

## Exhibitor Admission Policy Variance for In-Booth Activity by a Minor

**Completing and submitting a variance form does not guarantee approval.**

- **The minimum age requirement to attend Toy Fair remains 18 years old.**
- **In order to apply for a variance, minors must be 5 years or older.**

For consideration, complete and submit all 3 pages, along with proof of age and video demonstration, to Emily Brown, Event Associate, **by Friday, January 31, 2025**, via email to [ebrown@toyassociation.org](mailto:ebrown@toyassociation.org).

### Documentation Requirements

Please include the following in your submission:

- ONE (1) video (no more than 90 seconds) demonstrating the in-booth activity that requires a professional minor. Video must be uploaded to Dropbox via [www.dropbox.com/request/VoWiqR5B1LeRXg4qkcCG](https://www.dropbox.com/request/VoWiqR5B1LeRXg4qkcCG)**
- ALL THREE (3) pages of the completed variance form**
- A copy of at least ONE (1) of the following documents as proof of age:**
  - Valid Government-issued I.D. providing age or a birth certificate.
  - Certified copy of medical record (clinic, doctor, or hospital), immunization record, or letter providing data from the medical record showing the applicant's name and the applicant's date of birth (DOB) or age.
  - Certified child care facility or other pre-school or school record (must be for the current or prior year) showing the child's age or DOB or parent(s)' name(s).
  - Religious record (cradle roll, naming certificate, bris certificate, or baptismal record showing the child's name and the child's age or DOB, or parent(s)' name(s)); or an Amish or Mennonite bishop's letter.



March 1 - 4, 2025 | Jacob K. Javits Center | New York, NY

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Nature of Activity  
(check one)

- Professional Product Demonstration
- Celebrity Appearance
- Media Event

Exhibiting Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Date and Time of Participation \_\_\_\_\_

Name of Minor \_\_\_\_\_ Age of Minor \_\_\_\_\_

Exhibitor On-site Custodian _____	_____
Name	Mobile Number

Name of Exhibitor Representative Submitting Variance Request \_\_\_\_\_

Named Exhibitor Representative's Contact Information	_____	_____
	Email Address	Office Phone Number
	_____	_____
	Fax Number	Mobile Number

## Rules and Regulations

- ✓ Toy Fair will follow the [Javits Center's safety protocols](#), which are in accordance with New York State and New York City guidelines.
- ✓ The minimum age requirement to attend Toy Fair remains 18 years old. **In order to apply for a variance, minors must be 5 years or older and have professional product demonstration training.**
- ✓ Any variance given will apply on **OFFICIAL SHOW DATES ONLY** and only during hours of normal access for exhibit personnel as outlined in the *Toy Fair Exhibitor Kit*.
- ✓ **All minors must vacate the show floor no later than 2:00 p.m. on Tuesday, March 4, 2025.**
- ✓ **NO variance will be given for admission during set-up February 25-28, 2025, or during breakdown from 4:01pm March 4 through March 5, 2025.**
- ✓ All requests must be made in writing.
- ✓ No more than one minor will be permitted per 100 square feet of that exhibitor's booth space. This variance does not apply to Launch Pad Tabletop exhibitors where no minors are allowed.
- ✓ If more than one minor will participate in Toy Fair, a separate request with all corresponding paperwork and videos must be submitted for each minor.
- ✓ All participating minors must submit a signed copy of the Release and Waiver of Liability Agreement.
- ✓ Upon arrival at the Javits Center, the minor should be brought to the Show Office for credentials.
- ✓ The minor must wear their Toy Fair show badge in full view at all times.
- ✓ Minors must be accompanied **AT ALL TIMES** by a parent/legal guardian or on-site custodian who assumes all responsibility for the child's health and well-being.
- ✓ The minor is only permitted access to the requesting exhibitor's booth and may not roam the exhibit hall **with or without** the accompanying adult.
- ✓ At the sole discretion of Show Management, any child creating a disturbance will need to be removed.
- ✓ Any company who violates these guidelines will be denied future variances to the event's admission policy.



# RELEASE AND WAIVER OF LIABILITY AGREEMENT

March 1 - 4, 2025 | Jacob K. Javits Center | New York, NY

## In-Booth Participation at North American International Toy Fair 2025 (the “Fair”) by a Minor (under 18 years of age as of March 1, 2025)

I, \_\_\_\_\_, representing \_\_\_\_\_ (Exhibiting Company) acknowledge that I have met the necessary legal requirements to be the custodian of \_\_\_\_\_ (Minor) for their following activities at Toy Fair 2025 in Booth # \_\_\_\_\_.

### Description of professional demonstration activities, which Participant will engage in:

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We are aware that large events that draw large crowds have an unpredictable quality that could result in hazardous conditions. These conditions run the risk of causing serious injuries and even death. The above-named Minor is voluntarily participating in these activities, has been advised of the danger involved, and we agree to assume any and all risks of bodily injury, death or property damage. We agree to abide by the Rules of Attendance attached.

We verify this statement by placing our initials here:

Minor: \_\_\_\_\_

Parent or Legal Guardian’s initials: \_\_\_\_\_

As consideration for being permitted by The Toy Association, Inc. and North American International Toy Fair to participate in these activities and use the Fair premises and facilities, I forever release the Fair, The Toy Association, Inc., the State of New York, the City of New York, the lessor of the Fair premises (“Lessor”), any Fair affiliated organization, and their respective directors, officers, employees, volunteers, agents, contractors, and representatives (collectively “Releasees”) from any and all actions, claims, or demands that I, my assignees, heirs, distributees, guardians, next of kin, spouse and legal representatives now have, or may have in the future, for injury, death, or property damage, related to (i) my participation in these activities, (ii) the negligence or other acts, whether directly connected to these activities or not, and however caused, by any Releasee, or (iii) the condition of the premises where these activities occur, whether or not I am then participating in the activities. I also agree that I, my assignees, heirs, distributees, guardians, next of kin, spouse and legal representatives will not make a claim against, sue, or attach the property of any Releasee in connection with any of the matters covered by the foregoing release.

For consideration, complete and submit all 3 pages (along with proof of age) to Emily Brown, Event Associate, by Friday, January 31, 2025, via email to [ebrown@toyassociation.org](mailto:ebrown@toyassociation.org)

Demonstration video must be uploaded to Dropbox: [www.dropbox.com/request/VoWigR5B1LeRXg4qkcCG](https://www.dropbox.com/request/VoWigR5B1LeRXg4qkcCG)



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We have carefully read this 3-page agreement and fully understand its contents. We are aware that this is a release of liability and a contract between us and Toy Fair and The Toy Association, and sign it of our own free will.

Parent or Legal Guardian: I verify that the potential dangers of the activities and the significance of this Release and Waiver were explained to the Minor and that the Minor understood them.

Minor

Signature \_\_\_\_\_

Date \_\_\_\_\_

Parent/Legal Guardian (required)

Exhibitor On-Site Custodian (if other than parent/legal guardian)

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mobile # \_\_\_\_\_

Mobile # \_\_\_\_\_

YOU, YOUR PARENT/LEGAL GUARDIAN AND YOUR ON-SITE CUSTODIAN, IF OTHER THAN YOUR PARENT/GUARDIAN, MUST SIGN AND INITIAL THIS FORM WHERE INDICATED.

For consideration, complete and submit all 3 pages (along with proof of age) to Emily Brown, Event Associate, by Friday, January 31, 2025, via email to [ebrown@toyassociation.org](mailto:ebrown@toyassociation.org)

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FOR SHOW MANAGEMENT USE. Approved \_\_\_\_\_ Declined \_\_\_\_\_