



toyFAIR!

February 14 - 17, 2026 | Jacob K. Javits Center | New York, NY

Promo
Catalog





Elevate Your Brand at Toy Fair 2026

Reach beyond the booth and stand out as an industry leader at Toy Fair 2026 with high-impact sponsorships that will help you to **increase booth traffic** and **generate more leads and sales**. As the world's largest and most comprehensive play-focused marketplace, no event holds more influence in the industry. **Elevate brand awareness** and be top of mind with a valuable promotional opportunity that **guarantees added exposure** at the show.

Choose from our curated offerings or collaborate with our expert team to design a custom package aligned with your goals—whether it's driving traffic to your booth, boosting brand awareness, or creating unforgettable experiences for the toy audience.

How can a sponsorship enhance your show experience?

Explore opportunities with your Toy Fair Account Executive.

Companies A-M: Peri Halprin | phalprin@toyassociation.org | 646-520-4846

Companies N-Z: Stacy Liebensohn | sliebensohn@toyassociation.org | 646-520-4852

Let's
Chat!

“

“Pokémon has been a sponsor of the New York Toy Fair for several years, showcasing our giant inflatable Pikachu balloon in the Javits Center Atrium. This has been a great opportunity to spotlight our brand immediately as attendees enter the Fair. Our balloon has been featured in nationwide live shots on Good Morning America and the Today Show, local NYC news casts as well as in national print media. Our partnership with the The Toy Association has been seamless and we look forward to renewing our contract each year.”

Kelly Katon, Events Manager

The Pokémon Company
INTERNATIONAL



DIGITAL ADVERTISING

Attendee Registration Website

Capture attention right from the start with your name on the Attendee Registration Website sponsorship. Registration opens in the Fall of 2025 so the sooner you secure this high-impact sponsorship, the greater the value!

Price:

\$25,000 – Exclusive Title Sponsorship Package

One (1) available – Clickable logo to appear just below the show banner at the top of each page, in every confirmation email sent to attendees and in all promotional emails reaching upwards of 20,000 influential toy professionals.

\$8,500 – Spotlight Ad

Six (6) available – Clickable ad to appear on the sidebar of all attendee registration pages.

The screenshot displays the Toy Fair! registration website. At the top, the 'toyFAIR!' logo is prominent, with the event dates 'February 14 – 17, 2026' and location 'Jacobs K. Javits Center, New York, NY' to its right. Below the logo, it states 'Registration powered by ty Booths 723 & 735'. A central section titled 'SELECT A REGISTRATION CATEGORY BELOW' features four circular buttons: 'Attendee' (yellow), 'Exhibitor' (red), 'Press' (blue), and 'Student Congress' (grey). Below this, a section titled 'ALREADY REGISTERED FOR TOY FAIR' is divided into two columns. The left column, 'Attendee Registration Access', notes that approved attendees have access to their registration information and can resend email confirmation with a barcode. The right column, 'Show Schedule', notes that approved attendees have access to a Show Planner, a personalized tool to plan their time at Toy Fair. On the right sidebar, there is a vertical list of sponsors with their booth numbers: 'Coryell Booth 835', 'Wish Booth 671', and 'Toysmith Booth 295'.

DIGITAL ADVERTISING

Online Show Directory & Floor Plan Packages

The Toy Fair 2026 website houses the official exhibitor directory, floor plan, and show planner that attendees use to find new products at the show. Upload content, get priority placement and be a featured exhibitor with one of the many available packages. All upgrades will appear online and in the Toy Fair Mobile App. Purchases can be made directly from the exhibitor resource center in Map Your Show.

Price:

Bronze Package - **\$450** | Silver Package - **\$1000** | Gold Package - **\$2,500**

App Exclusives - **\$2,500 to \$5,000**



DIGITAL ADVERTISING

Toy Fair Mobile App Advertising

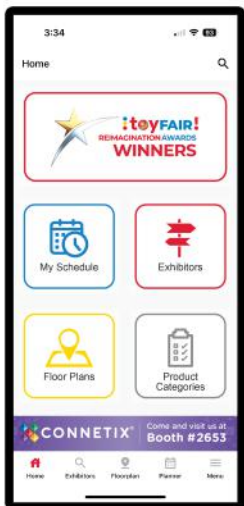
Put your brand in the hands of Toy Fair attendees – literally! With Toy Fair Mobile, attendees have the opportunity to view the interactive floor plan, search for an exhibitor and booth, view the event schedule and much more. Enhance your listing and showcase your products with a banner ad or push notification that is sure to drive traffic to your booth. Limited availability.

Price:

Daily Push Notification - **\$1,250**

Banner Ad - \$2,000

Title Sponsor **SOLD** \$20,000



Social Media Marketing

Engage with Toy Fair's collective social community of 90,000 followers with dedicated posts on the Toy Association social media network. A maximum of two posts per day are available and will appear on LinkedIn and Instagram. Bundles available.

Price: **\$1,750** per post



DIGITAL ADVERTISING

Toy Fair TV Advertising

Spotlight your brand with a commercial advertisement on all 67 televisions in the Javits Center and on the Jumbo Screen in the Crystal Palace during show hours, on all four days of the show. Attract buyers to your product and your booth with one of our commercial options. Production is not included. Ad is guaranteed to air at least 1 time per hour during all open hours of the show.

Price:

Static ad - **\$2,500**

15 second ad - **\$5,500**

30 second ad - **\$7,750**

1 minute ad - **\$12,000**



**Get
Noticed!**

**Looking for a digital advertising package to meet
your specific sales and marketing goals?**

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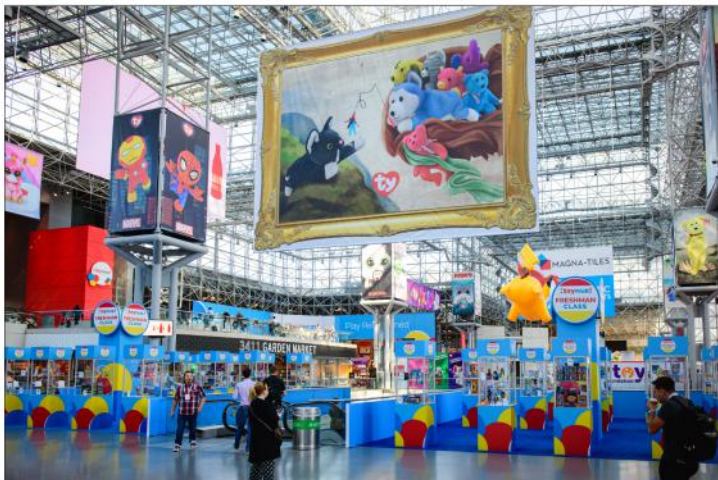
Companies N-Z: Stacy Liebensohn | sliebensohn@toyassociation.org | 646-520-4852

ON-SITE BRANDING

Registration Lobby Power Banners

Announce your brand, product or property in a BIG way by hanging your message from the rafters! Banners are strategically placed in high-traffic locations of the Javits Center lobby and are instantly visible from all corners. There are a variety of sizes and locations available to make a strong impact.

Price: Range from **\$5,000 - \$40,000** plus fulfillment



ON-SITE BRANDING

Floor Decals

Floor decals provide a unique way to make a path to your booth. This one-of-a-kind branding offers maximum exposure in both the public areas of the Javits Center and on the show floor.

Price:

Package A - \$11,000 plus fulfillment

(1) 10'x5' in Lobby; (1) 5'x5' on show floor

Package B - \$17,000 plus fulfillment

(2) 10'x5' in Lobby; (1) 5'x5' on show floor

Package C - \$22,000 plus fulfillment

(2) 10'x5' in Lobby; (2) 5'x5' on show floor

A La Carte - 10'x 5' in Lobby - **\$7,500** each plus fulfillment; 5'x 5' on show floor - **\$5,500** each plus fulfillment

Reach out to your Account Executive for more information on floor decals.



Door Decals

Make a first and lasting impression with branded decals on the Javits Center entrance doors. Capture the attention of every attendee as they arrive at the show and be their last thought when they leave for the day. A variety of packages are available.

Price: Packages range from **\$3,500 - \$20,000** plus fulfillment



ON-SITE BRANDING

Cardboard Standee

Can't be everywhere at once? Place your brand in front of every attendee at the show with these economical, eye-level signs. Multiple locations available in the high-traffic registration lobby and exhibit hall entrances.

Price: \$2,750 each plus fulfillment



Exhibit Hall Entrance Column Banner Wrap (3 Available)

Located in front of the Level 1 exhibit hall entrance doors, the column banner wrap is a great way to get noticed by buyers as they make their way into the Toy Fair exhibit halls. Display your brand on one of many available locations sure to make a BIG impact.

Price: \$11,000 per column plus fulfillment



ON-SITE BRANDING

Escalator Glass Panels (9 Available)

Promote your company on all levels at Toy Fair! Place your company's branding on decals adhered to the many escalator glass panels throughout the Javits Center. Sponsored location includes both the up and down escalator. Exclusive available.

Price: \$4,000 per location plus fulfillment



Starbucks Signage Package (Exclusive)

But first, coffee. If you have been to Toy Fair, you know that the lines at the two Starbucks locations get VERY long during show days. Take advantage of this captive audience while they grab their much-needed caffeine fix with a package that includes floor decals and meter board signage.

Price: \$15,000 plus fulfillment



ON-SITE BRANDING

Stair Graphics – Exclusive

Step up your marketing! Be the first name buyers see upon arrival and be a part of their Toy Fair experience every step of the way as they continuously move between exhibit levels.

Price: North **SOLD** Case - **\$15,000** plus fulfillment



**Stand
out!**

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to meet your specific sales and marketing goals?**

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EXCLUSIVE ON-SITE SPONSORSHIPS

Attendee Lanyards

Every attendee is required to wear a badge to access the Toy Fair show floor so why not keep your brand top-of-mind with the exclusive Attendee Lanyard sponsorship. These lanyards are given to all registered attendees and are a great way to see your brand in every corner of the show.

Price: ~~\$20,000~~ **SOLD** fulfillment



Official Attendee Tote Bag

When you sponsor the official Attendee Tote Bag, your name and marketing message is carried by all attendees wherever they go. Take advantage of this targeted distribution and get in the hands of all registered attendees at the show.

Price: ~~\$20,000~~ **SOLD** fulfillment



EXCLUSIVE ON-SITE SPONSORSHIPS

Official Show Bag

When you are at Toy Fair, you accumulate a lot of product info and giveaways over the course of four days. Put your name on the bag to carry it home. The Official Show Bag is placed on self-serve racks throughout the registration areas offering wide distribution.

Price: ~~\$30~~ **SOLD** as fulfillment



EXCLUSIVE ON-SITE SPONSORSHIPS

“Ask Me” Information Guides

Information guides are placed throughout the Javits Center during Toy Fair and are a valuable resource for attendees. Attract attention by dressing these guides in your clothing or other branded merchandise.

Price: \$12,500 plus fulfillment of branded clothing and/or accessories



**Let's
Connect**

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EXCLUSIVE ON-SITE SPONSORSHIPS



Live Activation (Exclusive per Day)

Show off your brand and property with an over-the-top performance in the Crystal Palace lobby. From dinosaur flash mobs to Minion dance parties, there is no end to what you can do to grab the attention of Toy Fair attendees. Subject to Show Management approval.

Price: \$15,000 plus fulfillment



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EXCLUSIVE ON-SITE SPONSORSHIPS

Toy Fair WiFi

Fast, free WiFi is a highly valued and prized service by attendees and exhibitors alike. Gain access to the technology savvy users who rely on the Internet to stay in touch – in all corners of the Javits Center. From custom passwords to splash pages to signage, there are many options for getting BIG exposure.

Price: \$100,000



Toy Fair Coat Check

Winter in New York means that every attendee will need to check a coat before they hit the trade show floor. Warm them up to the opportunity of visiting your booth with a sponsorship entitling your company to brand the coat check locations throughout the Javits Center.

Price: \$12,500 plus fulfillment



NON-EXCLUSIVE ON-SITE SPONSORSHIPS

Costumed Character

Breathe life into your presence at Toy Fair by having your “walking advertisement” in all public areas of the Javits Center. Create a photo opp perfect for social media and entertain attendees while reaching your target audience and making a lasting impression. Guidelines and restrictions apply. Price includes material handling fees for all shipped costumes.

Prices:

Full Show - **\$7,000***

Daily Rate - **\$3,500***

Parade Only - **\$1,500***

**plus fulfillment*



Brand Ambassador

Put your brand on display in the Toy Fair lobby with an outfitted Brand Ambassador. Demonstrate your product, hand out samples and capture the attention of attendees with this unique exposure opportunity.

Price: \$2,000 per person per day

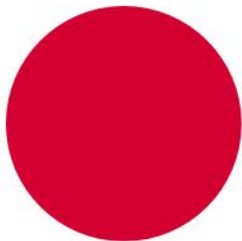


NON-EXCLUSIVE ON-SITE SPONSORSHIPS

Lobby Landmark Displays

Drop a larger-than-life promotional display in the registration lobby of the Javits Center and guarantee that all Toy Fair attendees see you! This is a proven booth traffic and sales generator that you don't want to miss out on. Limited space is available in select areas of the Javits Center lobby. Display areas must remain unmanned for the duration of the event.

Price: Range **\$7,500 - \$40,000** plus fulfillment



Spotlight Product Showcase

Put your product on display in these exclusive, dynamic showcases located at the front entrances of the Toy Fair exhibit halls. Designed to give buyers a sneak peek and lead them to your booth, these showcases garner maximum visibility in high-traffic locations.

Price:

Large Showcase - **\$7,000** plus fulfillment

Small Showcase - **\$5,500** plus fulfillment



NON-EXCLUSIVE ON-SITE SPONSORSHIPS

Hot for Holiday Showcase

Put your hottest holiday products on display at Toy Fair 2026! Located in the busy Crystal Palace lobby, the Hot for Holiday Showcase is a magnet area for powerful play professionals and the global media to see before they hit the show floor.

Price:

Toy Fair Exhibitor
\$3,500 per product

Non-Exhibitor
\$4,500 per product



“The Hot for Holiday Showcase looked great, and we did have buyers stop by our booth after seeing our display. Thanks for making the showcase such a great experience!”

Christine Johnson
National Sales Manager



TOTY Finalist Showcase

Celebrate your TOTY 2026 nominated product and get the recognition you deserve with the highly valuable TOTY Finalist Showcase sponsorship at Toy Fair 2026. Located in the highly trafficked Crystal Palace lobby, this new showcase area gives you the chance to promote your finalist product to powerful play professionals and the global media as they arrive at the show.

Price:

Toy Fair Exhibitor
\$3,500 per product

Non-Exhibitor
\$4,500 per product

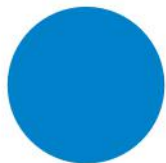


NON-EXCLUSIVE ON-SITE SPONSORSHIPS

Freshman Connect Promotional Packages

Available to first time exhibitors only, these valuable packages provide our newest exhibitors an affordable way to stand out at the show, raise brand awareness and drive buyer traffic to their booth. Several low-cost packages are available upon request.

Price: Packages range from **\$950 - \$5,000** each



Hand Sanitizing Stations

Attach your name to the many hand sanitizing stations placed openly throughout the building for the thousands of show attendees to use. Exclusive and bundles available.

Price: **\$3,500** per unit



SPECIALTY AREAS & EDUCATION

Press Center Sponsorships

Toy Fair is a media magnet! More than 1,000 global media attend Toy Fair and use the Press Center during the show to conduct meetings, write articles, interview industry professionals and work their media magic. A variety of options are available for your company branding to appear throughout the Press Center. If your strategy is to maximize your media exposure, then be where they are!

Price:

Press Center
\$12,500 plus fulfillment

Press Lanyards
\$4,750 plus fulfillment

Press Tote Bags
\$4,750 plus fulfillment

Press Center Giveaway
\$4,750 plus fulfillment



“Crayola sponsors the press lanyards year after year as an opportunity to connect with new and veteran media. Not only do the branded lanyards help to distinguish between press and buyers while inside the Crayola booth, more importantly, it initiates a call to action outside the booth! Many times throughout the years I have initiated a conversation with a new face wearing a Crayola lanyard that has turned into a new contact to support the brand. A simple effort of partnership with The Toy Association that ignites networking possibilities!”

Erika Merklinger
Public Relations Manager
Crayola, LLC



SPECIALTY AREAS & EDUCATION

Content Creator Lounge & Sponsorships

Reaching kids through online content creators is a no-brainer in today's world and at Toy Fair, we welcome this important group with open arms. Grab the attention of these highly valuable attendees with a high exposure sponsorship opportunity. Choose from the exclusive Content Creator Lounge, custom badge and lanyard, Welcome Party, SWAG bag and more. Exclusive available.

Price: Range from **\$2,500** to **\$85,000** plus fulfillment



**Market
Your
Brand!**

Looking for a specialty areas & education branding package to meet your specific sales and marketing goals?

Explore opportunities with your Toy Fair Account Executive.

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SPECIALTY AREAS & EDUCATION

Toy Safety Compliance Update

The Toy Safety Compliance Update is one of the most popular sessions at Toy Fair NY making it a powerful sponsorship. The presentation, which attracts upwards of 400 attendees, will highlight important changes in state, federal, and international toy safety requirements and introduce emerging issues under consideration by legislators and regulators in key markets around the globe. Available to Toy Association Member Testing Labs only. Sponsor to provide a 1-page handout for distribution at session.

Price: **\$3,000** | Breakfast Exclusive - **\$7,500** **SOLD** fulfillment



SPECIALTY AREAS & EDUCATION

Food Court Marketing

Be the center of everyone's conversation with a valuable sponsorship throughout the busy food court at the Javits Center. This delicious sponsorship opportunity allows you to mix and match floor decals, tabletop signage, cups & napkins, food vouchers and more. A variety of options are available.

Price: Range from **\$15,000** plus fulfillment





Sponsorships ALWAYS Sell Super Fast!

Don't miss an opportunity to extend your reach beyond the booth and enhance your competitive edge among the most powerful play professionals in the industry.

Reserve your sponsorship today!
Contact us for digital advertising and showcase sponsorships:

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