



ASTRA Retail Member Benefits

Education

- **ASTRA Academy** – Certifications, webinars, podcasts, downloadable resources and more help members and their organizations 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.
- **ASTRA's Marketplace & Academy** – Join members of the specialty toy industry to gain insights from expert speakers and industry peers to ignite learning.
- **Weekly eNewsletters, ASTRA Toy Times Magazine and the ASTRA Blog** – Stay up to date with industry trends, retail developments, member news and more with these member communications and publications. Submit content and article ideas to position yourself as an industry expert. Weekly eNewsletters and quarterly issues of *ASTRA Toy Times Magazine* keep you in the know with industry trends, retail developments, manufacturer specials, and much more.
- **Certification Programs** – Bolster your business know-how, from marketing to personnel training to merchandising, when you become a Certified Master Retailer. Learn the science and art behind the power of play and become an authority in your community as a Certified Play Expert.
- **Certificate Program** – These succinct certificates provide retailers the opportunity to hone skills in the areas of Business & Finance, Merchandising, Marketing, Customer/Vendor, Technology, Children & Play and Personnel Management. The certificates can be consumed quickly, offering retailers of all levels an opportunity to elevate knowledge and refresh expertise.
- **Publications** – Build your foundational business and toy knowledge with ASTRA's line of publications available for purchase at ASTRA Academy.

Networking

- **ASTRA Connect** – Use your fellow ASTRA retailers as a sounding board for your obstacles and ideas using our online community.
- **ASTRA's Marketplace & Academy** – Catch up with old friends and make new industry contacts at our annual Marketplace & Academy. Attend the three-day trade show or take part in educational sessions built especially for you when you attend the full conference. Members receive discounted registration rates and qualify for special promotions.
- **Toy Fair** – Maximize your Toy Fair experience: discuss stand-out products with fellow ASTRA retailers at Share the Fair, network at our Night in New York event, or take a break in the shared ASTRA lounge. Stop by the ASTRA booth to pick up your member ribbon and our Show Guide of specials.
- **ASTRA Member Directory** – Find manufacturers, sales representatives, and affiliates using our online membership directory.

Product Sourcing & Discounts

- **ASTRA Connect** – Contact fellow retailers online and locate items you may not have on hand for a customer request.
- **ASTRA Toy Times Magazine** – Read up on the latest industry news, find innovative retail tips and discover new manufacturers in the quarterly magazine.
- **Toy Fair** – Exclusive member-only specials from ASTRA manufacturers pay your way.
- **Year Rounds Offerings** - Take advantage of these specials, event offerings, staff training materials and more from our manufacturer members.
- **Preferred Savings Partners** -- Through our various partnerships, save on business services and products including shipping, office supplies and product testing.

Consumer Contact

- **Online Store Finder** – ASTRA provides consumers with a user-friendly store map helps parents find independent retailer member stores in their area at astratoy.org.
- **ASTRA Branding** – Our logo on your store door and website remind parents that you are a part of the nation's best independent toy seller network.
- **Best Toys for Kids List** – Viewed by millions of readers and journalists nationwide, the list highlights products chosen by ASTRA retailers as the best for kids in the 4th Quarter – with a national marketing campaign and free marketing materials.
- **Neighborhood Toy Store Day** – Celebrate your independent toy store and all you bring to the community! Pledge to celebrate in this national initiative to celebrate play and kick off the holiday shopping season. ASTRA provides a packet of marketing resources, including press release templates, event graphics and more.