



## RULES & REGULATIONS

ToyFest, hosted by the Western Toy and Hobby Representatives Association (WTHRA) and The World Market Center Las Vegas shall not be responsible for any loss, damage or injury that may occur to the exhibitor or to the exhibitor's employees or property, from any losses, injury or damage caused to property or persons attending the ToyFest through the demonstration, use or exhibition of his products or services. The exhibitor expressly releases the above-named organizations to indemnify same against any and all claims for such loss, damage, or injury.

Show management will provide appropriate security, but exhibitors are solely responsible for their own exhibits.

Each single booth will be 10 feet wide and 10 feet deep and will consist of a draped 8 feet high back wall and 3 feet high side walls. Additional booths can be purchased to make a larger footprint. Booth rental will include one draped table (choice of 4', 6' or 8'), one wastebasket, two chairs, an 11"x17" sign and free unsecured Wi-Fi. Exhibit features, components, and identification signs are permitted up to a maximum height of 8 feet. All display fixtures (cases, shelves, risers, racks, etc.) over 5 feet in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitors' space which is at least 5 feet from the aisle line. This arrangement will allow a reasonably unobstructed sight line from the aisles.

Additional booth furnishings can be provided on a rental basis from the decorating company. Order forms for additional services will be available in your exhibitor service manual in the Resources section of the Exhibitor Portal. Place orders EARLY for additional services.

**EXHIBITORS WILL NOT BE PERMITTED TO BEGIN DISMANTLING OF DISPLAYS BEFORE 4:00 P.M. THE LAST DAY OF THE SHOW. THERE WILL BE NO EXCEPTIONS TO THIS RULE. YOUR COOPERATION WILL BE MUCH APPRECIATED.**

The Board of Directors for WTHRA reserves the right to reject a contract if the exhibitor does not qualify or has broken any rules in a previous event.



ToyFest & Game Days are produced by  
Western Toy & Hobby Representatives Association  
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## **PLEASE FOLLOW ALL LISTED POINTS:**

1. SET-UP: Monday, Feb 17 and Tuesday, Feb 18, 8:00 a.m. to 6:00 p.m. Vacate unloading areas as soon as possible to make way for others. Self-Parking in The Expo at WMCLV parking garage is free.

2. SHOW HOURS:   Wednesday, Feb 19: 9:00am – 6:00pm  
                          Thursday, Feb 20: 9:00am – 6:00pm  
                          Friday, Feb 21: 9:00am – 6:00pm

Someone must ALWAYS be represented in your booth(s) during show hours. The show closes at 6:00 p.m. on Friday, Feb 21, 2025, and dismantling may begin at that time. Important: All exhibits must be removed by 12:00 p.m. on Saturday, Feb 22. Any product left in the exhibit hall after 12:00 p.m. will be taken to the Las Vegas Expo warehouse at the exhibitors' expense or donated to charity.

3. BOOTH CANCELLATIONS/LATE FEES: The deadline for booth cancellations is 60 days prior to the show (December 27, 2024). There will be no refunds of booth fees after this date. A 10% late fee will be applied if your booth is not paid in full 30 days prior to the show, January 20, 2025.

4. WTHRA MEMBERSHIP DUES: Primary Member (Reps/Manufacturers) - \$150.00; Associate Members - \$50.00. Additional information is available in the Resources section of the Exhibitor Portal.

5. BOOTH SUBLEASING: is strictly prohibited. Violators of this regulation will be prohibited from future participation in any shows and shall be liable for any legal ramifications arising thereof. Any person subleasing shall face eviction from the show.

6. NAME BADGES: Badges must be worn at all times in the exhibit hall and the showrooms.

7. DEMONSTRATIONS: strictly prohibited in all areas other than your booth(s). Booths with demonstrations are required to have 2 booths and a maximum of 2 demonstrators at any one time. Projectors and other sound equipment must be operated at a courteous level. No signs other than those supplied by Show Management shall be displayed outside booth spaces.

8. FLAMEPROOF MATERIALS: All display materials used by exhibitors in booth(s) must be flameproof!

9. POLICY ON CHILDREN: Children under the age of 16 may attend the exhibit hall during show hours only if they remain under adult supervision and a waiver is signed. Children under the age of 16 are not allowed in the exhibit hall during set-up or tear-down hours.

10. GUESTS: on restricted admittance, must have a badge.

11. SALES: No retail sales permitted. You may sell your product to retailers at a wholesale rate on the final day of the show. Retailers will need proof of purchase or a receipt to exit the exhibit hall with product.

12. SHOW OFFICE/REGISTRATION: located just outside the entrance of the exhibit south hall. You must pick up a badge before entering the hall to set up your booth. Carrie Scanlan, the Show Director, will be available to answer additional show-related questions and inquiries upon request. Registration Desk Hours are as follows:

- Monday, Feb 17: 8:00am – 6:00pm (exhibitor set up)
- Tuesday, Feb 18: 8:00am – 6:00pm (exhibitor set up)
- Wednesday, Feb 19: 9:00am – 6:00pm
- Thursday, Feb 20: 9:00am – 6:00pm
- Friday, Feb 21: 9:00am – 6:00pm

13. EXHIBITOR SERVICES DESK: located at the back of the hall. Paradise Expo Services or Las Vegas Expo will be available for assistance from:

- Monday, Feb 17: 8:00am – 6:00pm
- Tuesday, Feb 18: 8:00am – 6:00pm
- Wednesday, Feb 19: 9:00am – 5:00pm
- Thursday, Feb 20: 9:00am – 5:00pm
- Friday, Feb 21: 9:00am – 10:00pm
- Saturday, Feb 22: 8:00am – 12:00pm

14. SHIPPING: Las Vegas Expo is the drayage contractor. Information is available in the Resources section of the Exhibitor Portal. ToyFest pays for your first 200lbs of billable freight but pay special attention to the rules and small package pricing. 1-box will take up your entire 200lbs of free freight even if it only weights 50lbs. Ship your small boxes together if you have more than 1 box. Please call the show management office with questions. 1-833-TOYFEST (833-869-3378).

15. PHOTOGRAPHY / VIDEO TAPING: Exhibitors are allowed to take photos within their booth(s) ONLY. WTHRA expressly prohibits the use of any professional photography or professional recording devices of any kind without the prior written approval of the show management. This policy will extend to any parts of our trade show or our sponsored functions.

16. FOOD, SPIRITS AND OTHER LIQUIDS: Please, no alcoholic beverages in your booth. Any bite size treats served from your booth(s) must be individually wrapped.

## **BOOTH AND DISPLAY STANDARDS**

### **1. GENERAL RESTRICTIONS:**

**BOOTHS** – 10'x10' booths in a straight line: Linear booths, also called “in-line” booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Each booth will consist of a draped 8' high back wall and 3' high side walls. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

**SET-BACK** – All display fixtures over 5'0” (1.22m) in height and placed within 10 lineal feet (3.5m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor’s visibility. Exhibitors with larger spaces – 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth, provided that these items are at least 10 lineal feet away from any neighboring booth.

**EXPOSED ENDS** – The side of any display cabinet or structure which is visible from an aisle or adjacent booth must be finished or suitably covered at the expense of the exhibitor erecting the display.

**SUPPORT** – displays must be self-supporting and may not be affixed to the building, floors, or walls.

**ALLOWABLE SPACE** – displays must be wholly confined within exhibitor booth and must not obstruct the clear view of nearby booths or exhibits.

**BOOTH CARPETING** – The Expo at WMCLV is not carpeted. Exhibitors may lease carpet or padded flooring from Paradise Expo Services, the show decorator. To color-coordinate display elements, exhibitors may provide their own carpeting or lease color-coordinated carpeting. Please read the Exhibitor Service Manual for details. All exposed edges must be taped. Installation must be accomplished within local labor and decorative guidelines. No credit will be allowed against the exhibit fee structure when packaged carpet is not used.

**2. ISLAND DISPLAYS** – Block of space with aisles on all four sides. Height limitation of 8 feet. An exhibitor with an island display cannot wall off the perimeter.

**3. PERIMETER DISPLAYS** – A linear display whose back wall is located on a perimeter wall of the exhibit hall. Height limitation is 8 feet.

**4. CROSS AISLE DISPLAYS** – Two or more booths located directly across an aisle from each other. Cross aisle booths may not be connected using banners, balloons, or any structure.

## **SHOWROOM RULES:**

1. A SHOWROOM FEE is \$300 and includes the following:
  - a. Location and Listing on the online floorplan.
  - b. A Directory listing (each line paid for will be listed under the showroom name).
  - c. Show Special in the Directory for each line who purchased a showroom package.
  - d. Directional signage with location in the garage corridor, floor signage leading to your showroom, and at the entrance to your showroom.
  - e. One (1) ToyFest All Access passes (includes entrance to the expo, hall and showrooms, Shuttle access, and entrance to the gala happening at resorts world on Thursday, Feb 20, 2025, at 7 PM in the Lilly ballroom).
  - f. Pre-show Advertising and Marketing to the retailers who attend ToyFest, starts in June.
2. A SHOWROOM REQUESTING A BOOTH on the expo floor will be allowed to list four lines per booth in the show specials and the show directory.
3. A SHOWROOM participating in ToyFest shall not hold a competing event during any ToyFest Special Events. If such instance occurs, the showroom and all lines will be removed from all ToyFest advertising, promotions, show directory, app, and signage.