



## Where & When Basics

<b>Official Show Name</b>	North American International Toy Fair™	
<b>Show Management</b>	The Toy Association, Inc. – 1375 Broadway, Suite 1001; New York, NY 10018 T: 212.675.1141 F: 212.645.3246 <a href="http://www.toyassociation.org">www.toyassociation.org</a> <a href="http://www.ToyFairNY.com">www.ToyFairNY.com</a>	
<b>Show Location</b>	Jacob K. Javits Convention Center on 11 <sup>th</sup> Ave. between 34 <sup>th</sup> & 40 <sup>th</sup> Sts., New York, NY	
<b>2025 Show Dates &amp; Hours</b>	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"> <li>• Exhibitors are permitted on show floor from 7:30 a.m. until 7:00 p.m. on show days.</li> <li>• All exhibits must be open for business during show hours.</li> </ul>	
<b>Show-Site Show Management Office Location &amp; Hours</b>	<b>Glass Room at the Rear of the Crystal Palace Outside Hall 3B</b>	
	Tuesday, February 25 – Monday, March 3	8:00 a.m. – 6:00 p.m.
	Tuesday, March 4	8:00 a.m. – 10:00 p.m.
	Wednesday, March 5	8:00 a.m. – 3:00 p.m.
<b>Badge Pickup for Exhibitors &amp; Attendees</b>	<b>North Concourse on Level 2</b>	
	Thursday, February 27	12:00 p.m. – 5:00 p.m.
	Friday, February 28	8:00 a.m. – 5:00 p.m.
	Saturday, March 1 – Monday, March 3	8:00 a.m. – 6:00 p.m.
	Tuesday, March 4	8:00 a.m. – 4:00 p.m.
<b>Exhibitor Service Center Hours</b>	<b>Rear of Crystal Palace Outside Hall 3B and Room 1B02 on Level 1</b>	
	Tuesday, February 25 (Level 3 only)	8:00 a.m. – 6:00 p.m.
	Wednesday, February 26 – Friday, February 28	8:00 a.m. – 6:00 p.m.
	Saturday, March 1 – Monday, March 3	8:00 a.m. – 5:00 p.m.
	Tuesday, March 4	8:00 a.m. – 10:00 p.m.
	Wednesday, March 5	8:00 a.m. – 8:00 p.m.
<b>Advance Freight Receiving Dates</b>	Monday, January 20, 2025 through Friday, February 14, 2025	
<b>Hours for Move-In &amp; Receipt of Freight at Show-Site</b>	Tuesday, February 25 – Friday, February 28	8:00 a.m. – 6:00 p.m.
	<b>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 &amp; Out section of this Exhibitor Kit to determine your designated target time.</b>	
	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.**

***Move-Out Hours***

Tuesday, March 4	4:01 p.m. – 10:00 p.m.
Wednesday, March 5	8:00 a.m. – 12:00 p.m.
Thursday, March 6 (Level 3 only)	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](http://www.ToyFairNY.com).**