

THE TORONTO TOY & DOLL COLLECTORS' SHOW 2010

Dear Dealers:

Canada's largest collectible toy and doll show- **TORONTO TOY & DOLL COLLECTORS' SHOW** will be held this November 21, 2010 in Hall 4. at the International Centre. This will be a very busy toyful weekend with the **THE TORONTO TOY, TRAIN AND DOLL AUCTION** in Hall 4 on Friday November 19 at the International Centre and the **THE TORONTO CHRISTMAS TRAIN SHOW** in Hall 3 on Saturday and Sunday November 20 & 21, 2010.

Although the economy is improving it is important to be realistic with your pricing and expectations. We are anticipating a great show this fall for both the public and the dealers!

We are looking for a group or association who would be interested in presenting a special exhibit of their toy, doll, bear, to supplement an antique and collectible toy display. We would like to offer special assistance and free space if interested! Please contact Doug Jarvis for details.

The lighting in this hall is good. If you have to have accent lighting for your displays you should consider purchasing a power outlet (note the power outlet charge on the application). If you require phone lines for your Visa, Interac swipers etc. please let us know with your application and we will send you the order forms from the appropriate suppliers. All extra services must be ordered at least 2 weeks prior to the show from the supplier.

Please make sure you have your handcart/dolly with you to facilitate unloading as we anticipate **very little** drive in unloading.

Pre-registration will be from 5.30-6pm on Saturday, November 20, 2010 at the Hall 4 entrance at the International Centre. Actual move-in will be from 6-9 pm on Saturday November 20 and Sunday November 21 from 8-9.30am.

We have added to our extensive direct mail lists and we will be distributing about 5,000 packets by direct mail in addition to our new e-mail campaign which has resulted in a large increase in our mailing list base. We are continuing to work on our media campaign and have increased our budget to ensure the success of the show for everybody. If you know of any other places that we might promote the show please call Bev Jarvis or myself. We have redoubled our marketing efforts and our website www.antiquetoys.ca continues to experience big increases in usage. This will produce solid dividends for all of us. If you wish to have a free link to our website please give Doug Jarvis a call. If you have the opportunity to distribute flyers for the show please contact us and we will send you a quantity. This will produce results for each and every dealer.

On Friday evening, November 19, 2010 in Hall 4 at the International Centre there will be an auction of hundreds of exciting toys. There will be a wide array of tin, trains, steel toys, dolls, bears, diecast etc. If you are interested in including some or all of your collection or stock please contact Doug Jarvis as the space really is filling up fast! It is fun, so come and add to your dealer stock.

Our show hotel this year will be the Toronto Holiday Inn Select Hotel at 970 Dixon Rd. Mississauga. Please call 905-675-7611 and mention the toy or train show for our special group rate. Book early as the hotel strip is very busy at that time.

Be part of the excitement!! Mark your calendar!! Book your space and hotel **NOW** to enjoy the best prices and location! This will be one weekend that you will not want to miss. We look forward to renewing our friendships at the show and auction as well as buying and selling of some wonderful toys and dolls.

Schedule of Weekend Events

Auction Sale of toys, dolls, trains, nostalgia etc.

Friday, November 19 Pre-view 5 - 7 pm, Sale starts at 7.00pm

The Toronto Christmas Train Show

Saturday, Nov.20, 11.00am-4.00pm

Sunday, Nov.21, 10.00am-4.00pm

The Toronto Toy & Doll Collectors' Show

Saturday, November 20, 5.30am, pre-registration at Hall 4 entrance

Saturday, November 20, 6.00 - 9:00 pm, dealer move in , Hall 4

Sunday, November 21, 8.00am, dealer move in continues Hall 4

Sunday November 22, **The Toronto Toy & Doll Collectors' Show** , 10.00am - 4.00pm, show open to the public

SEE YOU THERE!!

PUTTING THE FUN INTO TOY COLLECTING-Toronto Show Promotions