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ASTRA MARKETPLACE EXHIBIT HALL EXPANDS TO THREE FULL DAYS IN 2017

Chicago, IL (October 17, 2016) – The American Specialty Toy Retailing Association (ASTRA) announced today that its flagship annual event, ASTRA’s Marketplace & Academy, will offer exhibitors and attendees expanded time on the exhibit floor, increasing the amount of time the exhibit hall (Marketplace) is open to three full days.

“ASTRA always asks our exhibitors and our retailers what we can do better, and they came through loud and clear that they need more time on the exhibit floor,” said Kimberly Mosley, President of ASTRA. “About 70% of members surveyed asked ASTRA to expand the time they have available for exploring products and writing orders. This reflects the critical role that ASTRA’s Marketplace plays in helping specialty toy retailers get their fourth quarter strategies and product mix planned.”

The 2017 ASTRA Marketplace & Academy will be held June 25-28, 2017 at the Pennsylvania Convention Center in Philadelphia, PA. Space in the exhibit hall, which typically sells out months before the event, is now on sale to ASTRA members.

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 1,900 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/

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