Connect to Buyers

- **Online Rep Finder** – Manufacturers can locate you according to the regions and states you cover using the rep finder map at astratoy.org. This can be an effective tool for expanding your product lines and connecting you with manufacturer members.

- **ASTRA’s Marketplace & Academy** – North America’s largest specialty toy show brings buyers from all over the specialty industry to check out new products and write orders for the fourth quarter. Attend the three-day tradeshow, take part in educational sessions built especially for sales representatives and take advantage of the social networking opportunities when you attend the full four-day conference.

- **Member Directories** – Contact lists for ASTRA retailers, manufacturers, and affiliates, both online and in Excel.

- **ASTRA Branding** – Our logo on your trade show booths and website remind clients that you are a part of the nation’s best independent toy seller network.

Education & Networking

- **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.

- **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** – ASTRA members from around the country converge for a week of sales, seminars, and networking. Take part in exciting educational workshops hosted by some of the specialty toy industry’s leading professionals and rub elbows with manufacturers.

- **Toy Fair** – Maximize your Toy Fair experience: network with buyers at our Night in New York and take a break from the show floor in the shared ASTRA lounge.

- **ASTRA Connect** – Communicate with buyers and manufacturers using our online community-based discussion board.

- **Sales Rep Wanted List** – Connect with ASTRA’s manufacturer membership using the printed lists available prior to Toy Fair and Marketplace & Academy.

Preferred Savings Partners

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