



Dear Sales Rep / Vendor,

Thank you for your interest in the Northwest Game Day! Below you will find information on this year's event, August 30, 2022. This year marks the 10th anniversary of celebrating the year's most exciting NEW games with the Northwest Retailers and their valued employees.

The objective is simple, to enlighten and train the sales staff of regional toy stores, with the top 100 games of the year. The event offers a full day of game play and the opportunity to work with reps and vendors one on one. It is logistically impossible to include all store employees while traveling to shows. This is an event that comes to them, which builds pride of ownership and includes their valuable feedback.

The event is located in Portland, Oregon at the [McMenamins Kennedy School](#) just northeast of downtown Portland. The McMenamin's Kennedy School established in 1915, once an elementary school, has been renovated into one of Portland's most unique Hotels with multiple restaurants, spa, and garden. The NW Game Day will take over the old Gymnasium for a full day of game playing. Have a virtual view of the Gym [here](#).

Northwest Sales Representatives, representing 9 different sales organizations, come together for one day. Manufacturers are also welcomed to join if they do not have a Sales Rep. In the past, the NW Game Day has had 25 customer accounts attend the event, with over 75 employees taking part in the Game Day training, including stores from Alaska, Washington, Idaho, and Oregon. A continental breakfast and lunch is served to customers who are spoiled all day long with raffle prizes and the ever-popular Swag Bags, filled with great goodies donated by the vendors! The swag bags are the perfect place to launch new items. Bring donations for swag bag in qty. of 100. Bags will be handed out as retailers check in and sales reps/vendors are asked to hand out the donation to customers as they come by to learn. This should incentivize them to visit each table.

Each participant receives a "Passport to Fun" booklet to record and rate each of the games which will be used later by the store owners and buyers for game orders. This show is a non-order writing show, it is meant for sales staff training, the front-line sales force.

Western Toy & Hobby Representatives Association
phone 833.869.3378 • email toyshow@wthra.com • web www.wthra.com
P.O. Box 14874, Long Beach, CA 90853



It's a perfect time to take an extra day in the territory to visit your key customers. The cost of each table is \$300. Set up begins about 8:30 am. Your participation fees help offer a fantastic buffet lunch for the customers, sales reps and you, the generous Sales Reps & Vendors. We would love to have you join this year.

Please send your event participation form and fee to the WTHRA/ToyFest office by Thursday, June 30, 2022. **Checks should be made payable to: WTHRA** or you may pay via credit card and an invoice will be sent to the email provided.

Space is limited for each Rep group; early planning is essential. There are only a total of 24 tables available.

Remember, this is a collaborative event sponsored by vendors and executed by the Sales Reps. Table space should be paid for by the vendors. The Sales Reps give many hours in preparation and the entire day to train the participating customers which benefits all in the toy industry.

Thank you for your support and hope to see you at the CA Game Day 2022, Thursday, Sept. 1, 2022

Questions or comments, please contact Carrie Scanlan, toyshow@wthra.com, 833-TOYFEST (833.869.3378).

Cheers!

Western Toy & Hobby Representatives Association / ToyFest
833-869-3378
toyshow@wthra.com



REP / VENDOR FORM

Welcome to the 10th annual Northwest Game Day! The event will take place on Tuesday, Aug 30, 2022. Game Day NW will provide the Sales Rep and/or the Manufacturer a venue where it will be possible to:

- Meet and network with accounts.
- Ask questions and learn about the needs of the consumers.
- Stimulate sales.

The six-hour event will be a table-top format. Players will rotate from table to table at their leisure. Each attendee will have a passport to make notes and get stamps from manufacturers to win prizes. There will be a swag bag for each attendee, and we ask that you donate a game or something branded to the bag in quantities of 100. (Sales Rep/Vendor will be responsible for handing out at the event.) You may check in at 8:30am to begin setting up.

Sales Agency/Rep _____

Vendor _____

Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

- Full Table: \$300
 - Half Table: \$150
- (must partner with other vendors in your rep group for partial tables)

PAYMENT AMOUNT: \$ _____

___ Check payable to: WTHRA (mail to: WTHRA, c/o NW Game Day, P.O. Box 14874, Long Beach, CA 90853)

___ Credit Card

Please return form and payment by Thursday, June 30, 2022. Form can be emailed to Carrie Scanlan at toyshow@wthra.com

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