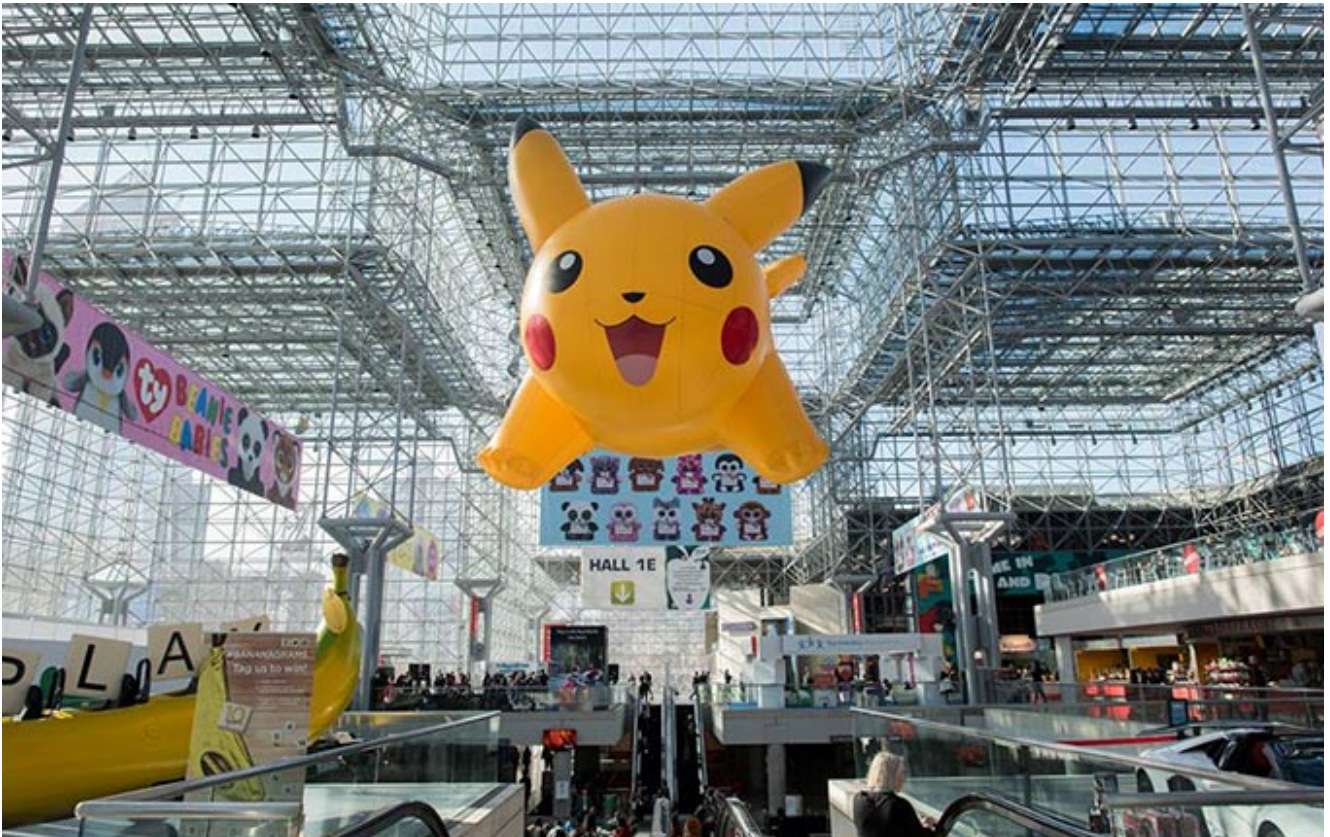


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A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



2017 Toy Fair Shatters Records

April 2017

The Toy Industry Association's (TIA) [114thNorth American International Toy Fair](#) brought 31,133 global play lovers to the Javits Center in February – creating the largest toy marketplace ever held in the Western Hemisphere, according to event organizers.

Toy Fair 2017 boasted a record-breaking 444,309 net square feet of exhibit space – the equivalent of nearly eight football fields filled with toys – proving once again how New York and its largest convention center serve as an international hub of commerce and culture.

Organizers said the event's upbeat atmosphere matched a burgeoning U.S. toy market, which grew 5 percent in sales last year. With the latest trends in toys, games, and youth entertainment products throughout the building on Manhattan's west Side, 14,176 retailers, wholesalers, entertainment executives, importers, buying groups, and trade guests from 96 countries were in attendance, the show said.

The show drew notable increases in attendees from outside the U.S., including

international buyers (+10.9 percent year-over-year) and trade guests (+33.1 percent), as well as foreign press (+17.2 percent), according to event organizers.

The top five countries represented at the show, not including the U.S. and Canada, were China, the United Kingdom, Hong Kong, Mexico, and Japan.

