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***NEW PRODUCT NOOK, FEATURING OVER FIFTY
PRODUCTS, RETURNS TO
ASTRA MARKETPLACE & ACADEMY***

***INNOVATIVE FIRST-TIME-AT-ASTRA TOYS, VENDORS AND DISPLAYS
ALL IN ONE CONVENIENT STOP ON THE EXHIBIT FLOOR***

Chicago, Illinois (May 7, 2018) –The American Specialty Toy Retailing Association (ASTRA) announced today that its popular *New Product Nook* will feature over fifty products, with nearly 20 that are launching at its 2018 [Marketplace & Academy](#) in New Orleans. The *New Product Nook* is conveniently located on the exhibit hall floor and will include a variety of display structures and shelf talkers designed to serve as idea starters for ASTRA retailers.

“[Marketplace & Academy](#) is known as the place to find products that differentiate your store and make your brand unique in your community,” notes Kimberly Mosley, President of ASTRA. “The *New Product Nook* displays innovative new toys together—out of the box and all in one place—so your time on the exhibit floor looking for your next hot sellers or creative new vendors is more productive and efficient.”

Launched in 2017 at the request of ASTRA members, the *New Product Nook* welcomed over 400 visitors in its first year. 90% of [Marketplace & Academy](#) attendees reported they found it to be a valuable new feature of the show.

For information about ASTRA’s [Marketplace & Academy](#), to be held June 10-13, 2018 in New Orleans, Louisiana, or to register, visit www.marketplaceandacademy.org.

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/.

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