



April 1, 2020

Dear Toy Industry Professional,

I am writing to let you know that ASTRA's Marketplace & Academy, originally scheduled for June 7-10, 2020, in Orlando, has been canceled.

The ASTRA Board of Directors and ASTRA staff care deeply about the safety and health of our members and their families. We determined there would be too great of a risk to members' health, families and businesses by traveling in light of COVID-19. Although the in-person connections and business conducted at the show is extremely important to the ASTRA community and our industry, we ultimately decided it would be irresponsible to move forward with the show, even if it were postponed because there are too many unknowns about how the situation surrounding COVID-19 would unfold. In addition, we recognized that attending the show could present an undue financial burden during a time when many members of our community are struggling.

Thank you for your patience and understanding over the past few weeks as we evaluated all factors to make this decision. Please know this has been an incredibly difficult decision for the ASTRA Board of Directors and the ASTRA team.

Our focus continues to be on supporting the specialty toy industry and the ASTRA community with the education, inspiration and connection to advance industry growth. While we may not be together in-person in June, we are working to continue delivering resources and opportunities for connection to support and advance the specialty toy industry.

We recognize the investment of time, effort and resources you have put into preparing for Marketplace & Academy. We know you will have questions about the cancellation of the show and what it means for you and your company. Please refer to the [FAQ for Attendees](#) and [FAQ for Exhibitors](#) pages for specific information about your cancellation. We ask for your continued patience and support as we go through the process of canceling an event of this size in unprecedented circumstances.



Over these past few weeks, we have seen the innovation, collaboration and support of the ASTRA community and specialty toy industry reach a new level. It is this spirit that will make ASTRA's Marketplace & Academy 2021, June 6-9, 2021 in Minneapolis, MN the best yet.

ASTRA is committed to our vision to change the world through the power of play, especially in these times when kids and families need play now more than ever. **Thank you** for your support – not only in these challenging times – but over the past 27 years. We are a community that stands mighty together.

Please reach out to the ASTRA team (info@astratoy.org / (312) 222-0984) or members of the ASTRA Board of Directors at any time. We are here to help.

Sincerely,

Kimberly Mosley, President
and the [ASTRA Board of Directors](#)