Play Fair NY is a celebration of play and entertainment in an expo environment, bringing toy and entertainment brands together. Attendees can touch, feel and interact with toys, games, books and entertainment products. Fans of all ages will experience toy reveals, photo ops, character interactions, stage performances, author readings, celebrity signings, live music and giveaways.

Publishers Weekly’s SHOW DAILY will be the official on-site publication with 10,000 issues distributed each day.

ADVERTISE TO HIGHLIGHT:

📖 **Books and products**, including 2017 holiday lists and releases

👩‍知名品牌 and **panels** on the Toys R Us Main Stage or Activity Stage

✍️ **Author booth signings** and character appearances

🏆 **Retail show specials** and giveaways

👩‍🚀 **Your own in-booth reading nook** for story times

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**WHERE**

New York City’s Jacob Javits Center
(240,000 square feet powered by The Toy Association and LeftField Media)

**WHEN**

November 3-5, 2017

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**ADVERTISING RATES & SPECIFICATIONS**

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DRIVE 20,000+ CONSUMERS, both adults and children, to your booth with PLAY FAIR SHOW DAILY.