



Fair Review

May 2008

A NOTE FROM THE ATA

There is no doubt that the 2008 Fair was a great success. There was genuine enthusiasm in the preparations for the 2008 Fair. Exhibitors and attendees were really positive in the lead up and this enthusiasm extended onto the Exhibition Floor where there was a buzz – the buzz that comes when business is being done!

We have had some really great feedback over the last couple of weeks so we're sure the Fair was a great success for you.

There is no doubt the 'Night at the Theatre' was a great night. The venue was spectacular and the entertainment was entertaining. The food and wine were also well appreciated after a couple of hard days at the Fair.

We are already in preparations for 2009 so we ask those of you who have not completed your On Line Survey to do so as soon as possible. I hope that the Fair was a great success for your business and we look forward to seeing you back at the Melbourne Exhibition Centre in 2009.

Beverly Jenkin, CEO

ATTENDANCE FIGURES

Dates	1st visit
Fri 4 th	1,941
Sat 5 th	908
Sun 6 th	866
Mon 7 th	<u>601</u>
2008 Total	4,316
2007 Total	4,520
2006 Total	3,892

A NIGHT AT THE THEATRE

A great night was had by all who were entertained by some of our more amateur actors from our industry!

From all reports everyone had a great night and were able to let their hair down.

KEY TOY FACTS

ATTENDANCE FIGURES

- OVER 4,000

PUBLIC RELATIONS COVERAGE

- OVER \$1.5 MILLION

TOY OF THE YEAR WINNER

- LEAPFROG TAG READING SYSTEM – FUNTASTIC TOYS

A NOTE FROM THE CHAIRMAN

What a great Fair! I must praise the exhibitors for the great efforts they took to make their stands look so professional. With the combined efforts of the exhibitors, the Toy Fair was an event to be seen. Thank you for your efforts.

It was great to see the Fair operate so well in four days and attendance figures still looking really healthy. It was also a pleasure to induct David Hendy into the ATA Hall of Fame during the Annual Toy Fair Dinner. Congratulations David.

Congratulations to Funtastic who won Toy of the Year for LeapFrog Tag Reading System. We extend congratulations to all of the other award winners and also thank the other contenders for their contribution.

I would also like to thank the Toy Fair Committee and the ATA Staff for their efforts in bringing this Fair together.

John Fitz-Gibbon, Chairman

PUBLIC RELATIONS

Each year, the Fair draws a substantial level of PR but and 2008 saw a coverage of over \$1.5 million in advertising value.

The Product of the Year Awards was hosted by Anne-Maree Biggar. The ceremony attracted a high degree of media interest and the Fair achieved fantastic exposure on a national level with all major media.

The Toy of the Year is a story that the media really enjoy – it's a great way to promote what is 'hot' for the future.

PRODUCT OF THE YEAR AWARDS

The Product of the Year Awards Ceremony was held on the first day of the Fair. These awards recognise the design, play value, creativity and expected success of products submitted by exhibitors of the Fair.

We congratulate the winners in all categories and the winners for 2008 were:

2008 Toy of the Year

LeapFrog Tag Reading System, Funtastic Toys

2008 Hobby Product

Twister Australian Chinook RC Helicopter, Model Engines (Aust) Pty Ltd

2008 Nursery Product

Cool Twister, Bambini International

2008 Australian Development Award

Fishbank, Moose Enterprises Pty Ltd

2008 Educational Toy of the Year

Science Wiz Motion, Global Discovery

2008 Licensed Product of the Year

Blanket Time Igglepiggle – In the Night Garden, Hasbro Australia Limited

Toy of the Year Categories

Boys: LEGO® City Police Station, LEGO Australia

Craft/Activity: Spa Factory Creation Station, Hunter Overseas

Games: Pictureka Game, Hasbro Australia Limited

Girls: Garden Girlz Large House, Toy & Hobby Brands

Outdoor: Spy Kite, Kamikaze Kites

Pre-School: LeapFrog Tag Reading System, Funtastic Toys

License of the Year Categories

Pre-School Licensed: Blanket Time Igglepiggle – In the Night Garden, Hasbro Australia Limited

Girls Licensed: Hannah Montana Electric Guitar, Amerge Sales Management

Boys Licensed: LEGO® Star Wars® Clone Wars™ Republic Gunship, Lego Australia

BUYER ATTENDANCE DATABASE

Enclosed with this report is your electronic copy of the Buyer Attendance Database.

Disclaimer: The data provided on the Buyer's Disk is as submitted by the attendee via the Toy Fair Registration process. The ATA takes no responsibility for any dated or incorrect information.

2009 FAIR DATES

The dates for 2009 are:

**Friday 20th – Monday 23rd March
Melbourne Exhibition Centre**

We are currently working on the Floor plan and hope to be in contact with you in August.

STAND OF THE YEAR AWARDS

All exhibitors are to be commended on the professional design quality and creativity of their stands – it made the Fair look more attractive and exciting than ever.

The decision making process for the judges was extremely difficult as the standard of design was absolutely amazing this year.

The winners of the Stand Awards for 2008 were:

Best Overall and Best Larger Stand of the Year
Hasbro

Best Smaller Stand of the Year
Hunter Overseas

Best New Exhibitor Stand
Papermoon

TOY FAIR COLLECTION

The recipients for the 2008 Toy Collection were Variety. The purpose of Variety is to provide life opportunities through the provision of equipment, experiences and community support for Special Needs Children.

Variety also acts as an umbrella organisation, providing support to many other children's groups and charities as well as raising funds for its own initiatives.

Many thanks go to the 2008 Toy Fair Exhibitors who donated toys for the annual Toy Collection on the last day of the Fair.

Because of your generosity, over \$5000 worth of goods will go into the hands of many needy children via Variety.

EXHIBITOR SURVEY

Thanks to all of you who have responded to the online exhibitor survey. The survey is an important component of the post fair review that assists us to continue to improve the Fair and understand your requirements for 2009.

MEMBERSHIP DISCOUNT AT THE FAIR

Many of you will realise that a major benefit of being an ATA member is that you receive a 25% of the rental rate at the Fair.

Please note that you must become an ATA Member by the August Board Meeting to be eligible for the discount at the 2009 Fair.

See you in 2009!

