

# Application guide of the Japan Toy Award 2019

## 1. Purpose

The purpose of the Japan Toy Award is not only to find “best-selling” products, but also to revitalize the entire toy industry by stimulating the motivation of manufacturers who have tackled to create innovative toys.

## 2. Categories

The award is open to products by overseas exhibitors in the following six categories at the International Tokyo Toy Show 2019.

When the product concept covers more than one category, up to 2 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

## 3. The Prize

The Japan Toy Award will be selected for each category and be awarded the plaque and the extra prize of JPY 100,000.

Additionally, the excellence award will be selected for 4 products in each category and the prize of JPY 50,000.

Awarded toys will be allowed to use the certification mark of “Japan Toy Award” on their packaging and promotional materials.

【Certification mark of the “Japan Toy Award”】



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

- 1) The exhibitors of the Tokyo Toy Show 2019 (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 October 2019, 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 1<sup>st</sup> selection stage.)
- 3) Approval of ST Mark (when applicable to the scope of ST Mark)  
For toys which are manufactured by overseas exhibitors and do not bear ST Mark, they need to comply with one of the major toy safety standards, such as EN 71, ASTM F963 or ISO 8124.
- 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.

#### 5. Deadline of Application

Fill in the Application Form and send it along with a product sample to the Japan Toy Association.

The closing date for sending in product samples is **April 12, 2019**.

(Submitted samples will be returned to the applicant at the Tokyo Toy Show 2019.)

#### 【Notice】

- 1) When necessary, an explanatory panel which shows how to operate a toy is allowed to be provided with that toy, for example, for toys which are operated by smart phones, etc.



- 2) Batteries shall be included when necessary for the operation.
- 3) Any other additional material than the above 1 and 2, such as a promotional material or DVD, is not allowed to be provided with a toy.

## **6. Selection**

### **The First Selection Stage                      April 23 and 24, 2019**

All entries in each category will be examined at the Exhibition Committee of the JTA. The evaluation will be conducted by playing with each toy.

Ten (10) items per category will be sent to the second selection stage.

(The result will be posted on the website of JTA.)

### **The Second Selection Stage                      May 8, 2019**

Executive 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                      May 23, 2019**

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

## **7. Announcement and award presenting ceremony                      June 11, 2019**

The announcement of the winners will be made at the Press Conference of the Tokyo Toy Show 2019 at KFC Hall on June 11, 2019.

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