

FOR IMMEDIATE RELEASE

Contact: Susan J. Oliver
773.263.3030
SusanOliver@protonmail.com



ASTRA PROGRAMS AT TOY FAIR

ASTRA'S SHARE THE FAIR, MANUFACTURER DISCOUNTS, AND OTHER MEMBER BENEFITS HELP RETAILERS FIND GREAT PRODUCTS

Chicago, Illinois (January 27, 2020) –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 programs at Toy Fair are designed to give store owners a shortcut to the best new toys and children’s products in the aisles at Javits,” says Kimberly Mosley, president of ASTRA.

“ASTRA members make a big investment of time and dollars to attend Toy Fair so we do all we can to get them great deals and to make their time in New York as productive, fun, and comfortable as we can.”

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

- **ASTRA Booth 6511:** Member ribbons available for pick up, plus quick and easy Early Bird registration for [Marketplace & Academy 2020](#) (June 7-10, 2020 in Orlando, FL). Giveaways and promos available for buyers who become members of ASTRA or register for Marketplace & Academy.
- **ASTRA Toy App:** Available for download on February 1st, get member-only discounts with manufacturer booth numbers and information at your fingertips.
- **Manufacturer Support:** Manufacturers who are ASTRA members receive a package of materials hand-delivered to their booths, packed with tools for connecting to ASTRA buyers.

...more...

- *Sales Rep Support*: Pick up the Sales Rep Wanted list of manufacturers looking for representation of their products so you have a convenient way to plan your time at Javits.
- *Member Hospitality Lounge*: Open Saturday, February 22 through Monday, February 24 from 9:00 AM to 6:00 PM; open from 9:00 AM to 4:00 PM on Tuesday, February 25, Javits Convention Center Hall 1E 12.
- *ASTRA's Night in New York*: Happy hour event with live entertainment to be held from 6:30 PM to 8:30 PM on Sunday, February 17 at the Paramount Theater, 1501 Broadway. [Ticketed event](#) includes food, drinks and great ASTRA conversations!
- *Share the Fair*, a signature member retailer event at Toy Fair: Monday, February 24 from 8:00 AM to 9:00 AM in Javits Convention Center Hall 1E 11. 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 6511 starting at 1:00 PM Monday 2/24.

For information about ASTRA membership and other ASTRA activities at Toy Fair, visit www.astratoy.org. Find ASTRA at Booth 6511 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/.

###