

Application guide of the Japan Toy Award 2015

1. Categories

The award is open to products in the following seven categories at the International Tokyo Toy Show 2015.

When the product concept covers more than one category, up to 2 categories can be entered per product. (In the case where the category “Universal-use Toy” is included, up to 3 categories can be entered per product.)

It is required to submit independent sample (with application form attached) for each category.

(A) Educational Toy

Toys which contribute to the education or intellectual training of children

(B) Boys Toy

Toys mainly intended for boys

(C) Girls Toy

Toys mainly intended for girls

(D) Communication Toy

Toys contributing to develop better communication between users regardless of generation or sex

(E) Innovation Toy

Toys with prominent innovation in materials, technology, playing pattern, etc.

(F) High Target Toy

Toys with excellent characteristic for adults

(G) Universal-use Toy

Toys for which such “consideration” that enables deaf or blind children to play with them at ease is given

2. The Prize

The Japan Toy Award will be selected for each category and be awarded the plaque and the extra prize of JPY 300,000.

3. Qualification (All of the following points must be satisfied.)

- 1) The exhibitors of the Tokyo Toy Show 2015 (both domestic and overseas) are eligible for the award.
- 2) Products put on the market currently, or those which are planned to be released by the end of September 2015, and that have not been applied to this award in the past, are eligible for the award.
(Prototypes of the products are acceptable only for the 1st selection stage.)
- 3) Approval of ST Mark (when applicable to the scope of ST Mark)
For toys put on the market in future, the applicant shall apply for the approval of the use of ST Mark.
- 4) In case the third parties possess the intellectual property rights of the product, the applicant shall get legal approval to use them for the product.

4. Deadline of Application

The closing date for sending in product samples is **April 10, 2015**.

(Submitted samples will be returned to the applicant after the Tokyo Toy Show 2015.)

5. Selection

The First Selection Stage late April, 2015

All entries in each category will be examined at the Committee of Toy Exhibition, the JTA.

Short list for the second stage will be drawn up in each category. (Around ten (10) items per category.)

The Second Selection Stage mid May, 2015

Board Members of the JTA will examine the entries which have come up on the second stage. Five (5) items in each category will then be presented to the final selection.

The Final Selection Stage late May, 2015

A specially set-up jury will assess and select the winners in the respective category. The jury will consist of the toy experts from Department Stores, GMS, Toy Specialist Shops, Large Household Appliances Stores, Journals, Magazines, etc. This final stage will be open to the media.

【Head of the Jury】

Mr. Teruhisa Kitahara, President, TOYS Company.

6. Announcement and award presenting ceremony June 16, 2015

The announcement of the winners will be made at the Press Conference of the Tokyo Toy Show 2015 at Tokyo International Forum on June 16, 2015.

The winning products will be displayed at the stand of “Japan Toy Award” at Tokyo Big Sight during the show.

Award for Hit Sales in FY2014

The Hit Sales Award will be presented to the toy which significantly led the domestic toy sales in Japanese Fiscal Year (Apr. – Mar.) 2014.

Application:

Either of the following criteria of the sales amount must be satisfied;

- ① More than 500 million yen of retail sales in domestic toy market in JFY2014
- ② More than 300 thousand pieces of retail sales in domestic toy market in JFY2014

Irrespective of the application for the Japan Toy Award, exhibitors can apply any toy for the Hit Sales Award.

The qualifications of the Japan Toy Award are also applied to the Hit Sales Award.

The announcement and the prize is the same with the Japan Toy Award. There is no need to submit samples in applying the Hit Sales Award.

Concerning the details of the Hit Sales Award, please contact the JTA:
toyshow2015@toys.or.jp