

ASTRA 2024 EXHIBITOR FAQ

EVENT SCHEDULE/REGISTRATION

What are the dates and times of the Marketplace Exhibit Hall?

Exhibitor move-in:

Saturday, June 1, 9:00 am - 5:00 pm

Sunday, June 2, 9:00 am - 5:00 pm

Exhibit Hall Events

Monday, June 3

8:00 am - 9:00 am	Continental Breakfast & Toy Talks (Full Conference ONLY)
9:00 am - 5:00 pm	Exhibit Floor Open to All
3:00 pm - 5:00 pm	Happy Hour

Tuesday, June 4

8:00 am - 9:00 am	Continental Breakfast & Toy Talks (Full Conference ONLY)
9:00 am - 5:00 pm	Exhibit Floor Open to All
3:00 pm - 5:00 pm	Happy Hour

Wednesday, June 5

8:00 am - 9:00 am	Continental Breakfast & Toy Talks (Full Conference ONLY)
9:00 am - 1:00 pm	Exhibit Floor Open to All

Exhibitors move-out:

Wednesday, June 5, 1:00 pm - 8:00 pm

For a complete schedule, including social activities and educational sessions, please visit the event site at
[ASTRA Marketplace & Academy 2024 - St Louis, Missouri](#)

Are there other activities that exhibitors can participate in besides the Marketplace exhibit hall?

Yes! There are many social functions and educational sessions geared toward ALL members. We encourage all to attend! Please view the [FULL SCHEDULE](#) for more information.

What is the GALA, and how do I attend?

Join us at the 2024 Astra Marketplace & Academy Awards Gala on Monday, June 3rd at 7:30 pm. Dress up or come as you are to support the Excellence and Play Award winners and the "Best Booth" awards.

Tickets are available **NOW** for only \$50 and must be pre-ordered by May 10, as tickets will not be sold onsite. <https://astra.glueup.com/event/82148/register/>

Also, full tables can be sponsored for groups that want to be sure to sit together!!!

For a full list of what a table sponsorship entails, contact Dan Guzman at dguzman@astratoy.org

Is there a discounted rate at a hotel in St. Louis?

Be at the center of all the fun when you book your stay at the ASTRA Hotels:

Marriott St. Louis Grand

(HOST HOTEL)

800 Washington Ave

St. Louis, MO 63101

Booking Link - <https://book.passkey.com/event/50646704/owner/84420/home>

Courtyard St. Louis

Downtown Convention Center

823-827 Washington Ave

St. Louis, MO 63101

Booking Link - <https://www.marriott.com/event-reservations/reservation-link.mi?id=1690551519809&key=GRP&app=resvlink>

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Embassy Suites (~~SOLD OUT!~~)

St. Louis Downtown
610 North 7th Street
St. Louis, MO 63101

Booking Link - <https://www.hilton.com/en/attend-my-event/astramarketplaceacademy2024/>

Beware of cold calls or emails from booking agencies. They are not affiliated with ASTRA and could potentially be a scam. You can only get the discounted ASTRA rate by booking *directly with the hotel* using the links above or by calling the hotel.

How do I register exhibit booth personnel?

All personnel MUST be registered for a badge to access the trade show floor. Based on booth size, you are allotted a number of full conference registrations.

Register online at <https://astra.glueup.com/event/85889/register/>

Contact Michael Foldeak at mfoldeak@astratoy.org with any registration questions.

What does registration include?

Full conference registration includes access to all ASTRA events, including educational sessions and networking events such as the Opening Reception/Toy Sync Battle and the Marketplace trade show floor with lunch vouchers. (Please note that the Gala is a separate ticket and NOT included with registration.) Everyone over the age of 16 attending the event must be registered to have a badge and gain access to the show floor. Registration will be open for exhibitors in April. Contact Michael Foldeak at mfoldeak@astratoy.org with any registration questions.

MARKETING

What marketing opportunities are included in my booth package?

Every exhibitor gets a complimentary listing on the online exhibit floor plan astra2024.expofp.com, which will be available to attendees to navigate the exhibit hall at the show. Each listing can include your company name, logo, contact information, tags, social media, and videos. All exhibitors who have paid for their booth space in full will receive an email with their company's unique link to log in and enhance their profile.

Are there more opportunities available to increase your company listing on the floor plan?

Yes. In addition to the images and videos included with your package, for an added fee, you can have your logo as a banner image on the page or with an enhanced listing. Your company will be at the top of the page instead of alphabetically. You can also have your logo pictured in your booth space on the plan for **only \$95**. Dan Guzman at dguzman@astratoy.org for more information and to sign up.

Are there other promotion and advertising opportunities available?

Stand out among the crowd! With five days of sponsorship opportunities, we can help design a custom-tailored package based on your unique needs.

Please click the [link](#) below to view the available sponsorships, and then Daniel Guzman at dguzman@astratoy.org to secure your choices!

[Sponsorship Brochure LINK](#)

What is a media kit, and how do I access it?

The media kit for exhibitors is a way to let buyers know you'll be attending through social media graphics and posts, email signatures, and press release templates. At the link below you can access premade posts for various social media

platforms.https://drive.google.com/drive/u/1/folders/1QvcNFT4t976WzE3T1YolVHZgP6w_xkB1

Please contact our Marketing Lead, Victoria Weatherspoon, vweatherspoon@astratoy.org for any questions about the exhibitor tool kit and how to market your participation at ASTRA!

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What is a show special, and how do I submit one?

Retailers are looking for your "show only" special discounts available only for ASTRA Marketplace 2024 attendees. Retailers ask that your show specials be...

- Different from your quarterly specials
- Different from specials given to other groups
- Valid for AT LEAST 1 week after the show concludes

The Show Specials form is due by **April 1** in order to be included in the printed show guide given to all retailers at the registration desk.

Submit your special at <https://forms.gle/aRjcLxz3ZZKuZ4MfA>

How do I get a listing in the program guide?

Let retailers know how to get in touch with you! Each exhibitor has a listing in the printed show guide given to all retailers at the registration desk. Please note that the company listing is separate from any show specials you offer and is in a different section of the printed guide. This listing is your organization's contact information and a brief description of your services.

Submit your listing by using by **April 1** the form at <https://forms.gle/znT7eoZpuSXqgWRy5>

EXHIBITOR SERVICES

What is an Exhibitor Services Website and how do it access it?

The [Alliance Nationwide Exposition Online](#) is an online ordering portal provided by the show decorator, Alliance Nationwide Exposition, that contains event-specific information you may need to know, such as show hours, exhibitor move-in and move-out times, furnishings included in your booth, show colors, as well as rules and regulations of the facility. Also included are the many services that are offered, such as furniture and accessories, carpet, signage, installation and dismantle labor, material and handling, and utilities.

The initial email campaign was sent to each exhibiting company's primary contact to log into the event portal from ExhibitorAssistance@alliance-exposition.com. Emails from Alliance Nationwide Exposition are automated and may get blocked by spam filters. Add the Exhibitor Services email to your safe senders list to ensure you receive all important communication.

If you're the primary contact for your organization and haven't set up your login yet, click "Forgot Password" on this link: [Log in to Alliance Nationwide Exposition](#). You'll receive a temporary password to log in and create a new password. Your login password remains the same for those who have previously used the Alliance portal.

When can I set up my booth space?

Exhibitor move-in is:

Saturday, June 1	9:00 AM - 5:00 PM
Sunday, June 2	9:00 AM - 5:00 PM

Exhibitors can access the hall on Monday, June 3 at 8:00 am for any last-minute work in the booth; however, all displays and product must be in the booth space and all empty containers marked for storage by **4:00 pm on Sunday, June 2**, in order for the aisle carpet to be installed and to prepare the hall for opening.

What furnishings are provided with my booth space?

The booth packages listed below are provided free of charge; however, exhibitors who wish to receive the inclusive booth package furnishings **must opt in before Friday, May 17** by adding the booth package to their shopping cart on the Alliance website and completing the checkout process. This step is required to ensure that booth package furnishings are pre-ordered and delivered to your booth in advance. A charge of \$75 will be charged for any booth package orders after **Friday, May 17**.

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Choose the appropriate booth package for your sized booth by going to "Show Special Furniture Packages" in the "Shop Departments" drop-down menu on the left-hand side of the online ordering system and completing the checkout process. Contact Alliance at ExhibitorAssistance@alliance-exposition.com or by phone at 888.528.2011 if you have any problems ordering your booth package.

Each 10' x 10' booth packages include:

- 8' high backwall drape in gray/blue/gray
- 3' high side divider drape in gray
- 6' long x 30" high x 24" wide blue skirted table
- 2 chairs
- 1 wastebasket
- 7" x 44" black & white ID sign

Each 5' x 10' booth packages include:

- 8' high backwall drape in gray/blue/gray
- 3' high side divider drape in gray
- 4' long x 30" high x 24" wide blue skirted table
- 1 chair
- 1 wastebasket
- Standard carpet
- 7" x 44" black & white ID sign

Can I change the color of the skirt for the table included in my booth package?

The booth package tables come standard with a white vinyl top and blue colored skirting on three sides, Alliance Exposition can change out the table skirt color on the booth package table. There is fee to do this. You can request this change under "Table Skirt Change" under the "Table" section in the "Shop Departments" drop-down menu on the left hand side of the online ordering system.

Are prices of booth furnishings a daily rate?

No, prices for items ordered from Alliance Exposition such as tables, chairs, carpet, etc. are for the duration of the show. The exceptions would be any labor service and services provided by an outside contractor. Please note that services such as Electrical, Internet, Telephone, and Audio Visual are provided by the event facility. Please be sure to read each independent contractor's form to be aware of rates and service charges.

Does carpet come with my booth space?

The standard 10'x10' booth spaces DO NOT come with carpeting included. Only the aisles will be carpeted in tuxedo. **Exhibitors are required to have floor covering for the entire booth space.** Either carpeting or approved flooring must cover the entire convention center floor within the booth space.

Is carpet padding available for my booth?

Yes, deluxe foam padding can be provided under your carpet for an additional charge. Padding can be ordered on the Carpet& Padding sections.

Can I bring my own carpet?

Yes, exhibitors may provide their own carpeting for their booth space. Please refer to the [ASTRA Rules & Regulations](#) regarding floor coverings. Exhibitors who are providing their own floor covering MUST notify Alliance Exposition that they intend to provide their own carpet. You can do so by selecting the "Exhibitor Provided Carpet" under the Carpet section in the "Shop Departments" drop-down menu of the online ordering system or contacting ExhibitorAssistance@alliance-exposition.com or by phone at 888.528.2011. Please note that exhibitors are responsible for removing any flooring they provide in their booth space. Failure to remove the flooring will result in additional charges for cleaning.

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Will my booth be cleaned?

General vacuuming of the aisle space in front of your booth is provided. Booth carpet ordered from Alliance Exposition will be installed clean. However, once installation begins any cleaning services must be requested. Only those exhibitors who order cleaning will have their booths vacuumed prior to the opening of the show. Cleaning/Vacuuming services are provided by Edlen, the exclusive provider at the America's Center and be ordered online at [Online Ordering - Edlen](#) or by using the PDF form available on the Alliance website.

Can I hang a banner/ sign in my booth?

You may display a sign or banner along the back wall of your booth. Nothing may be affixed to the drape itself as it will damage the material, including the use of pins or tape. Any damage to the equipment is the responsibility of the exhibitor. The sign or banner may not extend higher than the 8' high back drape. "S" shaped hooks will be available at the Exhibitor Service Center to aid in hanging banners from the metal cross bars in your booth.

MATERIAL HANDLING / SHIPPING

What is material handling?

Material handling, also referred to as freight handling or drayage, is the movement of your materials or freight to your booth, and back to your outbound carrier at the close of the show. Material handling includes the unloading of your materials or freight from your vehicle or carrier, advance storage of your freight at our warehouse for up to 30 days prior to the show move-in, handling and storage of your empty containers during the show, and removal of your materials or freight from your booth for loading onto your outbound carrier.

Is there a charge for material handling?

Yes, material handling charges are determined by the weight of your materials. The weight is rounded up to the next hundred pounds (cwt.) with a 200 lb minimum and charged accordingly to the rates listed in the Exhibitor Service Manual. Please note that material handling does not include the cost of shipping your materials to and from the advance warehouse or event venue.

What is CWT?

A CWT (or hundred weight) is a unit of measurement equaling 100 pounds. Material handling charges are determined by the number of cwt's per shipment. For example, 800 pounds would be 8cwt's. Please note, all shipments are rounded to the next hundred pounds, if your shipment is 345 pounds, it would be considered 400 pounds or 4cwt's.

Does material handling include the cost for me to ship my material?

No, material handling is the cost associated with getting your materials to your booth either from our advance warehouse or show site dock. This should not be confused with the cost to ship your materials from your company to the warehouse or event facility. Please make sure all shipments through your carrier are pre-paid, collect shipments will not be accepted.

Do I need to order a forklift?

Material handling charges include any forklift use necessary to move your freight to your booth space. However, it may be necessary to order forklift labor for additional work such as repositioning of materials or displays in your booth after the original placement, moving or uncrating heavy displays and machinery, or placing exhibit headers or top sections.

What are the advantages of shipping my material to the advance warehouse?

Alliance Exposition strongly suggests that exhibitors ship to the advance warehouse. This method offers the following advantages:

- Lower material handling rates than shipping to show site.

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- Flexible delivery dates and times, as your items can arrive at our warehouse up to 30 days prior to the move-in at the same rate.
- Eliminate additional delivery charges such as weekend overtime delivery or driver wait time.
- Confirm your shipment to be certain all materials have arrived.
- Your freight will be placed in your booth prior to the exhibitor move-in time so you can begin set up as soon as you arrive.

How should I label my materials for shipping to the show?

For your convenience, pre-addressed labels are included in the Alliance Online website. Please be sure to choose the correct labels depending on the destination you are sending your materials to, either the advance warehouse, or directly to show site. Be sure to fill in your company name, booth number and piece count on the labels.

If you do not use the pre-printed warehouse labels provided, please be sure to include the following information on your address labels:

ASTRA 2024 Marketplace
Exhibiting Company Name/Booth #
c/o Alliance Exposition / ABF / ArcBest Freight
8630 Hall St
St. Louis, MO 63147

Alliance Exposition will accept materials for 30 days prior to the show set-up. All materials should be shipped to arrive at the advance warehouse no later than **Friday, May 24** to avoid any late charges to the standard material handling rates.

Can I ship directly to show site, and when can it arrive?

Direct shipments will be accepted *only* on **Saturday, June 1, 2024**. Receiving will take place during exhibitor move-in hours.

Note that materials shipped directly to the America's Center Convention Complex are subject to the show site material handling rates, which are higher than the advance to warehouse rates. Many times, unforeseen delays happen in shipping, so it is highly recommended that exhibitors do not wait to ship to the Convention Center and risk not having all their materials in time. It is strongly recommended that exhibitors ship to the advance warehouse as the costs will be charged at a lower rate. The advance freight is delivered to the booths before any of the direct freight reducing delays in receiving your materials for set up.

If shipping directly to the center is chosen, please use the following address:

ASTRA 2024 Marketplace
Exhibiting Company Name/Booth #
c/o Alliance Exposition
America's Center Convention Complex
Hall 3,4,5
701 Convention Plaza
St. Louis, MO 63101

What happens to my empty shipping containers during the show?

Empty Labels can be obtained at the Alliance Exposition Exhibitor Service Desk in the exhibit hall. Be sure to print your company name and booth number on the label before placing on your containers. Make sure to remove all necessary items, as containers will not be accessible during the show. The empty containers will be stored and then returned at the close of the show, after the aisle carpet has been removed to allow forklifts onto the floor. This process typically takes 4-5 hours to complete. Please note that storage of empty containers is included in the Material Handling charge. Exhibitors that did not utilize the Material Handling services may arrange to have their empty containers stored for an additional charge.

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Am I required to use ArcBest, the Preferred Carrier, to ship my freight or materials?

No, exhibitors are free to ship their materials both inbound and outbound using any carrier they choose. ArcBest is the Official Show Carrier and happy to assist with all of your shipping needs. Contact ArcBest at (800) 654-7019 or tradeshow@arcb.com. For your convenience, Alliance Exposition will have representatives from ArcBest on show site to assist with your outbound shipping needs.

When must my outbound freight be out of the hall?

Due to contractual agreements with show management and the event facility, exhibitors must arrange for outbound shipments to be picked up during the date and times listed in the Exhibitor Service Information. Alliance Exposition is required to have all equipment and materials removed from the facility by a certain time. Unfortunately, no outbound freight can be left in the exhibit hall, on the loading dock or on the facility property for pick-up at a later date. All freight must be picked up by the exhibitor's designated carrier prior to **8:00 pm on Wednesday, June 5** or the items will be rerouted onto ArcBest, the on-site carrier.

What happens if my outbound freight carrier doesn't show up?

In the event your chosen carrier fails to pick-up during the designated dates and times of move-out, outbound freight will be re-consigned to the designated preferred carrier for the event, ArcBest. Please be sure to contact your carrier and confirm a pick-up prior to turning in your Bill of Lading. When filling out your Bill of Lading, please provide a contact number for your chosen carrier. Be sure to read the "Outbound Shipping" section on the left-hand menu of the Alliance Exhibitor Online for more information,

Will there be an organization to donate products at the end of the show?

As in past years, ASTRA will be teaming up with local charitable organizations to receive all donated products at the end of the show. Donated items can then be left in the booth or brought to the donation center in the exhibit hall.

LABOR

Do I need to order labor to set up my booth?

Exhibitors may set up their own booth without the use of union labor provided that:

- All work is performed by full time employees of the exhibiting company and have exhibitor badges
- No power tools are used

Please note, these regulations apply only to the set up and dismantle of your booth display, such as custom booths, pop-up booths, hard wall, truss, etc. Exhibitors are not required to hire labor, nor are they limited by time, other than the allotted move-in time, for product placement and merchandising,

Are there any restrictions as to how my booth can be set?

Yes, please refer to [ASTRA's Booth Display Rules](#) and the [Rules and Regulations](#) in the exhibitor contract and the Exhibitor Service Website. The maximum height of is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials (cases, shelves, risers, racks, etc.) in the remaining space forward to the aisle. Note: when three or more linear booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth. This arrangement will allow a reasonably unobstructed sightline to exhibitors from the aisles.

What is an EAC?

Exhibitors are allowed to hire Installation & Dismantle (I&D) companies, other than Summit Exposition, the official contractor, to set up and tear down their booths. These I&D companies are referred to as an Exhibitor Appointed Contractor (EAC) or a Non-Official Contractor. All companies utilizing an EAC are required to submit a Certificate of Insurance to exhibit@astratoy.org. All EAC's are required to follow local union jurisdictions.

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Do I need to be present if I order labor from Alliance Exposition?

Exhibitors may choose from two options when hiring labor from Alliance Exposition:

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Alliance Exposition Supervised: For a supervision fee, Alliance Expo will install and dismantle your booth in your absence. Please be sure to include any specific instructions or details with your Labor Order.

- Exhibitor Supervised: An employee of the exhibiting company is responsible for supervising all work performed. The exhibitor must check in at the Alliance Exposition Exhibitor Service Desk to pick-up their scheduled labor and return to the Service Desk at the completion of work to sign out their labor.

GRAPHICS

Does a sign come with my booth?

Each booth will receive a complimentary ID sign containing the company name and booth number, printed in black on a white card stock. ID Signs are generated from how your company is listed on the online floor plan astratoy.org/astra2024.expofp.com as of April 15. If you would like your company name to read differently than how it is listed, please use the link provided in the email to update your listing or contact ASTRA at exhibit@astratoy.org.

Can I add more information to my ID sign?

Basic ID signs are a part of the booth package to contact only the company name and booth number. Alliance Exposition can modify ID signs to include color, logos, etc., for an additional charge.

UTILITIES AND ADDITIONAL SERVICES

How do I order Electricity?

Power is not included in your booth space. Electrical services are provided by Edlen, the exclusive provider at the America's Center and be ordered online at [Online Ordering - Edlen](#) or by using the PDF form available on the Alliance website.

Please reach out directly to Edlen at stlouis@edlen.com or (314) 342-5324 with any questions.

How do I order Audio Visual?

Please contact exhibit@astratoy.org for information on audio visual needs.

Internet?

Telecommunication Service at the America's Center is provided exclusively by Smart City. If you have any questions, and would like to speak to a Smart City Networks representative please call (888) 446-6911

Do I need added lighting for my booth?

The America's Center Convention Complex has powerful overhead lights installed in the exhibit hall so additional lighting is not necessary. Additional lighting can be ordered from Edlen for those who are interested.

Where can I get Plants and Flowers for my booth?

Plant and Floral Services are provided by Alliance Exposition. Order forms can be found in the Exhibitor Service Website and should be submitted directly to Alliance Exposition.

Can I keep the plants after the show?

Floral arrangements are a purchased item and are yours to keep. All other plants and trees are a rental item and will be collected at the end of the show.

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MISC FAQ

Can I move out early?

Early tear down is strictly prohibited and may result in fines or affect future participation in ASTRA events, so plan accordingly. **Exhibitors may begin packing up their booth and preparing their shipment after the hall closes at 1:00 pm on Wednesday, June 5.**

Do I need to have insurance?

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease dates of the event, June 1-6, 2024, naming American Specialty Toy Retailing Association (1 East Erie Street, Suite 525, PMB 4624, Chicago, IL 60611) as the certificate holder. The following must be named as additional insured: American Specialty Toy Retailing Association, America's Center Convention Complex, Alliance Exposition Services, LLC and Summit Exposition LLC.

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car - so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online for only \$91.

<https://securevendorinsurance.com/RainprotectionGroupVendor/ApplicantInformation?GroupEventKey=6f7128f3be84>

or contact Sales@rainprotection.net (800) 528-7975

Rainprotect also offers Equipment/Merchandise/Display Insurance. All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition. Contact Rainprotect for more information.

What if my question is not listed here?

For booth services questions, please contact Alliance Exhibitor Services ExhibitorAssistance@alliance-exposition.com or 888.528.2011

For other questions, please contact ASTRA exhibit managers at exhibit@astratoy.org