

FOR IMMEDIATE RELEASE

Contact: Susan J. Oliver
773.263.3030
soliver@interaccess.com



ASTRA PROGRAMS AT TOY FAIR

ASTRA'S SHARE THE FAIR; NIGHT IN NEW YORK AND OTHER EVENTS HELP RETAILERS FIND GREAT PRODUCTS AND LEAVE WITH GREAT IDEAS

Chicago, Illinois (January 28, 2019) –The American Specialty Toy Retailing Association (ASTRA) today announced a package of programs and services it is sponsoring at Toy Fair to help member retailers, sales representatives, and manufacturers maximize the use of their time in New York for product sourcing, learning, and networking.

“ASTRA members make a big investment of time and dollars to attend Toy Fair,” notes Kimberly Mosley, President of ASTRA. “ASTRA programs are designed to give store owners a shortcut to the best new toys and children’s products in the aisles at Javits, plus we have lots of ways for all of our members to get some great new ideas and have some relaxing downtime with toy industry colleagues. It’s all about finding the strategies, connections, and products that will differentiate your independent toy business over the coming year.”

Here are details about ASTRA events and services at Toy Fair:

- *ASTRA Booth 6414:* Toy Fair Guides with complete list of member-only specials offered by manufacturers; member ribbons; and Sales Rep Wanted list available for pick up
- *Manufacturer support:* Manufacturers who are ASTRA members receive package of materials with tools for connecting to ASTRA buyers--hand-delivered to their booths
- *Member Hospitality Lounge:* Open Saturday, February 16 through Monday, February 18 from 9:00 AM to 6:00 PM; open from 9:00 AM to 4:00 PM on Tuesday, February 19, Javits Convention Center Hall 1E 12
- *Retail Redux,* a panel discussion on retail trends and how to thrive in today’s evolving retail landscape: Sunday, February 17 at 2 PM in Javits Convention Center Hall 1D Lobby (in collaboration with Toy Industry Association)

...more...

- *ASTRA's Night in New York*: Happy hour event to be held from 6:30 PM to 8:30 PM on Sunday, February 17 at Clyde Frazier's Wine and Dine, 485 Tenth Avenue. [Ticketed event](#) includes food, drinks and great ASTRA conversations!
- *Share the Fair*, a signature member retailer event at Toy Fair: Monday, February 18 from 8:00 AM to 9:00 AM in Javits Convention Center Hall 1E Room 1E11. Breakfast event brings together ASTRA retailers to share information about not-to-be-missed products they have seen on the exhibit floor. Share the Fair attendees will be able to pick up the list at ASTRA booth 6414 starting at 1:00 PM Monday.

For information about ASTRA membership and other ASTRA activities at Toy Fair, visit www.astratoy.org. Find ASTRA at Booth 6414 on Level 1 of Javits Convention Center.

About the American Specialty Toy Retailing Association (ASTRA)

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry. ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. ASTRA members are leaders who, through their businesses, make a positive impact on the economy and culture of the communities they serve. For more information, visit www.astratoy.org/.

###