



# ASTRA Manufacturer/Affiliate Member Benefits

## Connect to Buyers

- **ASTRA's Marketplace & Academy** – Be a part of North America's largest specialty toy show! Marketplace & Academy brings buyers from all over the specialty industry to check out new products and write orders for the fourth quarter.
- **Member Directories** – Download direct contact lists for retailers, sales representatives, and affiliates who specialize in specialty products and services. Available digitally on-demand.
- **ASTRA Branding** – Display the Proud ASTRA Member logo on your trade show booths, website, and packaging to remind retailers and consumers that you are a part of the nation's best independent toy seller network.
- **Year-Round Offerings** – Once a year, ASTRA collects your product specials and distributes them direct to our retailer members through our print and digital Member Resource Guide.

## Education & Networking

- **ASTRA Academy** – Access certifications, webinars, podcasts, downloadable resources and more help to keep a pulse on topics shaping the toy industry. ASTRA Academy is available on-demand, so members can access education online 24/7, 365 days a year.
- **Certification Program** – Learn the science and art behind the power of play and become an authority in your community as a Certified Play Expert.
- **Weekly eNewsletters, ASTRA Toy Times Magazine and ASTRA Blog** – Weekly eNewsletters and quarterly issues of *ASTRA Toy Times Magazine* keep you in the know with industry trends and hot topics. Submit content and article ideas that position you as an expert in the industry.
- **ASTRA's Marketplace & Academy** – Boost your business knowledge and connections during a week of sales, seminars, and networking. ASTRA Manufacturer members also get early access to reserve booth space and receive a discounted rate on their booth.
- **Toy Fair** – Maximize your time and brand exposure at Toy Fair. Network with buyers at the annual Night in New York party, show your support for independents by displaying your Proud Member plaque in your booth and take a break in the shared lounge, network with buyers at our Night in New York Party, win over new buyers with ASTRA plaque branding in your booth, and take a break in the shared ASTRA lounge.
- **ASTRA Connect** – Post directly to buyers about new product or ask your fellow ASTRA manufacturers for advice using our online community.
- **Sales Representative Finder** – Find an ASTRA sales representative member for your product using this online resource. Search by state or region to find the right rep for you.

## Media Exposure & Public Relations

- **Best Toys for Kids List** – Viewed by millions of consumers and journalists nationwide, the list highlights products chosen by ASTRA retailers as the best for kids in the fourth quarter. As a member, you have the chance to nominate your product and be showcased in specialty stores nation-wide.
- **Advertising** – Advertise to members in our *ASTRA Toy Times Magazine*, or to the public on our website, which sees 295,000+ hits each month.
- **Press Releases** – Submit company press releases to be featured in the Industry Updates section of the ASTRA website.

## Preferred Savings Partners

- **Preferred Savings Partners** -- Through our various partnerships, save on business services and products including shipping, office supplies and product testing.