
Adora

Play Day/Event Planning

Adora's FabFairy™ Day of Play Event - coordinate with your Adora Sales Representative for an event that will bring joy, laughter and most importantly PLAY to your store - for a good cause.

The Retailer Provides: Store front, selects a local children's charity to benefit, promotes the event with in-store signage, brochures, email etc., Full stocked "front and center" Adora product placement.

Adora Provides: fairy costume, in-store poster, Prize Packages (3), Donation: could be in the form of product or cash or combination, Giant check for presentation; Event Ideas: Paper Dolls Coloring Contest, Photo op with social media #AdoraLoveAndJoy, for complete details please contact your Adora Sales Representative.

Allegra Toys Enterprises, Ltd

Play Day/Event Planning

Demo sets for the stores are provided for every initial order (case pack: 6 units). We can support your event with extra demo sets, give away prizes, logos, social media support, etc. Just contact info@squap.com

Advertising Help

For videos, logos, etc., please contact Monika Rogers at monika@squap.com

Ann Williams

Play Day/Event Planning

Participating retailers please contact Erin Piper at marketing@annwilliamsgroup.com.

Staff Training Materials

The craft will be very simple and outlines in a follow up email to participating retailers, as well as in materials we send to stores.

Incentives

Incentive - store whose customers upload the most photos to our Facebook page will receive \$500 in product.

Advertising Help

For camera ready artwork, logos, etc., please contact info@annwilliamsgroup.com.

Anubias Enterprise, LLC / Fablossom

Year Round Terms/Offers

Free Demo set with Opening Order.

Play Day/Event Planning

Discounted demo kits for play dates based on availability. Contact us for more info.

Staff Training Materials

Visit www.Fablossom.com and click the "Instructions" tab to view various video tutorials. Also visit the "Gallery" tab for ideas on how to display Fablossom creations.

Advertising Help

Images and logos available upon request, please contact Jin at anubiasent@yahoo.com.

Baby Jack and Company

Year Round Terms/Offers

Free Merchandise- 8x8 educational sensory square with opening order

Advertising Help

For camera ready artwork, logos, etc., please contact Kelley at info@babyjackblankets.com.

Beka, Inc (Imagination Starts Here)

Year Round Terms/Offers

A stocking order of \$1,500 earns free freight plus free freight on re-orders of \$750 for 12 months or 50% freight at \$750

Store display models at 30% off

Play Day/Event Planning

Beka's Traveling Block Bin features approximately 250 assorted Hard Maple Unit Blocks. Use Beka Blocks for special events or on-going in-store play. Available for 1-2 weeks at a time; you pay the shipping cost to the next destination. In store display samples are available at 30% off.

Staff Training Materials

Website features a wide array of information about Beka and Beka products-

www.bekainc.com

Advertising Help

For camera ready art work, logos, etc., please contact Jonathon or Jamie (651) 222-7005

Biz in a Boxx

Year Round Terms/Offers

One free retail Biz in a Boxx kit of your choice (CEO Prodigy, CEO Apprentice or The CEO) with a 15 kit minimum order.

Play Day/Event Planning

Free demo kit with an initial order of 20 or more kits.

Advertising Help

For camera ready art and logos for your website, please contact Melissa Rose at melissa@bizinaboxx.com.

Blue Box Toys

Year Round Terms/Offers

5% off on regular-priced B kids Toys plus Free Freight when you order more than \$500.

Blue Box Toys, continued from page 1

Please mention code "ASTRA Y16" on the PO to apply promo.

For any sales & marketing materials, please send your requests to

cliff.seto@blueboxtoys.com.

Blue Orange Games

Play Day/Event Planning

You can contact your Blue Orange sales rep. Please provide event info, number of people, date, etc.

Advertising Help

Camera ready artwork, logos etc. available online from our website at:

<http://www.blueorangegames.com/index.php/awards-and-press?see=images>

BookKid Toys USA, LLC

Year Round Terms/Offers

0 Day Dating on any order of \$1,000 or more with approved Credit. Buy 12 sets of any Action Toys and receive 1 for display.

Advertising Help

For camera ready artwork, logos, etc., please contact Joanna or Jason at

sales.bookkidtoys@gmail.com.

Borgfeldt (Canada), Ltd

Play Day/Event Planning

As Neighbourhood Toy Store Day above. Event planning information and assistance, contact Lynn at 1-800-268-5797 or

lohearn@borgfeldt.ca.

Staff Training Materials

Information, videos, images, parts and service available on the LiteHawk website

www.litehawk.ca

Advertising Help

Co-op ad program with proof of advertisement, 2% credit on annual Net LiteHawk sales. For ad layouts and camera-ready art work, logos, etc., contact Lynn at lohearn@borgfeldt.ca or 1-800-268-5797

BrainStormProducts

Year Round Terms/Offers

20% Discount Net 90 Day Terms - No Minimum Orders Required. Kite Racks Available at a Cost of \$60 each, The Cost of the Kite Rack is Offset with Free Goods at Retail.

Rack Deals - Looking Glass Display Racks and Acrylic Domes are provided at No Cost.

Play Day/Event Planning

April is National Kite Month - BSP will work with the Retailer to promote kite flying during the month of April. We will work with each retailer to offer them special pricing around kite flying promotion during April.

Staff Training Materials

We can provide Flying Footage of the Kites for their stores. We can train the store staff via SKYPE about our Kites, Looking Glass and Kendama Products.

Advertising Help

We are happy to support AD Programs and will support on a talk to me basis. Camera ready Art Work, Logos and etc. are available please contact Rich Brady (760-871-1135 or

rbrady@xkites.com

For camera ready artwork, logos etc., please contact Rich Brady at (760) 871-1135 or

rbrady@xkites.com

Brer Rabbit Toys, LLC

Advertising Help

Camera ready artwork, logos etc. available, please contact Mimi Stella at

mimi@brerrabbittoys.com

Brightz, Ltd

Advertising Help

For camera ready artwork, logos etc., please contact Jenny Greene at jennygreene@brightz-ltd.com

Captain Creative

Year Round Terms/Offers

60 Days Dating on all invoices; Free Freight on orders over \$1,000.00

We provide a Retail Info card that is free to help sell our product in store. Free Merchandise is only given for Nuudle Day Play Dates.

Free Metal Rack available on \$2,000.00 orders, free freight, and 90 days dating.

Play Day/Event Planning

Nuudle Days is when we provide free Magic Nuudles and Super Shapes to decorate for in store Play Days. In order to qualify for a Nuudle Day you need have placed a minimum of \$300.00 of Magic Nuudles.

Please contact Kevin for all special event planning details at

kevin@captaincreativematerials.com

Staff Training Materials

Store owners can plan a staff training via skype or an actual store visit by Kevin to train on how best to sell Captain Creative products.

Captain Creative, *continued from page 2*

Advertising Help

Ad layouts are available please contact Kevin Sewart at

kevin@captaincreativematerials.com; Camera ready artwork, logos etc. available, please contact Kevin Sewart at **kevin@captaincreativematerials.com**.

Choose Friendship Company

Year Round Terms/Offers

Rack Deals: 5% off purchases \$300+ not to be combined with other limited time offers.

Play Day/Event Planning

Play Day kits available for all kits. 1 kit per \$300+.

“One sheets” available for different times of the year, I.E. Back to School, summer break.

Staff Training Materials

Personalized staff training on how to increase revenue through events and birthday parties as well as product demoing training.

Advertising Help

For ad layouts, camera ready artwork, logos etc., please contact Tracy Hall

tracy@choosefriendship.com

Cloud b

Year Round Terms/Offers

\$1,000 free freight must note on order you are an ASTRA member.

Advertising Help

For ad layouts, camera ready artwork, logos etc., please contact Tersea Iniguez at

tiniguez@cloudb.com.

Cobra RC Toys

Year Round Terms/Offers

One free demo Micro RC Drone with MOQ 24 pcs. One demo per store/year

Staff Training Materials

Please contact **steven@cobratoys.com** or **simon@cobratoys.com** and we can help get you comfortable with demo-ing the Micro Drone in-store. You can also visit our website

www.cobratoys.com for specific information on any of our products.

Advertising Help

We have hi-res images and logos available for stores to use. Please contact

steven@cobratoys.com.

For camera ready artwork, logos, etc. please contact **steven@cobratoys.com**

Crazy Aaron’s Puttyworld

Year Round Terms/Offers

Free Freight for orders \$500+; Free Floor Display with an order \$500+

Play Day/Event Planning

Enjoy free freight on orders of \$500+. Mixed by Me play day kits make it easy to host a Crazy Aaron's event for up to 20 children. Please contact Cheyanne at 866-578-2845 x 104 for details.

Advertising Help

For camera ready artwork, logos, etc., please contact Cheyanne Huke at

cheyanne@puttyworld.com

Creative Education of Canada

Year Round Terms/Offers

Opening order \$250

Reorder \$150

Free Freight \$500

Daydream Toy

Year Round Terms/Offers

FREE SKYTRIX Display SKY-FLR-36 with order of \$500

Video Player, add \$50

Play Day/Event Planning

Contact Daydream Toy at (201) 792-5451 and our VP of Sales will get back to you to plan and support your event

Staff Training Materials

“How To” Sell Sheets for All Major Products

Advertising Help

For camera ready artwork, logos, etc., please contact Gordon Haas at

info@daydreamtoy.com

Eagle – Gryphon Games

Year Round Terms/Offers

Sign-up for our Retailer newsletter that provides special offers.

Free shipping at various levels of total \$ sales.

Demo copy available at certain purchase levels

Staff Training Materials

We have a Wingman program and if a member is in your area, we can arrange for them to come teach our games to your staff.

Advertising Help

For camera ready artwork, logos, etc., please contact Joanne Soued at **joannes@eagle-**

gryphon.com

Education Outdoors, Inc

Year Round Terms/Offers

Purchase 2 cases of any one product & receive a free demo game of that product

Advertising Help

Coop Ad Program, camera ready artwork, logos, etc. are available please contact Brandy Pringle at customerservice@educationoutdoors.net

Educational Insights

Year Round Terms/Offers

Everyday Terms: \$750 combined order of Educational Insights & Learning Resources = Free Freight. \$500 order of only Educational Insights or Learning Resources = Free Freight. First Quarter 2016, ask your Sales Representative about our Star Dealer Program to become an EI & LR Premier Dealer with special discounts & terms throughout the year.

Play Day/Event Planning

Contact your Sales Representative or Sales Manager for FREE demo samples and giveaways. Register at our Dealer Site (<https://dealer.educationalinsights.com> or <https://dealer.learningresources.com>) to access the Marketing Resource Site that provides images, videos, awards and online retailer marketing materials.

Staff Training Materials

Videos, marketing materials and samples are available for staff training.

Advertising Help

Coop Ad Program: Contact your Sales Representative or Sales Manager for details. Camera ready artwork, logos, sell sheets, signage and web banners are available on the Marketing Resource Site.

eeBoo

Year Round Terms/Offers

Request up to 3 FREE product demos with any order over \$500. Product POP displays included FREE with select assortments, or upon request. For current specials contact your rep or call us directly: (212) 222-0823.

Birthday Card rack offsets are available as listed in our catalog.

Play Day/Event Planning

Various Play Day Kits are available year around! Contact emily@eeboo.com to discuss options.

Staff Training Materials

eeBoo staff is available to assist in hosting Play Days or train staff for NYC based toys. Many of our fabulous reps are available to help host play

days.

Advertising Help

For camera ready artwork, logos, etc., please contact Emily Levitt at emily@eeboo.com

Endless Games

Year Round Terms/Offers

Special Terms: NET 45

FREE Freight on orders of \$500 or more

Demo games available upon request

Play Day/Event Planning

Endless Games will happily provide games or other pieces to use for any store events where Endless Games products are featured or promoted.

Endless Games will happily provide games or other pieces to use for any store events where Endless Games products are featured or promoted.

Staff Training Materials

Demo games / abridged instructions.

Incentives

We don't have incentive plan in place, but I'm always open to discuss!

Advertising Help

Ad layouts, camera ready artwork, logos, etc. available, please contact Brian Turtle at bturtle@endlessgames.com.

Endless Possibilities, Inc – Boinks & Fidgets

Year Round Terms/Offers

Special Terms: Net 30

With an order of \$100 or more you will receive your choice of Boinks Buddies color series, Boinks Buddies shapes series, or Fidgets 3 pack. We offer Classic Boinks, Super Boinks, Fidgets, and Boinks Buddies in both table top displays and rack displays

Staff Training Materials

I can provide all sorts of samples and literature.

Incentives

A copy of Professor Murphy's guide to endless possibilities.

Advertising Help

We have never done coop ads, but would be interested. Thought about doing it with local newspapers / magazines.

For ad layouts, camera ready artwork, logos, etc., please contact Cherie Badanjek at

cheriebadanjek@yahoo.com

Flipzles – Vicki Lewis Originals LLC

Year Round Terms/Offers

Net 60 on request

Flipzles – Vicki Lewis Originals LLC, *continued*
from page 4

1/2 off freight for ASTRA Members

Advertising Help

For camera ready artwork, logos, etc. available please contact Vicki Lewis at vicki@flipzles.com

Flycatcher, Inc

Advertising Help

Coop Ad program, camera ready artwork, logos, etc. available please contact Tal Zilberman at tal@paintinglulu.com

Funnybone Toys

Year Round Terms/Offers

Free demo games upon request.

1/2 freight at \$250 – full freight at \$500

Free demo games upon request

Staff Training Material

We have videos on all of our products at

[youtube.com/funnybonetoys](https://www.youtube.com/funnybonetoys)

Incentives

We can supply demo products for play day or staff training upon request

Advertising Help

We can entertain options for coop advertising, please contact Julien Sharp at (917) 280-9110 at julien@funnybonetoys.com.

For ad layouts, camera ready artwork, logos, etc. please contact Julien Sharp.

Funskool and TOOBEEZ Brands

Year Round Terms/Offers

ASTRA members receive Net 60 terms with valid credit card on file.

50% off shipping on orders over \$500.

Play Day/Event Planning

Please contact Chris Stummer
chris@toobeez.com for details.

Staff Training Material

Please contact Chris Stummer
chris@toobeez.com for details.

Advertising Help

For camera ready artwork, logos, etc. please contact Chris Stummer at chris@toobeez.com.

GirlzNDollz

Year Round Terms/Offers

For our first time customers, we accept a minimum order of 12 pieces assorted.

50% off shipping on orders of \$300 or more.

Advertising Help

For camera ready artwork, logos, etc., please contact Jessie Moghaddas at girlzndollz@gmail.com.

Gollnest & Keisel KG

Advertising Help

For camera ready artwork, logos, etc., please contact Marilyn Chalais at mchalais@goki-usa.com.

Grouchy Dog, LLC

Year Round Terms/Offers

Free Freight on all orders of 3 cases or more in the contiguous United States

Receive 1 demo set (all 3 games) with orders of 3 cases or more.

Staff Training Material

We are happy to visit retailers in the DC, Baltimore, Philadelphia and NY area to train staff and demonstrate our products directory to customers as our schedules allow.

Advertising Help

For camera ready artwork, logos, etc., please contact Margaret Maciulla at margaret@grouchydog.com

GUND, a division of Enesco, LLC

Year Round Terms/Offers

Net 60 for customers with approved credit

Free freight on orders of \$300 or more

\$1,000-\$4,999 Shipped=2%

\$5,000-\$9,999 Shipped=3%

\$10,000-\$14,999 Shipped=4%

\$15,000+Shipped=5%

Shipments are based on calendar year 2015, qualifying accounts will grandfather into 2016

HABA USA

Year Round Terms/Offers

Net = 60; FFA at \$500

Play Day/Event Planning

Please contact your sales rep or HABA sales manager for more information!

Staff Training Material

Please contact your sales rep or HABA sales manager for more information!

Advertising Help

For ad layouts, camera ready artwork, logos, etc., please contact Ashley Ware at ashley@HABAUSA.com.

Harrisville Designs, Inc

Year Round Terms/Offers

Orders over \$400 receive Free Freight (in the contiguous US)

Receive a Free Potholder PRO Sample with the order of 10 or more Potholder PRO Kits (F554).

Hotaling Imports, Inc

Year Round Terms/Offers

\$2500 order = Net 90 & FFA

Play Day/Event Planning

Play day kits are available on a case by case basis. Please contact us.

If a store has a particular event that they would like support for, please contact us as soon as possible and we will do whatever we can (315) 363-5594

Staff Training Materials

Samples, Demos, etc. are available. Contact us for details.

Gift cards for the reps or the customers (gas card, donuts, pizza, etc.)

Advertising Help

Coop Ad Programs are done on a case by case basis depending on their needs. Contact Larry Hotaling at larry@hotalinginc.com. For camera ready artwork, logos, etc. contact Brian Shackelton at brian@hotalinginc.com.

i play., Inc

Year Round Terms/Offers

5% off all orders for ASTRA members, freight not included.

IELLO

Year Round Terms/Offers

Free freight for orders of \$350 or more

Free demo copies for orders over \$350.

Play Day/Event Planning

Game Night Kits for King of Tokyo and King of New York are available for free upon request. These include stickers, special retailer exclusive cards, and a promotional poster. Tournament specific prizes also available. Simply email sales@iellogames.com to request a kit!

Want to host a game night or tournament event for a IELLO board game? We have free promotional materials and prizes available for most of our games! We also have enthusiastic volunteers covering most areas. Please contact sales@iellogames.com for free event materials!

Staff Training Materials

Demos copies, catalogs, and on-site volunteers available in most areas for staff training or organized event assistance.

Advertising Help

For ad layouts, camera ready artwork, logos, etc., please contact Sara Erickson at sara@iellogames.com.

innovativeKids

Year Round Terms/Offers

* \$750+ net order = 90 days dating, free freight, PLUS 2 display samples of your choice! _ Special Code: 1ASTRA6 * \$500-\$749 net order = 60 days dating, free freight, PLUS 1 display sample of your choice! _ Special Code: 2ASTRA6 \$250+ net FREE FREIGHT minimum

Advertising Help

For camera ready artwork, logos, etc., please contact at Teresa Piccolello

tpiccolello@innovativekids.com.

Insect Lore Products

Year Round Terms/Offers

\$500+ = Free Freight

Purchase 12 or more Butterfly Gardens and receive FREE in-store live display

Purchase 12 or more Ladybug Lands and receive FREE in-store live display

Play Day/Event Planning

Insect Lore is happy to support any play day or event activity from butterfly releases to educational lifecycle activities to caterpillar races, please contact Nicole Hamilton (661) 746-7653 or nicole@insectlore.com.

Staff Training Materials

The best way to learn about our products is to do it yourself! We are happy to provide a live Butterfly Garden and/or Ladybug Land to any and all staff to experience the miracle of metamorphosis, first-hand.

Advertising Help

For coop ad programs, ad layouts, camera ready art work, logos, etc. please contact Nicole Hamilton (661) 746-7653 or

nicole@insectlore.com

INVICTA Challenge

Year Round Terms/Offers

10% of orders of \$315 or more. (Three casepacks of 6 units each.)

Advertising Help

For ad layouts, camera ready artwork, logos, etc., please contact Jim Murphy at

jfmurphy@invictachallenge.com.

JAX, Ltd

Year Round Terms/Offers

3% at \$500+

Free Game Demo per case pack of any game ordered that is new to your store. (One per store, per year)

Play Day/Event Planning

JAX, LTD, continued from page 6

Games and SkaZooms available for play dates - email Paul Weibel to coordinate

pweibel@jaxgames.com

Staff Training Materials

Games and SkaZooms available for training/demos - email Paul Weibel to coordinate pweibel@jaxgames.com

Incentives

Games and SkaZooms available for training/demos - email Paul Weibel to coordinate pweibel@jaxgames.com

Advertising Help

JAX will allow 3% of delivered net purchases. To qualify, proof of performance must be submitted no later than Jan 15 of the following year.

For ad layouts, camera ready artwork, logos, etc., please contact Paul Weibel at pweibel@jaxgames.com.

KaZAM

Year Round Terms/Offers

FREE SHIPPING on KaZAM v2s model

FREE SHIPPING on accessories: KaZAM Helmets and Knee/Elbow Pads

Advertising Help

For camera ready artwork, logos, etc., please contact Mary Beth Lugo at marybeth@kazambikes.com.

Klutz

Year Round Terms/Offers

Net 60 and Free Freight at \$850 order

Free Freight at \$300

Free with \$500 order

Play Day/Event Planning

Availability to be determined in January. Free with 12 pc order of day kit item.

Staff Training Materials

Day kit has products and instructions for 20+ kids

Advertising Help

3% of prior year sales if store is not a member of another group. Proof of advertising has to accompany request.

For camera ready artwork, logos, etc., please contact Devin MacDonald at devin_macdonald@klutz.com.

Kore Baseball Products

Year Round Terms/Offers

Free freight on orders over \$300

Advertising Help

For ad layouts, camera ready artwork, logos, etc., please contact John Koelliker at john@korebaseball.com or (801) 556-3808.

Laser Pegs Ventures, LLC

Year Round Terms/Offers

Free Freight on > \$1,000 Orders

Free Demo Kit with > \$500 Opening Order

Staff Training Materials

Power point presentation

We can offer the reps an illuminated pendant that has a laser pegs on it for a free hand-out to store associates during training sessions.

Advertising Help

Coop ad program available contact

sales@laserpegs.com

For ad layouts, camera ready artwork, logos, etc. please contact sales@laserpegs.com

Learning Resources

Advertising Help

We do offer ad copy and images on our dealer site. Please register here:

<http://dealer.learningresources.com/>.

Go to our dealer account and set up an account to retrieve all images and ad copy:

<http://dealer.learningresources.com/>.

LightUp, Inc

Year Round Terms/Offers

Free Freight on orders of \$400+

Free demo unit with initial order of 12+ units

Play Day/Event Planning

Planning an event that could use LightUp's STEM educational kits and interactive app to teach kids about how the world around them works? We'd love to help! Please contact us at hello@lightup.io, and we'd be happy to learn about your plans and talk through ways to support you.

Staff Training Materials

We have videos and demo instructions available online and upon request. LightUp's founders (Josh and Tarun) can also make time for an online chat with your staff!

Advertising Help

For camera ready artwork, logos and photos, please contact hello@lightup.io

Little Adventures

Year Round Terms/Offers

\$250 orders (or more) receive FFA (free freight)

\$600 orders (or more) receive Net 60 terms +

FFA (free freight) \$1,350 orders (or more)

Little Adventures, *continued from page 7*
receive 5% off their entire order + FFA (free freight)

Advertising Help

For camera ready artwork, logos and photos, please contact austyn@littleadventures.com

Living Puppets USA

Year Round Terms/Offers

Credit card pre-paid orders of \$350.00+ during 2016 ASTRA fair, 7% discount; Year Round Terms/Offers for ASTRA members: 5% on orders of \$350.00+, Net 30 days (after credit approval). For special conditions/orders, contact office@living-puppets-usa.com or call 561-927-7171

Advertising Help

Retailer's store name, address, telephone, email and URL to be listed on the website of Living Puppets USA at www.living-puppets-usa.com. For special conditions/orders, contact office@living-puppets-usa.com or call 561-927-7171.

Lollaland

Year Round Terms/Offers

Net 30, 5% discount

1 demo Lollacup on opening orders

Lulu Jr.

Year Round Terms/Offers

10% off for new customers

Free freight over \$500

Advertising Help

For camera ready artwork, logos, etc. please contact sales@lulujr.com.

Magformers, LLC

Year Round Terms/Offers

\$750 = FFA, \$500 min

Play Day/Event Planning

Play day materials can be sent to stores upon request.

Incentives

Net 30. Net 60 per credit approval based on \$1000 order.

Advertising Help

We are advertising on National TV (boomeriang, Cartoon Network, DXD) throughout Nov '15.

We also advertise on Social Media & with TFE, Toy Book, EdPlay & Creative Play magazine.

Makit Products

Year Round Terms/Offers

Net 30

5% off 24+ Kits

In-store Play Day, unlimited

Play Day/Event Planning

Unlimited in-store play day art kits are available year round. 1 kit includes 50 paper templates, a poster to advertise upcoming event, a sample of the product, order form, instructions, pre-addressed return envelope, and a digital flyer for print is available upon request. Customer will visit your store 2X, once to create and then to pick up order.

Contact Rhonda@makit.com for assistance.

Staff Training Materials

An instruction sheet and contact at Makit.

Incentives

Customer visits your store 2X as a result of this program!

Advertising Help

For camera ready artwork, logos, etc. please contact rhonda@makit.com.

Maple Landmark Woodcraft

Year Round Terms/Offers

Free freight for any order that is \$150 or more and prepaid with credit card

Play Day/Event Planning

Offering several make and take event kits.

Made by Me cars and trucks, holiday themes and pretend play kits are available.

Advertising Help

For camera ready artwork, logos, etc. please contact barb@maplelandmark.com.

Maru and Friends

Year Round Terms/Offers

Free pj with every doll merchandise

MerryMakers, Inc

Year Round Terms/Offers

One Giant plush doll with order of \$250+ net valid throughout all of 2016. Limit one per customer, while supplies last.

Advertising Help

For camera ready artwork, logos, etc. please contact Emily at emily@merrymakersinc.com.

Micro Kickboard

Year Round Terms/Offers

Free Shipping with Prepayment by Credit Card

Advertising Help

For camera ready artwork, logos, etc. please contact meghan@microkickboard.com.

Mindtwister USA

Year Round Terms/Offers

Net 30 for new accounts with credit approval.
FFA on orders \$1,000 and above.

For new accounts only- 1 free demo of any
SKUS ordered. (Zippy Flyer & Gear excluded)

Advertising Help

For ad layouts, camera ready artwork, logos,
etc. please contact

meghan@microkickboard.com.

Miniland Educational

Year Round Terms/Offers

60 days with approved credit terms
\$500 or more free freight, \$300 or more free
freight on your first Miniland order
Free Super Blocks Track Set 2 to demo in your
store with the purchase of any of our Super
Blocks sets

Play Day/Event Planning

Free Super Blocks Track Set 2 to demo in your
store with the purchase of any of our Super
Blocks sets

Advertising Help

For camera ready artwork, logos, etc. please
contact **aadarve@minilandeducational.com.**

MiniLou

Play Day/Event Planning

We can attend some events for stores in the
Utah areas.

Advertising Help

For camera ready artwork, logos, etc. please
contact Carina Gardner at **info@mini-lou.com.**

Mini-Play Makeup, Inc

Year Round Terms/Offers

300

Free demo with opening order

Advertising Help

For ad layouts, camera ready artwork, logos,
etc. please contact Heidi Miller at

help@miniplaymakeup.com.

Monkeying Around

Year Round Terms/Offers

2% 10 Net 30 - upon credit approval AND/OR
2% off orders with 10 packs only AND/OR 2%
off orders over \$200 wholesale **May not be
combined with other offers

2% 10 Net 30 - upon credit approval AND/OR
2% off orders with 10 packs only AND/OR Half
off Shipping Charges on orders over \$350
wholesale **May not be combined with other
offers

Advertising Help

For camera ready artwork, logos, etc. please
email **office@monkeyingaround.com** for Login
code to get access to artwork and sample
puzzles.

MOONJAR, LLC

Year Round Terms/Offers

Free Shipping All Year Round!

Play Day/Event Planning

April is Teach a Child to Save Month. We offer
free lesson plans and support.

Incentives

Moonjar Moneyboxes for all employees

Advertising Help

For ad layouts, camera ready artwork, logos,
etc. please contact **mary@moonjar.com.**

Mukikim, LLC

Year Round Terms/Offers

\$500+ = FFA, Net 30, \$1000+ = FFA, Net 60 **
SpyX Starter Kit (Less than case pack!)

\$500+ = FFA

Advertising Help

For camera ready artwork, logos, etc. please
contact **info@mukikim.com.**

Munch Baby, Inc

Year Round Terms/Offers

Free POP display with minimum opening order
Free freight for first orders. ASTRA Retailer re-
order freight offer: Free freight on orders of
\$228.00 or more.

One free sample with opening order.

Advertising Help

For camera ready artwork, logos, etc. please
contact **melissa@munchmitt.com.**

Neat-Oh! International, LLC

Year Round Terms/Offers

Order Size: \$350 = ½ FFA, Net 30

Freight: \$500 = FFA, Net 30

Terms: \$750 = FFA, Net 60

We are also running Q1 Specials along with the
ASTRA Member Only Q1 Special

Staff Training

Catalogs and can host webex for training.

Incentives

Our representatives have a large variety of
samples to allow them to train store staff. Neat-
Oh! Will customize a play day kit when
requested.

Advertising Help

All camera ready artwork, logos, etc. can be
found on our website in our image gallery.

North Pole Kids' Club

Year Round Terms/Offers

Net 45 with approved credit.

10% cap on shipping.

Play Day/Event Planning

If you are planning a holiday event, please contact us to discuss ways we can support your event.

Staff Training Materials

Our online product video and product instructions aid with staff training, although we are available anytime by phone to explain the product in more detail.

Advertising Help

For camera ready artwork, logos, etc. please contact Colleen Nutter at colleen@cooperscornerllc.com.

OgoSport, LLC

Year Round Terms/Offers

\$500 = 10% off

\$1000 = FFA, Net 45 (cannot be combine with other offers)

\$550 = Free OgoSport Active Display Rack (built-in video monitor) \$399 = Free OgoBILD Display Rack (built-in video monitor) (cannot combine with other offers)

Play Day/Event Planning

At least \$250 of OgoBild product = OgoBild PlayDay bucket (on request, while supplies last)

Outset Media Corporation

Year Round Terms/Offers

\$850 = FFA and Net 60 terms OAC Cobble Hill Puzzles, D-Toy Puzzles and Outset games all count towards the FFA N60 total.

\$850 = FFA and Net 60 terms OAC Cobble Hill Puzzles, D-Toy Puzzles and Outset games all count towards the FFA Net 60 total.

Demo games and Puzzles available on request.

Play Day/Event Planning

Demo games and puzzles available on a case by case basis.

Staff Training Materials

Demo games are available on request

Advertising Help

Cobble Hill Retailer Partnership Program (CHIRP) Please contact Linda at linda@outsetmedia.com for details.

For camera ready artwork, logos, etc. please contact linda@outsetmedia.com

Papersalt

Year Round Terms/Offers

Net 30 with credit sheet

Free domestic ground shipping on all orders of \$250 or more

Advertising Help

Please contact orders@papersalt.com for any artwork or logos you may need

Peaceable Kingdom

Year Round Terms/Offers

Net 60 on \$750 (or choose prevailing national promotion)

Net 90 on \$900 (or choose prevailing national promotion)

Free Freight Always on \$600+. Per-To

Free demo game when ordering 6+ games per order. Upon request. For more information please contact

lbrewer@peaceablekingdom.com.

Play Day/Event Planning

Play day kits available on request, please contact tbarnes@peaceablekingdom.com, rsunday@peaceablekingdom.com.

Staff Training Materials

Some resources can be found via www.peaceablekingdom.com

We can also conduct 'live' online training sessions to teach sales staff about our company and products. For more information please contact tbarnes@peaceablekingdom.com, rsunday@peaceablekingdom.com.

Advertising Help

Ad layouts and camera ready art work, logos, etc. are available upon request, please contact tbarnes@peaceablekingdom.com, rsunday@peaceablekingdom.com.

Perseus Books

Year Round Terms/Offers

Extra 3% disc on orders of 25 units or more

Free freight on orders of \$100

Petit Collage

Year Round Terms/Offers

\$259 opening orders receive 5%

Advertising Help

For camera ready artwork, logos, etc. please contact Chris Boral at marketing@petitcollage.com

Piggy Paint

Year Round Terms/Offers

Flusher Husher Toilet Sensor Covers – Buy 12, get 2 free!

Free Freight on \$300+ Orders. Rock the Locks and Flusher Husher products can be combined with Piggy Paint to reach Free Freight minimum.

Advertising Help

For camera ready artwork, logos, etc. please contact katherine@piggypaint.com

Playing Unlimited, Inc

Year Round Terms/Offers

No Minimum Net 60

8% Freight Cap

Play Day/Event Planning

Free play day set with 1300 PlayMais plus sponges, knives, and instructions with an order of \$300

Info flyer with all instructions on how to set up a play day with PlayMais

Staff Training Materials

Free PlayMais for staff training and building models for the store

Advertising Help

2% co-op

For ad layouts, camera ready artwork, logos, etc. please contact Frank Weihrauch

Poketti Plushies with a Pocket

Year Round Terms/Offers

Greeting cards with activity puzzle and stickers for the pocket!

Advertising Help

Coop Ad program, TBD please contact kris@poketti.com.

For ad layouts, camera ready artwork, logos, etc. please contact kris@poketti.com

Rain Baby Gear

Year Round Terms/Offers

No dollar minimum on first orders. We encourage small first test-orders of 6-8 items.

Additional 5% discount on orders placed through www.rainbabygear.com wholesale online. Free shipping on first orders greater than \$300 for ASTRA members (continental US only).

Play Day/Event Planning

On an availability-only basis, we can offer fabric scraps for craft events at your store. Contact us at sales@rainbabygear.com to inquire about current availability.

Staff Training Materials

We include free printed detailed product descriptions for store staff training so they can understand and explain the product features. Also we also include shelf talkers on first orders for improved product merchandizing.

Incentives

We list each retail partner on www.rainbabygear.com which provides quality backlinks for your website/Facebook pages. This

helps boost your website search engine optimization (SEO)--and we like when you list us too!

Advertising Help

For camera ready artwork, logos, etc. please contact sales@rainbabygear.com

RampShot

Year Round Terms/Offers

Net 30

Share in the cost

Staff Training Materials

How To Video

Advertising Help

For camera ready artwork, logos, etc. please contact kevin@rampshot.com

Reading Time Gifts/Mark-My-Time

Year Round Terms/Offers

\$300=Freight Offset

Free bookmark with first order New Store opening

Staff Training Materials

Online video instruction for use and sales brochures

Advertising Help

For ad layouts please contact Maureen Farinella at sales@readingtimegifts.com

For camera ready artwork, logos, etc. please contact Joe Farinella at sales@readytimegifts.com

Reeve + Jones

Advertising Help

For camera ready artwork, logos, etc. please contact sales@contactreeveandjones.com

Reeves International

Year Round Terms/Offers

Net 60 at \$750; Net 90 at \$1500

Free freight at \$750 or more

Play Day/Event Planning

Free Paulinda Play Day Kit with purchase of \$150 of Paulinda Super Dough

Advertising Help

For camera ready artwork, logos, etc. please contact jbutts@reevesintl.com

Romanoff Products

Year Round Terms/Offers

Terms available with references.

Sago Sago Toys

Year Round Terms/Offers

Free Freight in North America for Retail Store orders over \$300USD

Advertising Help

Please contact Samson at samson@sagosago.com for any art, images or logos.

Santoki, LLC

Advertising Help

For camera ready artwork, logos, etc. please contact Matt Hamilton at matt@santoki.com

Science Wiz

Year Round Terms/Offers

Net 60 day, terms on approved credit plus Free Freight Offset at Retail.

ScienceWiz - Norman & Globus Year Round Terms/Offers ASTRA Members placing an order of \$350 or more will receive a Free Freight offset at Retail. All orders of \$750 or more will receive Net 60 day terms on approved credit plus Free Freight Offset at Retail.

1 free demo piece included when an 8 pc. Case pack is ordered on either Cool Circuits or Cool Circuits Junior.

All floor & counter displays are free when filled.

Advertising Help

Discounts & Terms may differ due to advertising details. Please call David Gaines/Sales Manager (510) 222-2638 or email

david@sciencewiz.com.

For camera ready artwork, logos, etc. please contact David Gaines/Sales Manager (510) 222-2638 or email david@sciencewiz.com.

Sentosphere USA

Year Round Terms/Offers

\$350 = 1/2 FFA, Net 30; \$500 = FFA, Net 30; \$750 = FFA, Net 60.

New orders receive 1 painted demo & Demo pack of Aquarellums. Please call for demos of other merchandise or see your Rep.

Play Day/Event Planning

Play day kits are limited and free, please contact your sales rep or Fred Gross when you are having an event.

Please contact your Sales rep or Fred Gross.

Staff Training Materials

Aquarellum Demos, video on our website.

Incentives

Aquarellum Demos, follow your nose demos please contact Fred Gross for special demo items

Advertising Help

For camera ready artwork, logos, etc. please contact Fred Gross at sentosphereusa@comcast.net.

Set Enterprises, Inc

Year Round Terms/Offers

Order \$1,000 or more 10% discount and FFA.

You can always receive free demo decks when you place an order.

Receive free goodies from us when you host a Game Night. Flyer or other form advertisement and 2 weeks' notice before your Game Night is required in order to receive this deal.

Ask about our Community Outreach program.

Small World Toys

Year Round Terms/Offers

Net 60 on orders over \$750; Net 90 on orders over \$1,000.

FFA on all orders over \$750.

Free displays with merchandise, please contact the sales department.

SMART PLAY LLC

Year Round Terms/Offers

Net 90 Day Terms on order over \$1000.

FFA on all orders over \$500.

Advertising Help

For camera ready artwork, logos, etc. please contact sales@smartplay.us.

SoapSox

Year Round Terms/Offers

Net 30

Advertising Help

For camera ready artwork, logos, etc. please contact alvin@soapsoxkids.com.

SongsWithMyName

Year Round Terms/Offers

Free Ground Shipping of our Retail Starter Package.

\$30 off Retail Starter Package - includes countertop display and 15 CDs for \$169.

Advertising Help

For Ad Layouts and camera ready art work, logos, etc. please contact Jim Tucker at jimt@songswithmyname.com

Specialty Toys Network

Year Round Terms/Offers

Any ASTRA member receives a 5% discount on regular priced plans. Not applicable on special or promotional pricing.

Stephen Joseph, Inc

Year Round Terms/Offers

Net 60

FFA \$500

Staff Training Materials

Print and web product materials.

Advertising Help

For camera ready artwork, logos, etc. please contact brianw@stephenjosephinc.com.

Sugar Lulu

Year Round Terms/Offers

\$250 Opening Order

\$100 PREPAID Opening Order

\$500 net Free Freight minimum

30 days dating payment terms

Existing Customers - No Reorder Minimum

T.S. Shure, Inc

Year Round Terms/Offers

Receive Net 30 terms on all orders over \$1,000 year round.

Gold Package: \$5,000+ orders = FFA on entire initial order, FFA on all re-orders (\$300+), Net 60 terms*, 5% discount, free demo products, event planning and staff training.

Silver Package: \$3,000 - \$4,000+ orders = FFA on entire initial order, Net 60 terms*, 3% discount, free demo products, event planning and staff training.

Bronze Package: \$1,000 - \$2,999+ order = FFA on entire initial order, Net 60 terms*, 2% discount, event planning and staff training.

**pending credit approval on new customer accounts*

ASTRA members only: Free shipping on orders of \$1,000.

Free educational Pictorial Map poster on initial orders of \$500.

Ask about other exciting promotional offers!

Designer displays for Magnetic Tins and Wooden Magnetic Doll programs are available with product buy-ins: -Doll Display Wire

Spinner Program: \$1,584.00 -Creative Tins Floor

Display Program: \$1,248.00

Play Day/Event Planning

Puzzle Day Kits and Building Day Kits available for your in-store event planning. Additional giveaways, prizes, and incentives are available by contacting your ASTRA representative: (773) 227-1001

Planning an exciting event in your store? We want to be there! Please contact your ASTRA representative, Maggie Morgan - mmorgan@tsshure.com for all promotional planning and product incentives to make your event a success.

Staff Training Materials

Any member of our marketing department at T.S. Shure will be happy to help with any questions from

your team. We are available by calling: (773) 227-1001 – Monday through Friday 8:30AM CST to 5:30PM CST. Please reach out to a member of our friendly staff with any upcoming promotional ideas, questions about our brand, and future products!

Advertising Help

For high res print or web ready images and logo, please contact: mmorgan@tsshure.com

Tactic Games

Year Round Terms/Offers

Free Freight on orders over \$750

Customers are eligible to receive one free sample at no charge per shipping location for their first order of selected product. Customers must order in full case packs. Example: Customer orders 6 pieces of a product and clearly indicates "Demo Sample Program" on their order. We will ship 6 pieces and invoice for 5.

Advertising Help

For camera ready artwork, logos, etc. please contact jay.knox@tactic.net

The Haywire Group

Year Round Terms/Offers

Will provide at a later date per conversation with Sue Warfield

Advertising Help

For camera ready artwork, logos, etc. please contact Tami Murphy at tami@haywiregroup.com

The Little Yoga Mat

Year Round Terms/Offers

Free Freight for orders of 60+

FREE mat with 1st order.

Advertising Help

For camera ready artwork, logos, etc. please contact jensen@thelittleyogamat.com

The Magical Tales - Family Traditions

Year Round Terms/Offers

Net 30 on Re-Orders
Free shipping on opening orders

The Multiples

Year Round Terms/Offers

20% off orders over \$500

Free freight for POP

Advertising Help

For ad layouts, camera ready artwork, logos, etc. please contact brooks@themultiples.com.

The Orb Factory

Year Round Terms/Offers

\$300 = 1/2 Free Freight; \$500 = Free Freight;

\$750 = Free Freight, Net 60; \$1,500 = Free

Freight, Net 60, 5% Discount; \$2,000 = Free

Freight, Net 90, 5% Discount

Play Day/Event Planning

Play Day Kits are featured in our catalog, available for free when they're shipped accompanying an order.

Advertising Help

For ad layouts, camera ready artwork, logos, etc. please contact orders@orbfactory.com

The Original Toy Company

Year Round Terms/Offers

>5% discount, with orders over \$650.00 plus value

Standard Freight terms apply

Play Day/Event Planning

Please consult customer service for event planning information.

Staff Training Materials

Please consult customer service for staff training materials and incentives

Advertising Help

Please consult customer for coop ad program information

For camera ready artwork, logos, etc. please contact erin@theoriginaltoycompany.com

The Puppet Company

Year Round Terms/Offers

Net 60 for orders \$1000+

Free puppets at retail value to offset the price of the rack

\$750 free shipping

The Queen's Treasures

Year Round Terms/Offers

\$300 order= FFA, 5% Discount

Tubby Table Toys, Inc

Year Round Terms/Offers

30 days with approved credit references after 1st order ships

Free shipping for first-time retailer orders

Advertising Help

Coop ad program available on a case-by-case basis.

For ad layouts, camera ready artwork, logos, etc. please contact julie@tubbytabletoys.com

Tucker Toys

Year Round Terms/Offers

5% Discount all year round. 30 Day Net Terms available upon approved credit check.

Play Day/Event Planning

Retailer may order one demo at 50% off when ordering a case pack. Limit one demo per product per store.

Upper Deck

Year Round Terms/Offers

For special terms and freight offers please call to discuss, 760-583-9608

One Free Dinosaurs Display Tin with Case Order of UD Dinosaurs

Advertising Help

Coop ad program available please call for details

For ad layouts, camera ready artwork, logos, etc. please contact

Jodi_Wasserman@upperdeck.com

Whiffer Sniffers

Year Round Terms/Offers

Free rack and sampler pack (12 Whiffer Sniffer demo clips) with purchase of a floor rack. Value is \$30.00 Free rack and 1 demo clip with purchase of a counter rack

Play Day/Event Planning

Contact Jon Bailey for special events-costume loans, etc. jonb@bearingtoncollection.com

Media kit available by email or mail

Advertising Help

For camera ready artwork, logos, etc. please contact jonb@bearingtoncollection.com.

Whole Wide World Toys, Inc

Play Day/Event Planning

Chinese Culture Playday Kit Suggested dates for 2016: Chinese New Year, Feb 8, 2016 - Lantern Festival, Feb 22, 2016 - Children's Day, June 1, 2016 - Dragon Boat Festival, June 9, 2016 (U.S. cities' observance may vary) - Mid-Autumn (or

Whole Wide World Toys, Inc., *continued from page 14*

Moon) Festival, Sept 15, 2016- Any time! Includes: 8.5"x11" poster template to publicize your event. Variety pack of 30 Chinese culture activities for mixed ages (e.g. paper cut-out tangrams, coloring pages, papercut, chopsticks game, and/or I See China Everywhere scavenger hunt) - 4 red paper lanterns for decoration - Cheap & easy additional ideas you can do yourself \$15 with any order; FREE with \$300 order; FREE Play Day Kit plus 1 FREE World Village Playset - China with \$490 order (e.g. 9 playsets & 6 companion packs = \$490)
Staff Training Materials

Booklet: How to Play with World Village Playsets, Lesson Plans for World Village Playsets
Advertising Help

For camera ready artwork, logos, etc. please contact Laura Barta,
ljbarta@wholewideworldtoys.com

YOXO

Advertising Help

For camera ready artwork, logos, etc. please contact emma@yoxo.com

Maximize your ASTRA membership with these additional year-round member benefits:

- **Networking**
Connect with the most creative minds in the industry on the ASTRA Discussion Boards and get answers to your questions and share your ideas!
- **Education**
Augment your industry know-how with the library of webinars and train your staff to be the experts on play by utilizing the articles and resources all about child development. Stay up-to-date on industry trends and news through ASTRA's weekly e-Bulletins and quarterly issues of the ASTRA Toy Times Magazine.

Receive member pricing on ASTRA publications that will equip you with the information and tools to help your business grow, whether you are just starting out or looking for a boost to your business.

- **Save with ASTRA**
Utilize your member discount on business services like shipping, e-mail marketing, insurance, and much more!
- **ASTRA's Marketplace & Academy**
Mark your calendar for the largest gathering of the specialty toy industry! Be the first to see the newest products on the trade show floor, collaborate and learn from peers and industry experts in the educational sessions, and discover "a-ha" moments that will take your business to the next level.
- **ASTRA Exclusive Products**
Set yourself apart by offering products that are designed and developed by ASTRA manufacturers and distributed exclusively through ASTRA retail members.

Want to know more?

Visit www.astratoy.org or contact us at info@astratoy.org or (312) 222-0984

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