



NOMINATION RULES  
CRITERIA & CATEGORIES



N O M I N A T I O N  
R U L E S

Each ASTRA member manufacturer, sales representative, affiliate and retailer member can nominate one product in each of the designated categories. It is not required that members submit nominations in all categories.

Products cannot be nominated in more than one category by any one member. Note: It is possible that a single toy will receive nominations in multiple categories due to different members categorizing the toy differently.

Members are encouraged to consider the entire spectrum of the toy industry – not only ASTRA manufacturer products – when nominating products. If a non-ASTRA-member manufacturer product is nominated, the manufacturer will be invited to become a member of ASTRA.

All nominations must be specific individual products and must adhere to the criteria established by the Best for Kids Committee in order to be considered.

C R I T E R I A

**Please read carefully: Only nominees that sufficiently meet the criteria will be eligible to become a finalist and award winner.**

In order to be considered for the Best Toys for Kids award, products must be:

**NEW:** A Best Toys for Kids nominee in all categories except Classic Play should be a new or relatively new release, introduced to the general retail market in the fall of 2017 or later and brought to the market no later than September 2018.

**UNIQUE:** A Best Toys for Kids nominee should be a novel design, either as an original concept or a significant new rendition

**AVAILABLE:** A Best Toys for Kids nominee should be in good supply, ready to ship by September 2018 to any and all credit-worthy independent specialty toy retailers.

**SIGNIFICANT:** A Best Toys for Kids nominee should be meaningful within the industry, whether it is thought-provoking or groundbreaking.

C A T E G O R I E S

## **ACTIVE PLAY**

Toys, games, and sport equipment that get kids physically moving, indoors & out.

## **CHOOSE YOUR OWN CATEGORY**

Toys, novelties, and collectibles that don't fit or seem to defy these categories.

## **CLASSIC PLAY (0-7 YEARS)**

Tried and true playthings on the market for 5 years or more that have endured the test of time to become bestsellers and perennial toy favorites.

## **CLASSIC PLAY (8+ YEARS)**

Tried and true playthings on the market for 5 years or more that have endured the test of time to become bestsellers and perennial toy favorites.

## **CONSTRUCTIVE PLAY**

Build & play activities, such as wood blocks, plastic bricks, jigsaw puzzles, pattern boards, etc.

## **CREATIVE ARTS PLAY**

Arts & craft kits and supplies, musical toys, instruments, and media.

## **EARLY PLAY (0-3 YEARS)**

Children's products and toys targeted to ages 0-3.

## **GAME PLAY (3-7 YEARS)**

Board and electronic games, brainteasers, and active-skill games for ages 3-7.

## **GAME PLAY (8+ YEARS)**

Board and electronic games, brainteasers and active-skill games for ages 8+.

## **LEARNING PLAY**

Toys that are primarily focused on education and/or learning.

## **PRETEND DOLL PLAY**

Dolls, stuffed animals, and puppets that foster parenting, friendship, and mentoring play.

## **PRETEND ROLE PLAY**

Children's products and toys that foster real-life role play (Examples include tool kits and tea sets, career kits and dress-up, dollhouses, people play sets and vehicular toys)

## **PRETEND FANTASY PLAY**

Children's products and toys that foster imaginative play to make-believe worlds of yesteryear or far beyond, such as medieval, fairytale, and futuristic dress-up, puppets, and play sets.

## **SCIENTIFIC PLAY**

Science kits and equipment that foster investigative play.



N O M I N A T E

**All ASTRA members are invited to  
nominate products.**

**View the nomination forms at  
[astratoy.org/nominatebesttoys](http://astratoy.org/nominatebesttoys)**

**Additional Questions?**

Contact Sue Warfield, Director of Member  
Relations at [swarfield@astratoy.org](mailto:swarfield@astratoy.org)