



## ***ASTRA Sales Representative Member Benefits***

### **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](http://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.