



Dear Sales Rep / Vendor,

Thank you for your interest in the 2026 ToyFest Game Days held in Albany, CA and Portland, OR the week of August 17. Sales Reps, Vendors, Retailers, and their valued employees will be playing the year's most exciting NEW games from 9:30 a.m. to 3:30 p.m., SAVE THE DATE.

- Albany, CA on Monday, Aug 24, 2026 at the Albany Recreation & Community Hall
- Portland, OR on Wednesday, Aug 26, 2026 at McMenemy's Kennedy School

The objective is simple, to enlighten and train the sales staff of regional toy stores, with your top games of the year. The event offers a full day of game play and the opportunity to work with stores and their staff 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. This event is a non-order writing event, it is meant for sales staff training, the front-line sales force. It's also a perfect time to take an extra day in the territory to visit your key customers.

Sales representatives from different sales organizations are coming together for one week to showcase over 100 games to retailers and their staff. It is a team effort, and the Sales Reps are rallying together to make this event possible.

A continental breakfast and full lunch will be served as well as pampering the customers all day long with raffle prizes and swag bags, filled with great goodies donated by the wonderful vendors. The swag bags are the perfect place to launch new items too! Bring donations for the 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. If you would like to place an AD in the passport, please return the form with artwork by July 15, 2026.

The cost of each table is \$300. Set up begins at 8:30 am. Your participation fees help offer a fantastic buffet lunch for the customers and you, the generous sales reps & vendors.

Please send your event participation form, fee, and Game Listing Form to the ToyFest office by Tuesday, June 30, 2026. Checks should be made payable to: Western Toy & Hobby or WTHRA or you may pay via credit card and an electronic invoice will be sent to the email provided on the form.

Space is limited for each Rep group and vendor; early planning is essential. Remember, this is a collaborative event sponsored by vendors and executed by the Sales Reps.

Thank you for your support and hope to see you at ToyFest Game Days August 24 & 26, 2026.

Questions or comments, please contact Carrie Scanlan, info@toyfestUS.com, 1+833-TOYFEST (833.869.3378).

Cheers!

Carrie Scanlan • Event Director

Western Toy & Hobby Representatives Association: ToyFest & Game Days



ToyFest & Game Days are produced by the
Western Toy & Hobby Representatives Association
PO Box 1003, Fallbrook, CA 92088 • 833-TOYFEST (833.869.3378)
info@toyfestus.com • www.toyfestus.com



REP / VENDOR FORM
Portland, OR & Albany, CA

Welcome ToyFest Game Days! The events will take place the week of Aug 24 & 26, 2026

- Monday, Aug 24 in Albany, CA (7th Annual)
- Wednesday, Aug 26 in Portland, OR (13th Annual)

Game Days provide the Sales Rep and/or the Manufacturer a venue where it will be possible to meet and network with accounts, teach retailers how to play and sell your game(s), ask questions, and learn about the needs of the consumers, and stimulate holiday sales.

The six-hour event will be a table-top format from 9:30am to 3:30pm. 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.) Set up begins at 8:30am.

Vendor (Company & Name) _____

Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

WTHRA Member (for 10% off): YES NO

FEE: • Full Table: \$300 • Half Table: \$150 (must partner with another vendor for partial tables)

CA Event (Albany-Aug 24)

NW Event (Portland-Aug 26)

REP NAME: _____

REP NAME: _____

Qty of Tables: _____

Qty of Tables: _____

PAYMENT AMOUNT: \$ _____

___ Check payable to: Western Toy & Hobby
 (mail to: WTHRA, c/o ToyFest Game Days, P.O. Box 1003, Fallbrook, CA 92088)

___ Credit Card (an electronic invoice will be sent thru QuickBooks to the email listed above)

Please return form and payment by June 30, 2026 to Carrie Scanlan at info@toyfestUS.com

**Refunds will not be given less than 30 days prior to the event.*



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GAME DAY PASSPORT ADVERTISING FORM

Due: July 15, 2026

Advertiser/Contact: _____

Address: _____

City / State / Zip: _____

Phone: _____ Email: _____

Please circle which booklet(s) the ad is for: ALBANY, CA / PORTLAND, OR

SIZES	COST	ORDERS	AD DIMENSIONS	
			Width	Height
Full Page Back Cover	\$100	_____	5.5"	8.5"
Full Page Inside Front Cover	\$75	_____	5"	8"
Full Page Inside Back Cover	\$75	_____	5"	8"
Full Page	\$50	_____	5"	8"
1/2 Page	\$25	_____	5"	4"
Total Amount Due		\$ _____		

Check payable to: Western Toy & Hobby
(mail to: WTHRA, c/o CA Game Day, P.O. Box 1003, Fallbrook, CA 92088)

Credit Card (an invoice will be sent thru QuickBooks to the email above)

Please email print ready artwork and form for your ad by deadline, **July 15, 2026** to info@toyfestUS.com.
Note in the subject line: "Artwork for 'company name' in Game Day Passport."

I authorize WTHRA to place advertising in the Northwest Game Day Passport. I have read the contract & policies below and have authorization to sign for the above company on this advertising agreement.

Name: _____ Title: _____

Signature: _____ Date: _____

Please return form and payment by July 15, 2026 to Carrie Scanlan at info@toyfestUS.com.



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GENERAL TERMS & POLICIES

- 1) All advertising rates are net. All insertions must be paid in full by the closing date.**
- 2) All ad space purchased is to be used in the Game Day Passport Only.**
- 3) Advertisers wishing to cancel advertising reservations must send WTHRA a written cancellation notice prior to space closing. Advertisers will be held liable for space cancellation after closing date.**
- 4) WTHRA shall not be liable if for any reason it becomes necessary to omit an advertisement.**
- 5) No contracts, insertion orders or copy changes will be accepted without written confirmation.**
- 6) WTHRA is not responsible for delays in delivery and/or non-delivery in the event of an act of God, fire, flood, riot, earthquake, strikes or other contingencies beyond WTHRA's control.**
- 7) WTHRA's liability for any error will not exceed the cost of the advertisement in question.**
- 8) Advertiser is liable for payment of all advertising placed in the Passport. Non-payment by an agency or representative shall not release the Advertiser from payment of account.**
- 9) All advertisements are accepted and published by WTHRA upon representation that the agency and Advertiser are authorized to publish the entire contents and subject matter thereof and lawfully offer for sale the products in the ad. In consideration of WTHRA's acceptance of such advertisements, the Advertiser and agency assume responsibility whatsoever in connection with such claims. This includes any loss or expense on claims, including cost of litigation and without limitation reasonable attorney's fees incurred in the defense thereof.**
- 10) Advertiser is responsible for supplying publication with acceptable materials prior to material closing date. Costs incurred by WTHRA to obtain suitable materials will be passed on to the Advertiser.**
- 11) WTHRA reserves the right to reject or cancel any advertising, which, in their opinion, does not conform to the standards of WTHRA publications.**