

# 2023 Preview | Holiday Market 2022

September 20-22, 2022

## Rules & Resources for Planning Your Exhibit Space & Operations

The following rules and information are supplementary to the conditions specified as part of your Exhibit Space Contract. Please review all regulations carefully. All booths and showrooms, regardless of size, must conform to the environment of the show set forth by Show Management.

**Access to Dallas Market Center** Although the Dallas Market Center building offers 24-hour access, exterior doors are closed between the hours of 5:00 p.m. and 8:00 a.m. To gain entry between those hours, follow the instructions near the house phone located immediately to the left of the revolving doors at the building's front entrance.

To schedule meetings outside of show hours, please email Richard Chow ([rchow@toyassociation.org](mailto:rchow@toyassociation.org)) by Tuesday, September 13, for guidelines and assistance.

**ADA Compliance** Exhibitors are advised of their obligations related to the Americans with Disabilities Act (ADA) Title III. The Exhibitor understands that the ADA requires that the Exhibitor's display be accessible to people with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA. The Exhibitor warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communications between all parties in accordance with the requirements of the ADA so that, as a place of public accommodation, an exhibit is designed to allow persons with disabilities equal access to and enjoyment of the exhibit. More information about the Americans with Disabilities Act is available from the ADA information line at 800.514.0301 or at [www.ada.gov](http://www.ada.gov). If you or any member of your staff has the need for auxiliary aid or services, please call John Klein at 646.520.4866.

**Advertising, Sponsorship and Promotional Opportunities** For a wide range of opportunities to promote your product beyond your exhibit space, please contact Laura Mangiaracina, The Toy Association's Director of Sales, at [lmangiaracina@toyassociation.org](mailto:lmangiaracina@toyassociation.org) or 646.454.5589.

**Aisle and Adjacent Booths** For reasons of safety and courtesy, no signs, display material, or decorative items may protrude into the aisles or extend into neighboring booths. All aisles, passageways, lobbies, or exits leading to fire hoses or electrical access doors must be completely unobstructed. During move-in and move-out, please recognize the "No Freight" aisles assigned by the general show contractor. While installing your displays, crates are not to be left in these aisles.

**Animals** Only service animals for individuals with disabilities are permitted on DMC premises.

**Audio Visual Equipment Rentals** Refer to *Audio Visual* under *Additional Show Services* for an order form from MDAN Audio Visual, the designated audio-visual vendor.

**Booth Cleaning Service** Booth cleaning is each exhibitor's responsibility. GES is the exclusive cleaning contractor for the show. If you would like your booth vacuumed and/or swept, have trash removed, etc., you can order these *Cleaning Services* under *Labor and Equipment* of this *Exhibitor Kit*. Wastebaskets left in the aisles at the close of the show each day will be emptied without a charge.

**Booth Display Regulations** Carefully review *Booth Building & Display Regulations* under *Preview & Holiday Market Information* of this *Exhibitor Kit*. If a booth does not adhere to show regulations, exhibitors will be required to modify their exhibits on-site at their own expense.

**Booth Furnishings** Carefully review *Booth Building & Display Regulations* under *Preview & Holiday Market Information* of this *Exhibitor Kit*.

**Business Services** Various business service vendors have operations on the first floor of the Dallas Market Center. In addition to a FedEx Ship Center and UPS facility, there is a firm called American Showroom Concepts. American Showroom Concepts offers faxing, copying, printing, packing, and shipping/receiving as well as a selection of office supplies.

**Catering** Catering and concessions at the DMC are exclusively provided by Levy Restaurants. Outside food and beverage, including alcohol, may not be brought into the Market Center at any time. Deliveries from outside restaurants or caterers will be turned away. See *Additional Show Services* for menus.

In accordance with the Texas Alcoholic Beverage Commission, exhibitors are strictly prohibited from bringing, serving or in any way dispensing alcohol. Alcoholic beverages may only be purchased through and served by Levy Restaurants.

**Children** No children (including infants) under the age of 18 will be issued show badges or permitted on the show floor. This applies to exhibitors' children, child inventors, demonstrators, and consultants. If age is in dispute, proof of age and toy industry business affiliation must be provided upon request. No exceptions will be granted.

**Damage to Building** Nothing may be taped, posted, tacked, nailed, screwed, stapled, or otherwise fastened to ceilings, walls, floors, doors, windows, columns, or other surfaces of the Dallas Market Center. Adhesive-backed (stick-on) decals or similar items are not permitted in the DMC and may not be distributed by exhibitors. Painting of signs, banners, exhibits, or other objects is not permitted inside the DMC. Any damage or defacement caused by the infraction of these rules will be repaired at the exhibitor's expense.

**Donating Product** Save yourself the hassle and expense of shipping product home by donating the toys from your exhibit to The Toy Bank™, the signature program of The Toy Foundation and the official charity of the show. Your donation will deliver the power of play to children in need in the local Dallas area and across the country. Donations of all sizes are needed, and The Toy Bank gratefully accepts all types of new toys suitable for children under the age of 18 that meet all U.S. consumer product safety laws. All donations are tax-deductible.

For more information, contact [ttfinfo@toyfoundation.org](mailto:ttfinfo@toyfoundation.org) / 646.454.5581. The Toy Bank is the only 501(c)(3) charity preauthorized to collect donations at the close of the show. If you choose to donate to a charity other than The Toy Bank, please contact the Show Office or GES service desk for assistance and procedures.

**Early Departures** No dismantling of exhibits may occur until the show closes at 2:00 p.m. on Thursday, September 22. No outbound freight or related services will be provided until the close of the show. Failure to abide by the rules outlined in your exhibition contract and exhibitor kit may result in penalties including ineligibility to participate in future Toy Association events.

**Electrical Service/Labor** GES is the exclusive provider of electrical services and labor at the DMC. Ordering information can be found under *Utilities* of this *Exhibitor Kit*.

**Exhibitor Appointed Contractors** An Exhibitor Appointed Contractor (EAC) is any company other than GES or the designated official contractors included in *Service Providers* (under *Preview & Holiday Market Information*) which an exhibitor uses to service its booth and which will require exhibit hall access before, during or after the show. See *Exhibitor Appointed Contractors (EACs) and Third Parties* in this *Exhibitor Kit*.

Exhibitors may not use EACs for catering, cleaning, electrical, internet, material handling (drayage), plumbing, rigging and telecommunication services.

**Exhibitor Badges** Exhibitor badges are available for permanent, full-time exhibiting company personnel who will be setting up and dismantling their own company's booth space as well as staffing the booth during show hours. All such workers must carry personal I.D., company I.D. and/or a letter of introduction on company letterhead confirming full-time, permanent employee status.

Visit [www.toyassociation.org/previewmarket](http://www.toyassociation.org/previewmarket) to register staff members and order their badges.

Exhibitor badges will not be issued to anyone under the age of 18 including infants, exhibitors' children, child inventors, demonstrators, and consultants regardless of their affiliation to the exhibiting company.

Temporary work badges are available on-site in the exhibitor registration area for permanent, full-time employees of an exhibiting company who are over the age of 18 and will only set-up and/or dismantle their own company's exhibit. Appropriate personal and company identification will be required to secure a temporary work badge. (Please refer to *Right-to-Work Guidelines* in this alphabetical listing for important additional information.)

**Exhibitor Conduct** No dismantling of exhibits may occur until the show closes at 2:00 p.m. on Thursday, September 22. No outbound freight or related services will be provided until the close of the show.

Exhibitors must confine activities, such as selling and distributing samples, literature, and premiums, to their booths. No display should be arranged so that an exhibitor must stand in the aisle to conduct business. Exhibitors who use costumed models (*no one under 18*) or mannequins must ensure that their manner of appearance and dress is designed so as not to offend other exhibitors and/or attendees. All solicitations are restricted to inside the exhibitor's space.

Exhibitors who wish to sponsor any prizes, awards, drawings, or contests of any kind are required to submit their request to Show Management for approval prior to the show. This policy has been instituted to assure a dignified tone during the show. There will be no public-address announcements of contests or winners during the show.

Failure to abide by the rules outlined in your exhibition contract and exhibitor kit may result in penalties including ineligibility to participate in future Toy Association events.

**Exhibitor Service Center** The GES Exhibitor Service Center, located on the 12<sup>th</sup> floor at the rear of aisle #12-400, is staffed by GES representatives who will assist with your freight and decorating needs. On-site phone contacts for other service vendors such as a florist, audio-visual equipment rental company, etc., will also be available at the Exhibitor Service Center.

**Fire Laws and Flame Proofing** Exhibitors and contractors must comply with all federal, state, and local fire regulations and building codes that apply to places of public assembly. All curtains, draping, foam core, decorative items, etc., must be made of flame-retardant materials. No empty cardboard boxes may be stored in the exhibit hall during the show. Unlabeled boxes will be trashed.

Firefighting and emergency equipment including fire extinguishers, strobes, fire hose cabinets, and standpipes, may not be hidden, blocked, or obstructed. All emergency exits, hallways, and aisles must be kept clear and unobstructed. Fire lanes must be left open at all times.

Suppliers of flame-retardant fabric as well as sprays/liquids to render items flame retardant include: Rose Brand East in New Jersey at 800.223.1624 or Rose Brand West in California at 800.360.5056 ([www.rosebrand.com](http://www.rosebrand.com)) and Dazian (East Coast 201.549.1000, West Coast 818.287.3800) ([www.dazian.com](http://www.dazian.com)). Turning Star, Inc., at 877.849.3182 or 201.881.7077 ([www.turningstar.com](http://www.turningstar.com)), will flameproof your fabric.

All display items produced by GES are guaranteed to be flame retardant.

**First Aid or Emergency** A First Aid office is in Room 113 on the first floor of the World Trade Center. In the event of a life-threatening situation, call 911 directly. Then call DMC Protective Services at 214.655.6166; they will meet emergency personnel and quickly guide them to the location of the incident. For all other emergencies, please consult Show Management in the 12<sup>th</sup> floor Show Office at the rear of aisle #12-600.

**Floor Managers** Floor Managers are available to assist you and answer any questions you have during installation, show days, and dismantling. They will circulate the floor in their assigned areas.

**Florist** The Dallas Market Center is ready to assist you with your floral needs. See their order form under *Additional Show Services* of this *Exhibitor Kit*.

**Foam Core** Flame retardant, biodegradable foam core is available for purchase from GES.

**Fog/Smoke Machines** Approval must be obtained through the DMC Event Management at least 72 hours prior to first use. A schedule for the use of fog/smoke machines that includes rehearsal and show times must be submitted in advance to DMC Event Management. Atmospheric affects must not impede visibility or egress or extend into neighboring exhibitors' space. Fog/smoke machine usage is limited to water-based chemicals.

**Hand-Carry Procedures** Refer to *Shipment & Receipt of Exhibit Materials* for *Hand Carry Procedures*.

**Helium Balloons** Helium balloons are not permitted in the Dallas Market Center. However, balloons filled with air are allowed.

**Housing/Hotels** The lowest rates at official show hotels are available through onPeak. For reservations, visit the *Hotels* tab on the show webpage via [www.toyassociation.org/previewmarket](http://www.toyassociation.org/previewmarket), or call 855.992.3353 or 312.527.7270 (International) between 8:00 a.m. and 4:30 p.m. CT, Monday – Friday.

**In-Booth Promotions** In addition to various official sponsorship, advertising, and promotional opportunities, in-booth promotions are permitted. Except for those exhibitors who have contracted with Show Management for official promotional opportunities, exhibitors' materials must be contained within their booth and may not be posted or distributed elsewhere within the DMC.

**Insurance/Liability** Review the terms included on the Exhibitor Application & Contract as well as your confirmation.

Insurance for exhibits and products is the responsibility of exhibitors. Exhibitors should consult their insurance broker to obtain an endorsement to their insurance policies to cover display materials and merchandise during transit to/from and at the show site. Neither Show Management, the Dallas Market Center, the contractors, nor any of their officers, agents, or employees assume any responsibility for the theft, loss, or damage to any of the exhibitor's property. The exhibitor and its contractor(s) must maintain Commercial General Liability Insurance. Detailed requirements for contractors' insurance coverage is provided on the *Exhibitor Appointed Contractor Notification Form* section. Policy limits for exhibitors should be \$1,000,000 Each Occurrence, \$2,000,000 General Aggregate, \$2,000,000 Product Liability and \$1,000,000 Personal & Advertising Injury. For employees participating in the show, the exhibitor and its contractor(s) shall also maintain Workers Compensation Insurance coverage of not less than \$1,000,000.

**Intellectual Property** Show Management does not have the authority to intervene in matters regarding intellectual property rights. Exhibitors who believe their intellectual property rights have been violated are advised to consult their attorney.

**Internet Services** The Dallas Market Center has appointed Core Elements as the preferred telecommunications and internet service partner. Core Elements provides all wired telecommunication services (voice and data), equipment, and transmission lines. More information and their order form can be found under *Additional Show Services* of this *Exhibitor Kit*.

**Move-In** Exhibitor and EAC access for exhibit space setup begins Friday, September 16.

**Move-In Hours:**

Friday, September 16 - Monday, September 19

8:00 a.m. - 5:00 p.m.

Refer to *Shipment & Receipt of Exhibit Materials* for *Hand Carry Procedures* and other essential information.

**Music in Booths** The performance of live or recorded music that falls under the jurisdiction of the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music Inc. (BMI) or any similar licensing agency is strictly prohibited unless you can provide Show Management (The Toy Association, Inc.) evidence, prior to the opening of the show, that any required licensing fees have been previously paid to cover the period of the show.

**Noise Level** Mechanical or electrical devices, which produce sound, must be operated at a level that is not disturbing to other exhibitors, attendees, or Show Management. A maximum sound level of 65db has been set and will be enforced. Show Management reserves the right to revise the acceptable sound level in all instances. Failure to comply will result in the discontinuation of the use of all sound equipment in that exhibitor's booth.

**Overnight Storage Room** Once at the Dallas Market Center, you will receive a Move-In Bulletin which lists helpful information including the location of a complimentary overnight storage space for exhibitor use. Exhibitors are encouraged to use this area for one-of-a-kind merchandise, valuable prototypes, or high-value items such as laptops or other communication devices that they do not wish to leave on the show floor overnight. Additionally, any materials packed for outbound shipment may be consigned to Overnight Storage pending your carrier's pickup.

**Overnight Storage Access Hours**

**During Move-In**

Friday, September 16 - Monday, September 19                      8:00 a.m. - 5:00 p.m.

**Show Days**

Tuesday, September 20 - Thursday, September 22                      7:30 a.m. - 9:00 a.m. / 4:00 p.m. - 5:00 p.m.

**Parking at the Dallas Market Center** Over 11,000 free parking spaces, including ample spaces for handicapped parking, are available at the Dallas Market Center Campus.

**Photography** No photographing or filming will be permitted in the exhibit hall except by the official show photographer or appropriately-badged and registered members of the media who have obtained the permission of Show Management and the exhibitor whose booth is being photographed or filmed. Exhibitors may photograph their own exhibit only. Unauthorized photographing of exhibits **will result in expulsion from the show**. Please notify Show Management of any unauthorized photography.

If you have hired a photographer, you must notify Show Management by submitting a completed *Exhibitor Appointed Contractor Notification Form* along with the photography firm's Certificate of Insurance.

**Plumbing** Outside plumbing labor is not permitted to operate in the DMC. If plumbing services are required, please contact DMC management.

**Removal Passes** Exhibitors who wish to remove any merchandise from the Dallas Market Center during or at the close of the show each day **MUST** wear their badge and obtain a Removal Pass from a Floor Manager or from the Show Office (located on the 12<sup>th</sup> floor at the rear of aisle #12-600).

**Right-to-Work Labor Guidelines** Permanent, full-time employees of the exhibiting company are allowed to set up their own company's exhibit without the assistance of hired union labor. All such workers must carry personal I.D., company I.D. and/or a letter of introduction on company letterhead confirming permanent, full-time status.

Day labor workers hired only to set up and/or dismantle an exhibitor's booth **are NOT permitted**. Any labor services that may be required beyond what an exhibitor's permanent, full-time employees can provide, must be rendered by union labor hired through GES. Labor may be ordered in advance under *Labor and Equipment* in this *Exhibitor Kit* or on a first-come, first-served basis on show site.

**Security** All exhibitor personnel should be prepared to show government-issued ID (such as a driver's license or passport) upon request.

Show Management will provide perimeter guard service at the Dallas Market Center throughout the installation, show hours as well as dismantling period of the show. Neither management, the contractors, nor any of their officers, agents, or employees, assume any responsibility for the exhibitors' property. Exhibitors are reminded that they are responsible for the security of their exhibits and merchandise.

When considering booth security needs, please note the possibility of some exhibitors hosting off-hour appointments.

If exhibitors feel their merchandise requires special protection, they may hire a private guard at their own expense through the official security contractor, DMC Protective Services (214.655.6234) or have their merchandise stored in the overnight storage room. The DMC Protective Services order form is under *Additional Show Services* of this *Exhibitor Kit*.

**Setup** For exhibitor access dates and times, refer to *Move-In* in this alphabetical list.

**Show Management Office** Show Management will maintain a fully staffed Show Office during the show. It can be found on the 12<sup>th</sup> floor at the rear of aisle #12-600.

**Shuttle Service** Complimentary transportation will be provided to/from program hotels and the Dallas Market Center. More details will be provided in the weeks leading up to the show at [www.toyassociation.org/previewmarket](http://www.toyassociation.org/previewmarket).

**Signs (Hanging)** Hanging signs are not permitted in any part of the show due to ceiling heights at the Dallas Market Center.

**Smoking, Vaping & E-Cigarettes** In compliance with the Texas Clean Indoor Air Act, smoking, vaping and e-cigarettes are not permitted within the Dallas Market Center. Designated smoking areas have been established in various locations outside around the campus.

**Telecommunication Services** The Dallas Market Center has appointed Core Elements as the preferred telecommunications and internet service partner. Core Elements provides all wired telecommunication services (voice and data), equipment, and transmission lines. More information and their order form can be found under *Additional Show Services* of this *Exhibitor Kit*.

**Tipping** Work rules of GES, the Dallas Market Center, and The Toy Association, Inc. prohibit the solicitation or acceptance of gratuities. This includes cash, merchandise, or any other special considerations for services rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Show Management and GES.

**Toy Fair Everywhere** Toy Fair Everywhere ([www.toyfaireverywhere.info](http://www.toyfaireverywhere.info)), the toy industry's only b2b digital social marketplace, is your opportunity to do business in a secure digital environment year-round. Take advantage of the only platform focused on bringing toy buyers in to see new products and discover the latest trends every day. Create a digital showroom with unlimited products and brands and offer a full order capture solution to sell toys and youth products to buyers. Show your current customers your products and reach new buyers with SalesMatch and other Toy Fair Everywhere lead solutions. Don't miss the opportunity to add this powerful digital tool to your marketing mix. Contact your Account Executive to get started.

**Union Labor at Dallas Market Center** See *Show Site Work Rules* under *Regulations and Guidelines* of this *Exhibitor Kit* and *Right-to-Work Labor Guidelines* in this alphabetical listing.

### ***Amendments to the Rules***

**Show Management may, from time to time, issue such additional rules as it deems necessary for the orderly presentation of the Show. Show Management may amend any rule at any time provided that such amendments shall not substantially diminish the rights or increase the liability of the exhibitor or exhibiting neighbor. All amendments that may be so made shall be equally binding upon publication or online posting on all parties affected by them as the original regulations.**

**Information in this Exhibitor Service Kit is subject to change without notice. For the most up-to-date guidelines and information, regularly visit [www.toyassociation.org/previewmarket](http://www.toyassociation.org/previewmarket) and this Exhibitor Service Kit.**