



Andrew M. Cuomo, Governor

FOR IMMEDIATE RELEASE

THE JAVITS CENTER WELCOMES THE 113TH NORTH AMERICAN INTERNATIONAL TOY FAIR WITH 33,000 PARTICIPANTS

Play Fair, a New Experience Open to the Public, to Premiere This Year with Hands-On Exhibits and Never-Before-Seen Exclusives From Major Brands

Largest Toy Tradeshow in Western Hemisphere to Attract Participants from 102 Countries

NEW YORK (February 10, 2016) – The Javits Center is proud to welcome the 113th Annual North American International Toy Fair to be held February 13-16, the largest showcase of the latest toy trends and innovations in the Western Hemisphere. During the four-day event, more than 1,200 exhibitors from 32 countries, including 300 first-time exhibitors, are expected to attend the 113th edition of the annual event on Manhattan's West Side. A special consumer-facing, two-day edition of the show, Play Fair, will be co-located inside Javits North and is expected to premiere on February 13. Separate registration and fees apply to Play Fair, which is billed as an immersive, experience-rich event open to the public. Attendees can visit hands-on exhibits, inspiring displays and never-before-seen exclusives from major brands. Also co-located with Toy Fair is the Digital Kids Conference, which opens February 15 for entertainment and media executives, marketers, producers, digital media directors and licensing professionals seeking to engage children online and through digital devices.

"Business in the United States begins at the Javits Center, and one of our most exciting events to launch new products is the North American International Toy Fair, which attracts more than 30,000 participants to New York," said Alan Steel, President and CEO of the New York Convention Center Operating Corporation, which operates the Javits Center. "This show is one of many that we host that generates a tremendous amount of economic activity for New York City and New York State, including the hotel, restaurant and tourism industries. We are delighted to build upon our long-standing partnership with the event organizers and look forward to another banner year for the fair."

"Toy Fair is where the global toy community flocks to see the latest and greatest in youth entertainment trends and products," said Steve Pasierb, President and CEO, Toy Association. "The show is fueled with an unparalleled energy and excitement, just like our host city New York. We are thrilled to add Play Fair, a separate event for families, into our celebration of play at the Javits Center this year."

With the entire six-block facility filled with exhibitors, 11,000 buyers representing more than 5,600 unique retail outlets are slated to shop at the event, along with nearly 20,000 retailers, wholesalers, importers, buying groups and trade guests from 102 countries. Toy Fair exhibitors will be distributed by categories with Level 1 hosting, among others, action figures, arts and crafts, board and online games and puzzles, children's books and music, and educational toys and games. Dolls, soft toys and accessories and youth electronics, tech toys, interactive gaming and robotics will be housed on Level 3.

A comprehensive roster of educational seminars and events is slated to complement product finds on the show floor. Two free sessions will keep attendees abreast of the latest in the industry: A toy trends briefing at 4 p.m. on Sunday, February 14, will deliver information direct from the show, while The Toy Industry Association will host its annual toy safety update on Monday, February 15, from 9:30 a.m. to 12:30 p.m. This session will highlight important changes in toy safety requirements and emerging issues under consideration by legislators and regulators in key markets around the globe. A suite of informational sessions presented by the Toy Industry Association also will address different aspects of the industry, including Creative Factor where professionals can network and share resources. Rounding off the celebration of all things toys, the Toy of the Year Awards will honor the best in toys and children's entertainment and the gala will feature a Toy Industry Hall of Fame induction.

Last month, Governor Andrew M. Cuomo announced a \$1 billion expansion project for the Javits Center, which will include five times more meeting room space, the largest ballroom in the Northeast and an on-site truck marshaling facility that will relocate 20,000 trucks off local streets each year. With this expansion, the Javits Center will be able to host more dynamic events, improve its operational efficiency and generate nearly \$400 million in additional annual economic activity. Construction is set to begin later this year.

North American International Toy Fair

The North American International Toy Fair is the largest toy tradeshow in the Western Hemisphere, bringing together more than 1,200 exhibiting manufacturers, distributors, importers and sales agents from around the globe to showcase their toy and youth entertainment products. From classic toys to interactive entertainment and everything in between, the Toy Fair playground includes: action figures and dolls; games and puzzles; construction toys; arts and creative activities; bicycles, tricycles and ride-ons; radio-controlled vehicles; infant and preschool toys; cars, trucks and trains; puppets and plush; computer software and video games; playground and sporting equipment; books, stationery and party supplies; and much more. For more information, visit www.toyfairny.com.

Javits Center

Known as the "Marketplace for the World," the Javits Center was originally designed by I.M. Pei & Partners and opened in 1986. The iconic facility has since become New York's

primary venue for large conventions, trade shows and special events and serves as home to many of the world's top 250 trade shows, hosting millions of visitors a year. Located on 11th Avenue between West 34th and West 40th sts. in Manhattan, the Javits Center generates up to \$1.8 billion in economic activity and supports more than 17,000 jobs a year. The New York icon has 840,000 square feet of flexible exhibition space, 102 meeting rooms and four banquet halls, as well as a range of technology services, including state-of-the-art WiFi capabilities. For more information, visit www.javitscenter.com.

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