



## Exhibit Design Approval Request Form

**Only exhibitors not working with GES for exhibit planning/design must submit this form.**

In accordance with Toy Fair Dallas exhibit display guidelines, all exterior surfaces must be finished.

Exhibitors using pop-up displays with unfinished backs or exposed frameworks can take advantage of a low-cost option offered by GES, the official show decorator, in order to meet this requirement.

**If you are not planning your Toy Fair Dallas exhibit design with GES, whose staff will ensure conformance with show requirements, this form as well as a floor plan or graphic depiction of your exhibit space design is required to be submitted for approval by The Toy Association, Inc. no later than Friday, August 28, 2020.**

***Completing and submitting an Exhibit Design Approval Request Form does not guarantee approval.***

Show Management will respond within five business days of receipt of your Exhibit Design Approval Request Form.

Completed forms and floor plans or diagrams of proposed exhibit designs should be sent to:

Richard Chow  
The Toy Association, Inc.  
1375 Broadway, Suite 1001  
New York, NY 10018  
Fax: 212.645.3246  
Email: [rchow@toyassociation.org](mailto:rchow@toyassociation.org)

COMPANY NAME \_\_\_\_\_ BOOTH/ROOM # \_\_\_\_\_

SUBMITTED BY \_\_\_\_\_ TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

### FOR SHOW MANAGEMENT USE ONLY

APPROVED \_\_\_\_\_ NOT APPROVED \_\_\_\_\_ DATE \_\_\_\_\_

FLOOR MANAGER \_\_\_\_\_