Building & Display Regulations* in the *Exhibit Planning* section of this *Exhibitor Kit*. If a booth does not adhere to show regulations, exhibitors will be required to modify their exhibits on-site at their own expense.

Booth Staffing The exhibit must be staffed during show hours. All exhibit staff must be over the age of 18 and registered/badged as an exhibitor. Temporary personnel of various kinds are available through the official Toy Fair vendor, CTI Metropolitan Staffing; refer to the *Service & Utility Ordering* section of this *Exhibitor Kit*.

Year-round, full-time personnel brought in only to set up or dismantle their employer's booth will be issued temporary work badges if they are at least 18 years of age. Such employees, with appropriate identification, may secure temporary work badges at the exhibitor registration area.

NO ADMITTANCE OF ANY TYPE WILL BE GRANTED TO DAY LABOR WORKERS TO SET UP AND/OR DISMANTLE AN EXHIBITOR'S BOOTH.

Catering Food and beverage served or distributed in the Javits Center must be purchased through [Cultivated](#), the exclusive in-house food service supplier. Outside caterers/restaurants attempting to make food deliveries will be turned away. See the *Service & Utility Ordering* section of this *Exhibitor Kit* for more information about catering.

Children Children are not permitted to attend Toy Fair. Please share this policy with your staff, consultants, contractors, customers, and partners in advance.

No children under the age of 18 (including infants) will be permitted on the show floor. This includes, but is not limited to, children of exhibiting company staff, retailers, contractors, consultants, and other Toy Fair attendees and participants – as well as Show Management.

Exhibitor Admission Policy Variances for In-Booth Activity by a Minor will be considered by Show Management only for instances in which a child is necessary for an exhibitor's demonstration of a product, a child is integral to an exhibitor's media event, or a celebrity under 18 is appearing in affiliation with an exhibiting company. For consideration, complete and submit the *Exhibitor Admission Policy Variance for In-Booth Activity by a Minor*, included in the *Exhibit Planning* section of this *Exhibitor Kit*, no later than Friday, January 31, 2025.

Please note that the submission of a variance request does not guarantee approval.

Columns/Columns in Booths Nothing may be taped, tacked, nailed, screwed, or affixed in any way to columns, walls, floors, or other Javits Center surfaces. Any damage caused by infraction of this rule will be repaired at the exhibitor's expense.

The same applies to Fire Hose Columns in booths. Additionally, the side where the hydrant is located must be kept clear and free of any obstruction/walls so that it can be easily accessed at any time.

Costumed Characters Refer to *Promotions & Sponsorships* in this alphabetic list.

Damage to Building Nothing may be taped, tacked, nailed, screwed, or affixed in any way to columns, walls, floors, or other Javits Center surfaces. Any damage caused by the infraction of this rule will be repaired at the exhibitor's expense.

Demonstrations or Entertainment Show Management encourages in-booth promotional activities and entertainment, but requires strict adherence to the following guidelines:

Demonstration areas must be confined to the exhibitor's space. Demonstration tables must be placed a minimum of 2ft. (60cm) from the aisle line. Should spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will require that you adjust the demonstration area or cease. Show Management reserves the right, at its sole discretion, to limit or prohibit the demonstration of any product(s) that presents a hazard. Also see *Noise Level* in this alphabetic list.

Donating Product At the close of Toy Fair, exhibitors are encouraged to donate toys and samples to The Toy Foundation, the only official charity of Toy Fair. The Toy Foundation will be collecting toys to distribute to local and national charity recipients with the help of our Toy Bank partner organization. Details will be provided in advance of Toy Fair. No other organizations are permitted to solicit donations at Toy Fair; representatives of charities other than The Toy Foundation's Toy Bank will not be permitted to exit the show floor with merchandise.

Early Departures No dismantling of exhibits may occur until Toy Fair closes at 4:00 p.m. on Tuesday, March 4, 2025. No outbound freight or related services will be provided until the close of the show. Failure to abide by the rules outlined in the Exhibit Space Application & Contract and this *Exhibitor Kit* may result in penalties including forfeiture of loyalty points earned toward booth assignments in 2026.

Electrical Service/Labor Outside electrical labor is prohibited from working at the Javits Center.

Place your electrical orders through [Jake \(jake.javitscenter.com\)](http://jake.javitscenter.com), the Javits Center's online ordering portal.

Exhibitor Appointed Contractors An Exhibitor Appointed Contractor (EAC) is any company other than T3 Expo or the designated official contractors listed in this *Exhibitor Kit* that an exhibitor uses to service its booth and will require exhibit hall access before, during, or after the show. See *Exhibitor Appointed Contractor Guidelines & Notification Form* in the *Exhibit Planning* section of this *Exhibitor Kit*.

Exhibitors may not use EACs for catering, cleaning, electrical, material handling (drayage), plumbing, rigging, or telecommunication services.

Exhibitor Badges Registration for Toy Fair is exclusively online. There will **NOT** be any on-site registration at the Javits Center.

You may register staff members and order their badges through Exhibitor Registration at www.xpressreg.net/register/TOYF0325/landing.asp. Regarding exhibitor staff badge allotments, you are allowed 2 staff badges per 100 square feet of exhibit space. If additional staff badges are needed, please contact your Account Executive.

Show badges are the property of Show Management and badges must be forfeited/deleted upon request by Show Management. All credentials and/or show badges are a revocable license to participants for the event. Management reserves the right to revoke any such licenses at any time under management's sole discretion. Credentials and/or show badges may only be used or in the possession of the same individual participant named.

Exhibitor Conduct

- Exhibitor activity must be confined to the space rented. Distribution by exhibitors of any printed matter, souvenirs, samples, or other articles shall be restricted to within the space occupied by their exhibits. The distribution of any articles that interfere with activities in or obstruct access to neighboring booths, or impede aisle traffic is prohibited.
- All at-show promotional plans must be submitted to Show Management for approval in advance of the show.
- An exhibitor shall not enter into another exhibitor's space without invitation or when unattended. An exhibitor shall not handle or remove samples or literature from another exhibitor's space.

First Aid or Emergency Location: Level 1, southwest corner of the building at the end of the corridor to the left of Hall 1D. Dial extension 2222 from any Javits Center house phone or dial 212.216.2222, to notify the Command Center of emergency situations. You may also contact a Show Management staff member or Floor Manager who will radio for First Aid.

Floor Covering The floors in the Javits Center exhibit halls are concrete. While floor covering is no longer mandatory in any open portion of your exhibit space, we do encourage you to consider a flooring option such as carpet or vinyl. Exhibitors may provide their own, or order floor covering through T3 Expo. See *Carpet & Padding* and *Vinyl Flooring* in the *T3 Expo Services* section of this *Exhibitor Kit* for available options. The color of the aisle carpet on Level 1 and Level 3 is tuxedo (black & white tweed).

Floor Managers Floor Managers are readily available to assist you and answer your questions during installation, show days, and dismantling. They will circulate the floor in their assigned areas. If you would like a floor manager to meet you at your booth, you may leave a message at one of the on-site help desks located on the show floor (exact locations will be listed in the *Move-In Bulletin* available on-site upon your arrival).

Hand Carry Procedures Very important information regarding hand carrying merchandise and exhibit materials into and out of the Javits Center is provided in the *Freight Handling, Move-In & Out* section of this *Exhibitor Kit*. If you intend to hand carry anything, be sure to review the guidelines carefully to avoid delays and additional costs on-site.

Helium Balloons Helium balloons and products are not allowed in the Javits Convention Center except as part of the product line being shown. To display these products, the exhibitor must sign a *Helium Balloon Display Exhibitor Statement of Responsibility* accepting financial responsibility for retrieval and removal of stray inflated products and agreeing that such products will not be distributed at the Javits Center. Helium tanks will be permitted in the Javits Center provided they are mounted to a secure platform. Failure to comply with any of the above will result in denial of said display. Helium tank rentals and other plumbing services can be ordered through [Jake \(jake.javitscenter.com\)](http://jake.javitscenter.com), the Javits Center's online ordering portal.

Housing/Hotels The lowest rates at official show hotels are available through onPeak. For reservations, visit their webpage via compass.onpeak.com/e/012606260, or call 855.992.3353 or 312.527.7300 (International) between 8:00 a.m. and 4:30 p.m. CT, Monday – Friday.

Installation and Dismantle of Exhibit DAY LABOR WORKERS ARE STRICTLY PROHIBITED

Union labor may be required for your exhibit installation and dismantle depending on the size and work involved. It is essential to review the *New York City, NY Labor Guidelines* located in the *T3 Expo Services* section of this *Exhibitor Kit* as well as the *Exhibitor Appointed Contractor Guidelines & Notification Form* under the *Exhibit Planning* section.

Only the following may install and dismantle your booth:

- T3 Expo-supervised union labor,
- Javits Center-approved Exhibitor Appointed Contractors, and
- year-round, full-time employees of the exhibiting company over the age of 18* are permitted to do any in-booth installation or dismantle work or supervising of work in their company's booth and only within Union Rules and Regulations.

*Exhibitor staff must carry government-issued I.D., and a company I.D. or a letter of introduction on company letterhead confirming year-round, full-time status.

To hire labor to install/dismantle your booth, place your order using the *Display Labor & Forklift Order Form*.

If you have hired a Javits Center-approved contractor other than T3 Expo, carefully review applicable guidelines, and complete and submit an *Exhibitor Appointed Contractor Notification Form* with the required Certificate of Insurance to Show Management to avoid potentially costly delays.

Insurance Review the terms on the North American International Toy Fair Exhibitor Application & Contract.

- a. The Exhibitor shall, at its sole cost and expense, procure and maintain through the term of this Show, comprehensive General Liability Insurance against claims for bodily injury or death and property damage and loss occurring in or upon, or resulting from, arising out of or related to the premises leased by Show Management. Such insurance shall include commercial general liability and product liability coverage, with a minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage. Such insurance shall name Show Management (The Toy Association, Inc.) and the Show Building (Jacob K. Javits Convention Center) therein as an additional insured (with no limitations), and Exhibitor shall upon request provide Show Management with certificate so indicating. Exhibitor's Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to, during the Show and from the confines of the hall.
- b. Exhibitor Appointed Contractors (EACs) utilized during the Show shall acquire the requested insurance coverage and supply Show Management with a properly completed Certificate of Insurance as described herein. Exhibitor shall indemnify and defend Show Management and the Show Building for any claim where Exhibitor's EAC failed to acquire or provide the requested insurance coverage.

Exhibitors should consult their insurance broker to obtain an endorsement to their policies to cover display materials and merchandise during transit to/from and at the show site. Neither Show

Management, the Jacob K. Javits Convention Center, the contractors, nor any of their officers, agents, or employees assume any responsibility for the theft, loss, or damage to the exhibitor's property.

Intellectual Property Show Management does not have the authority to intervene in matters regarding intellectual property rights. Exhibitors who believe their intellectual property rights have been violated are advised to consult their attorney.

Lead Management Services As the official exhibitor lead management services contractor, Convention Data Services (CDS) – XPress Leads is the exclusive provider of lead management services for this event. Any other company making this claim is fraudulent and are not authorized to do so.

CDS XPress Leads has the right to distribute registration data for use in Exhibitor Sales Lead Management Services. Exhibitors using Lead Retrieval can use the CDS registration data for services applying to this event only.

If the Exhibitor uses a Third-Party Vendor or their own lead management solution for Exhibitor Sales Lead Management Services, the Exhibitor and/or the Vendor will be required to purchase the Event API Software from CDS for the use of the registration data. This kit can be found on the Lead Retrieval catalog page.

The exhibitor will only be able to access a request for data from CDS when it results from a registered attendee at this event. Data that originates, directly or indirectly, from another entity will not be supported.

For any questions, please call 800.746.9734 or send an email to xpressleadpro@cdsreg.com.

Logo Usage

Product Use Official Toy Fair exhibitors may be interested in using the Toy Fair logo on products. The Toy Association, Inc. licenses these logos for a fee; the entire proceeds benefit The Toy Foundation, the philanthropic entity of the toy community.

North American International Toy Fair exhibitors must provide a written request and obtain approval from Show Management to imprint the Toy Fair logo on any product, including premium items or giveaways. To receive more information about the Toy Fair Licensing Program, including a licensing request application form, please email your request to Jacqueline Retzer, Director of Event Management, at jretzer@toyassociation.org or call 646.454.5587.

Non-Product Use As always, only official North American International Toy Fair exhibitors may use the Toy Fair logo(s) in their pre-show advertising, direct mail, or other promotional literature pertaining to their participation in the show. There is no fee for using the logo(s) in this manner, although The Toy Association reserves the right to review the use of the Toy Fair logo on any marketing and promotional materials, and approve or deny its usage based on its specific application. Please email your logo request to Jacqueline Retzer, Director of Event Management, at jretzer@toyassociation.org or call 646.454.5587.

Move-In Refer to the *Freight Handling, Move-In & Out* section in this *Exhibitor Kit*. No one will be permitted to enter the exhibit hall after the scheduled close of each move-in day. However, if you are working inside the exhibit hall prior to the scheduled close of each move-in day, you will be permitted to continue working on your display beyond the closing time as long as you notify Show Management.

Move-Out No booth dismantling may begin before the official close of the show at 4:00 p.m. on Tuesday, March 4. (Exhibitors will not be permitted to hand carry their materials out of the building before 5:00 p.m.) Once the aisle carpet has been removed, cartons, then cases and crates, will be delivered to your booth. Removal of aisle carpet and the complete return of all empties may take up to ten hours, so please be patient.

For important details, be sure to refer to *Show Information* in the *T3 Expo Services* section and *Outbound Shipping* in the *Freight Handling, Move-In & Out* section of this *Exhibitor Kit*.

New York Fire Regulations No flammable materials, as defined in the applicable law and rules and regulations of the New York City Fire Department (FDNY) and the Jacob K. Javits Convention Center, including decorative material and equipment covers, shall be permitted within the Show area or within Exhibitor's Exhibit Space. All fabrics used in the exhibit areas must be flame proofed or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the New York City Code for fire prevention and accompanied by written verification of same stating clearly (1) by whom and when such flame proofing was done; (2) the exact materials flame proofed and the flame proofing compound used; and (3) the approximate period of effectiveness of such flame proofing. Exhibitors should be aware that the FDNY, at an inspector's discretion, might perform a flame test. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. All lithium-ion battery storage, transport, and charging thereof will be in accordance with manufacturer requirements and any legal requirements applicable thereto. All fire protection equipment, fire hoses, extinguishers, and sprinkler controls must be visible and accessible at all times, whether inside or outside Exhibitor's Exhibit Space. All aisles, corridors, exit areas, and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays, or other materials will be allowed to protrude into the aisles. Exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Show. Compliance with such laws is mandatory for Exhibitor and is its sole responsibility.

Cut flowers, living trees, plants, shrubs, and grasses are permitted, provided all such decorations are maintained in a healthy condition in moist soil or water. Decorative greens containing pitch are prohibited. Artificial flowers or floral decorations which are not, or cannot be, flame proofed to comply with FDNY regulations must not be used.

Exhibitors should also note that the use of crepe paper is forbidden and that nothing may be hung from or affixed to any sprinkler heads or pipes. No tanks of liquefied petroleum gas or flammable liquid, either empty or filled, may be brought into the JKJCC.

No exhibit materials may be stored behind, beside, or under exhibit space or furnishings. Packing materials and other non-display items may not be stored within any exhibit space.

Any on-site flame proofing required is the responsibility of the exhibitor and may be very expensive. Be certain that your material(s) conform to New York City regulations before you arrive to the JKJCC.

Suppliers of flame-retardant fabric as well as sprays/liquids to render items flame-retardant include:

- Rose Brand East in New York/New Jersey at 800.223.1624 or 201.809.1730 (www.rosebrand.com)
- Rose Brand West in California at 800.360.5056 or 818.505.6290 (www.rosebrand.com)
- Dazian (New Jersey 201.549.1000; California 818.287.3800; Florida 407.367.7616) (www.dazian.com)
- Turning Star, Inc. in New Jersey at 877.849.3182 or 201.881.7077 (www.turningstar.com)

All display items produced by T3 Expo, the Show Decorator, are guaranteed to be flame-retardant.

Exhibitors may not store excess products or empty containers of any kind behind their booths as this is a fire hazard.

Foam Core Foam core must be flame-retardant. The fire marshal will insist that any foam core not flame proofed be removed. Flame-retardant foam core will be available through T3 Expo. It is also sold by Piedmont Plastics of Newark, NJ, 908.686.2200 (www.piedmontplastics.com).

Open Flame Policy The use of an open flame in the Javits Center requires building approval and the obtaining of an Open Flame Permit by Show Management. Any exhibit that intends to have an open flame in their booth for any purpose must notify Show Management in writing 30 days in advance of the opening of the Show. Failure to notify Show Management by this deadline will mean that you will not be able to have an open flame in your booth. Open Flame Permits may be obtained for the following purposes:

Decorative Candles or Lights; however,

- a. Cardboard, paper, or flammable plastic candleholders are prohibited.
- b. Candleholders shall be substantially constructed and designed to prevent accidental tipping.
- c. Candles shall be held securely in a vertical position by noncombustible materials.
- d. Holders shall be located so as to avoid the ignition of combustible materials.
- e. Candles containing magnesium or other oxidizing agents, or other accelerators shall be prohibited (re-igniting candles).

All exhibitors using decorative candles or lights must provide:

- a. One 5 lb. dry chemical or one 10 lb. CO₂ extinguisher in their booths available for inspection the day prior to show opening.
- b. Fire Guards with Certificate of Fitness may be required by the FDNY.

Noise Level Devices making loud or excessive noise are prohibited. The maximum allowable sound level is 65 decibels. However, Show Management reserves the right to determine if the sound level is excessive and the exhibitor must conform to such determination.

Photography No photographing or filming will be permitted in the exhibit hall except by the official Toy Fair photographer and videographer, or appropriately-badged and registered members of the media who have obtained the permission from Show Management and the exhibitor whose booth is being photographed or filmed. Exhibitors may photograph their own exhibit only. Unauthorized photographing of exhibits **will result in expulsion from the Show**. Please notify Show Management of unauthorized photography.

Refer to the *Service & Utility Ordering* section of this *Exhibitor Kit* for information about hiring the official Toy Fair photographer. If you have hired a photographer other than the official Toy Fair photographer, you must notify Show Management by submitting a completed *Exhibitor Appointed Contractor Notification Form* along with the firm's Certificate of Insurance.

Plumbing Outside plumbing labor is not permitted to operate in the Javits Center.

Place your plumbing orders through **Jake** (jake.javitscenter.com), the Javits Center's online ordering portal.

Promotions & Sponsorships Except for those exhibitors who have contracted with Show Management for official promotional opportunities, exhibitors' promotional activity must be contained within their booths. Promotional materials may not be posted or distributed elsewhere in the Javits Center.

To find out about the many opportunities to extend your promotional and sponsorship reach beyond your exhibit space, contact Laura Mangiaracina, The Toy Association's Director of Sales, at lmangiaracina@toyassociation.org or 646.454.5589.

Removal Passes Exhibitors who wish to remove any merchandise from the exhibit hall during or at the close of the show each day (except during move-out) **MUST** wear their badge and obtain a Removal Pass from the Show Management Office located in the 3D Glass Room at the rear of the Crystal Palace outside Hall 3B.

Sale of Samples Toy Fair is not a retail sale event. In accordance with show policy and New York State and city tax guidelines, products or services for which orders are taken must be delivered by the exhibitor to the purchaser after the close of the show. Immediate delivery of an order would require that the exhibitor collect all applicable local sales taxes.

If you wish to avoid the expense and effort of packing and shipping your merchandise after the show – and benefit from a tax deduction, please consider donating it to The Toy Bank.

Security All exhibitor personnel should be prepared to show government-issued I.D. (such as a driver's license or passport) upon request.

Show Management will provide perimeter guard service at the Javits Center throughout installation, show hours, and dismantling. Neither management, the contractors, nor any of their officers, agents, or

employees assume any responsibility for exhibitors' property. Exhibitors are reminded that they are responsible for the security of their exhibits and merchandise.

When considering booth security needs, please note the possibility of some exhibitors hosting off-hour appointments. If exhibitors feel their merchandise requires special protection, they may hire a private guard through Citadel Security Agency, or have their merchandise stored in the complimentary overnight storage room. Safety containers are also available through Citadel Security Agency; see the *Service & Utility Ordering* section of this *Exhibitor Kit* for details.

Setting Up Pop-Up and General Displays See *New York City, NY Labor Guidelines* located in the *T3 Expo Services* section of this *Exhibitor Kit*.

Show Colors Standard booth drapery is black and aisle carpet is tuxedo (black & white tweed). Aisle carpet is provided in all halls. See *Standard Booth Equipment* in this alphabetic list.

Signs See *Standard Booth Equipment* in this alphabetic list.

Very specific rules apply to hanging signs/banners overhead. If you are considering such a sign, be sure to review the guidelines outlined in *Hanging Element Guidelines* located in the *Exhibit Planning* section of this *Exhibitor Kit*.

If you have a standard pipe and drape booth and wish to hang a custom sign on the pipe, please be sure to have your sign made with grommets. You will need S-shaped hooks to hang the sign; you may bring your own or purchase them from T3 Expo. The pipe will only support lightweight materials. Please contact Show Management if there are any questions or concerns.

Smoke/Fog Machines Smoke and fog machines are prohibited in all areas of the Jacob K. Javits Convention Center.

Smoking, Vaping & E-Cigarettes Smoking, vaping, and e-cigarettes are **STRICTLY PROHIBITED** in all areas of the Jacob K. Javits Convention Center, including enclosed areas on Javits property. This includes areas that are fully or partially covered such as the loading docks and the covered portion of the inner roadway (where shuttle buses pick-up and drop-off). Violation of this regulation could result in removal from the building.

Standard Booth Equipment Except for exhibits in the Launch Pad Tabletops (see below), Show Management will supply all inline booths, at no charge, standard booth equipment consisting of the following:

1. 8' high black draped backwall and 3' high black draped sidewalls
 - Peninsulas and walk-thrus receive 8' high black drape between booths
 - Corner booths will not have drape on the cross aisle unless exhibitor specifically requests it
 - The 3' high side partitions will not be provided between multiple booths held by the same exhibitor
2. 7" x 44" sign with company name and booth number (for linear booths only)

Launch Pad Tabletops Launch Pad Tabletops, located in a specifically designated area of Level 1, are equipped, as outlined in the Exhibit Space Application & Contract, with the following:

- carpet
- (1) – 72"W x 24"D x 30"H draped table
- (2) – chairs
- (1) – wastebasket
- (1) – 7" x 44" ID sign (which hangs on the front of the table)

NOTE: Booth carpeting is not provided with the standard booth equipment. While floor covering is no longer mandatory in any open portion of your exhibit space, we encourage you to consider a flooring option such as carpet or vinyl. Exhibitors may provide their own, or order floor covering through T3 Expo. See *Carpet & Padding* and *Vinyl Flooring* in the *T3 Expo Services* section of this *Exhibitor Kit* for available options. The color of the aisle carpet on Level 1 and Level 3 is tuxedo (black & white tweed).

Storage Exhibit materials, packing materials/supplies, and other non-display items may not be stored within, behind, or beside exhibit space, or under or behind furnishings. See *Security Services* in the *Service & Utility Ordering* section of this *Exhibitor Kit* for specific information about the Overnight Storage Room.

Telecommunications Outside telecommunications labor is prohibited from working at the Javits Center.

Place your telecommunications orders through [Jake \(jake.javitscenter.com\)](http://jake.javitscenter.com), the Javits Center's online ordering portal.

Visa Invitation Letters Visa invitation letters are available for registered booth staff through *Exhibitor Registration* at www.ToyFairNY.com.

Union Labor at Javits Only T3 Expo-supervised labor, Javits Center-approved Exhibitor Appointed Contractors, and year-round, full-time employees of the exhibiting company over the age of 18 are permitted to do any in-booth work or supervising of their own company's booth before, during, or after the show and then only within union regulations outlined under the heading *New York City, NY Labor Guidelines* in the *T3 Expo Services* section of this *Exhibitor Kit*.

For setup and dismantle, Temporary Work Badges will be distributed to year-round, full-time exhibiting company personnel over the age of 18 with company I.D. or a letter of introduction confirming year-round, full-time status. Temporary day workers hired by an exhibitor to set up or dismantle their booth are **NOT** considered full-time employees of the exhibiting company and will **NOT** be permitted admittance or Temporary Work Badges.

See *Installation and Dismantle of Exhibit* in this alphabetic list. Also see *New York City, NY Labor Guidelines* located in the *T3 Expo Services* section of this *Exhibitor Kit* for specific information regarding the jurisdictions of the three major unions active at the Javits Center.

Special Reminder Tipping is prohibited. This includes giving money, merchandise, or any other special considerations for services rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Show Management and T3 Expo.

Address Problems Immediately Exhibitors should not, under any circumstances, become involved in disputes regarding labor to be performed. Any such questions should be referred to T3 Expo, the General Contractor.

Wired/Wireless Internet Access The Javits Center has been fitted with a high-density wireless internet access system (@Javits Wi-Fi). This service includes **FREE** wireless internet access up to 256Kbps of bandwidth. The free Wi-Fi® service has been optimized for light business uses such as simple web browsing and e-mail.

There are also upgraded Wi-Fi packages available for purchase, offering higher bandwidth. These options cover the duration of the move-in, show days, and move-out periods.

However, if you require an internet connection with high bandwidth needs (like video streaming) as a core function to your in-booth presentations, meetings, or other activities, please contact the Javits Center to discuss how other wireless/wired options may be a better fit. These options can be ordered through [Jake \(jake.javitscenter.com\)](http://jake.javitscenter.com), the Javits Center's online ordering portal.

The Javits wireless system can accommodate one device per connection and can only be subscribed to on-site from the device that will be accessing the internet. For any wireless support issues, please call 212.216.4357 or send an email to support@javitscenter.com.

Amendments to the Rules

Show Management may, from time to time, issue such additional rules as it deems necessary for the orderly presentation of the Show. Show Management may amend any rule at any time provided that such amendments shall not substantially diminish the rights or increase the liability of the exhibitor or exhibiting neighbor. All amendments that may be so made shall be equally binding upon publication or online posting on all parties affected by them as the original regulations.