



## **Host Tips for a Successful Toy Party!!!**

### **Be sure to talk about your party to EVERYONE!!**

- The magic number is 20 guests! The key is to over-invite, so plan to send invitations to **at least 40 people**. Our experience shows that only about half of your invites will actually be able to attend. Create a buzz; it will get people excited about coming to your Party.
- Encourage your guests to bring friends, which will increase your sales. High sales = more FREE product for you! When you invite your guests, let them know it is OK to bring friends! And don't forget your neighbors; when the weather is bad, your neighbors can walk over. The party will go on, despite snow or rain.

### **Keep snacks and cocktails simple**

- We don't want this party to be work for you, only fun! We recommend simple snack and finger foods, i.e. nothing that requires a fork! Your guests are going to be busy using their hands to explore our products most of the night, so it will be hard trying to also juggle a plate of food.

### **Encourage your guests to pre-shop**

- Encourage your guests to browse through the website, ToyClosetNYC.com, on their own or with their partners. If anyone asks, we accept cash, credit cards and checks with ID. We charge sales tax on all orders plus \$4 for shipping and handling.

### **Each outside order = more Host Credit for you!!**

- Let people who cannot attend know they can place their order with you prior to the party or confidentially order with us over the phone or via email, (877) 789-7810 or ToyClosetNYC.com. They **MUST** include your name and party date when ordering to ensure proper credit.

### **We will need a private area to set up our "Ordering Room".**

- Preferably someplace with a door for added privacy. The more comfortable your guests feel, the more likely they will buy the truly fun things they want. Don't forget to inform your friends that they will go home with their goodies on the night of the show!

*Feel free to reach out if you have any questions and be sure to give us at least TWO weeks' notice if you need to cancel. Thank you for being our Host! We look forward to giving you a great party!*