

2025 New York Toy Fair - March 1 – 4,

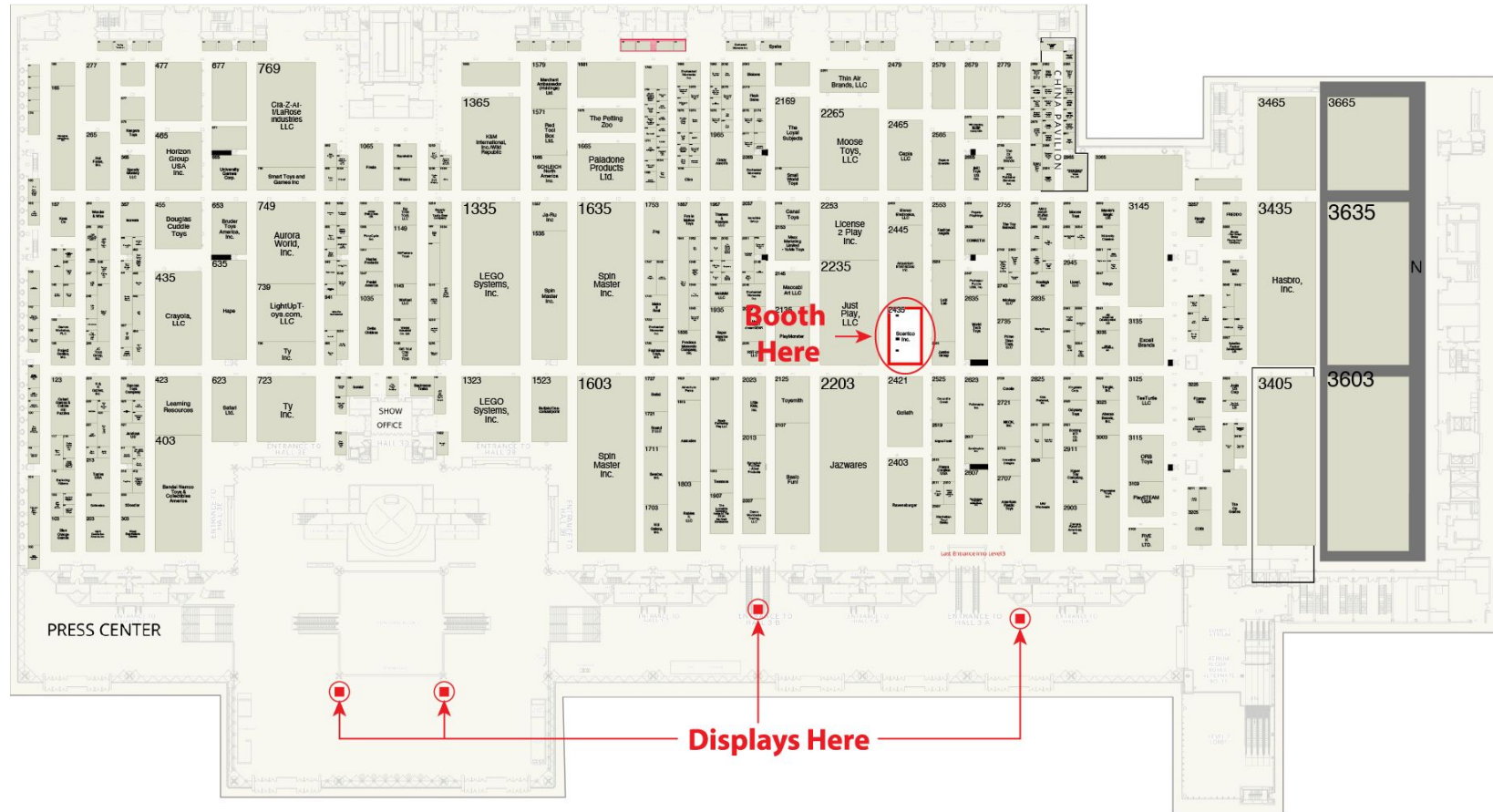
2025



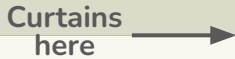
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Booth Location & Lobby Displays on the Map



Curtains
here



Booth Outer Walls

(Fabric)

Fabric Walls A

FRONT ←

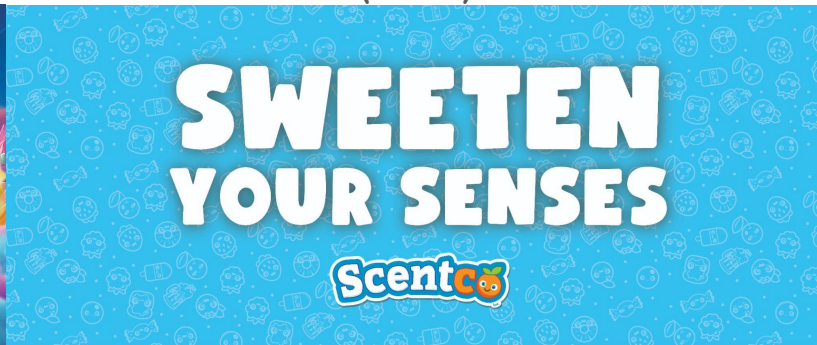
→ END

Fart Monster
(6' x 8')



Fart Monster
(10' x 8')

Scentco
(20' x 8')



Smillows - Lucy
(10' x 8')



Fabric Walls B

END ←

→ FRONT

Smillows - Wilkes
(10' x 8')



Fart Monster
(20' x 8')



Geladough
(10' x 8')



Geladough
(6' x 8')



Booth Inner Walls

(#1-#25)

Left Section

1



3ft

2



6ft

3



6ft

4



4ft

5



8ft

6



4ft

7



8ft

8



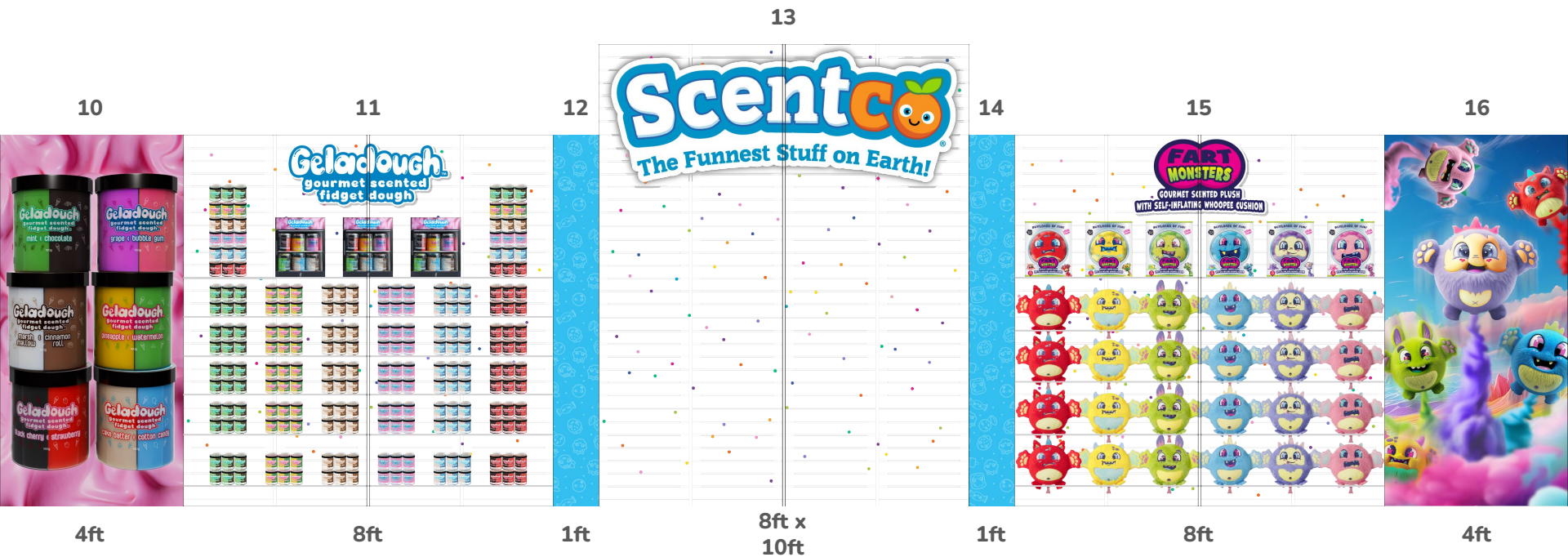
4ft

9



6ft

Middle Section



Right Section

17



6zft

18



4ft

19



8ft

20



4ft

21



8ft

22



4ft

23



6ft

24



6ft

25



3ft

How to Apply Wallpapers



Important Notes

- All Panels are labeled with their specific location and wall placement. They are located on the top left of the papers. (Ex. “13. Scentco - A” “13. Scentco - B”)
- When applying, you start from top to bottom, left to right.
- Only use tape for all wallpaper ongoing panels
- Foam tape is only for all cutouts

1 ft Wall Application

Step 1
Build Panels



Step 2
Apply Red Tape

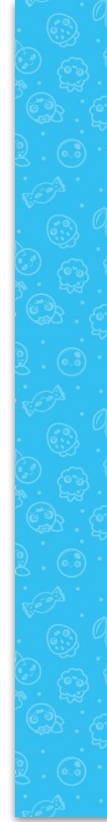


Step 3
Apply Wallpaper



1 ft Walls

12 - Pattern



14 - Pattern



3ft Wall Application

Step 1 Build Panels



Step 2 Apply Red Tape



Step 3 Apply Wallpaper



3 ft Walls

1 - Smencils Man

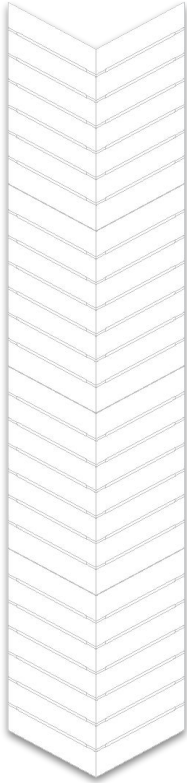


25 - Air Dough Youtube

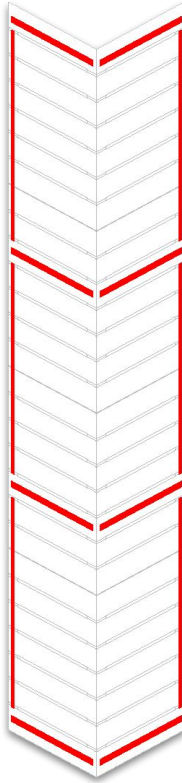


4ft Triangle Wall Application

Step 1
Build Panels



Step 2
Apply Red Tape



Step 3
Apply Wallpaper on the left side first



Step 4
Apply the rest



4ft Triangle Walls

Left Section

4-Demi&Lucy



6-Asher



8-Terriana&Lucy



18-Demi&Lucy



20-Asher



22-Terriana&Lucy



4ft Wall Application

Step 1 Build Panels



Step 2 Apply Red Tape



Step 3 Apply Wallpaper



4ft Walls

10-Geladough

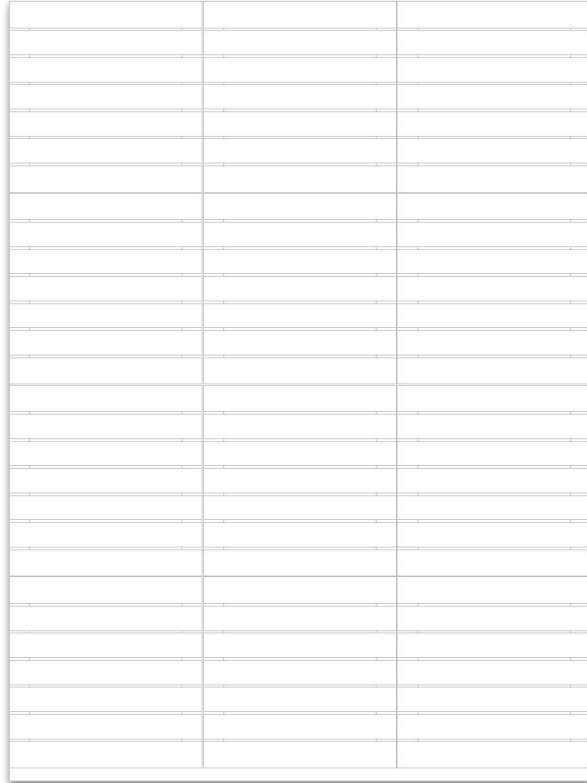


16-Fart Monsters



6ft Wall Application - Part 1

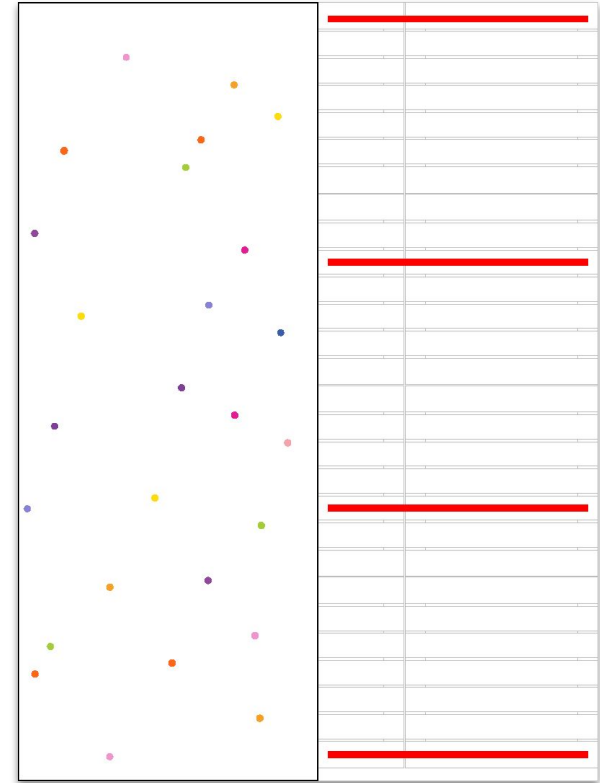
Step 1
Build Panels



Step 2
Apply Red Tape



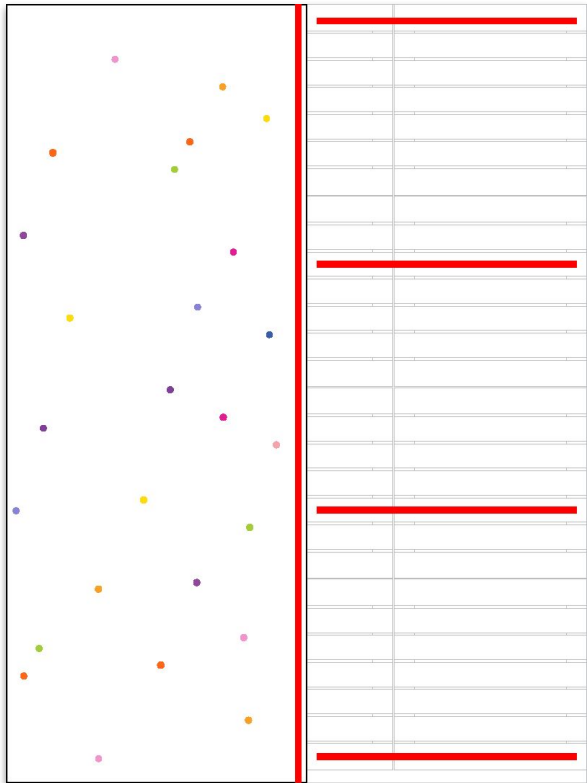
Step 3
Apply Wallpaper A on the left side first



6ft Wall Application - Part 2

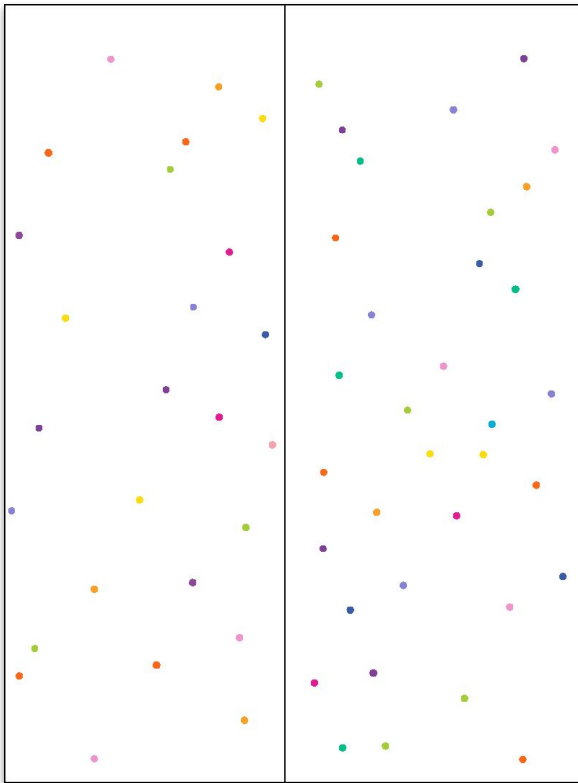
Step 4

Apply Red Tape on overlap



Step 5

Apply Wallpaper B On the right side



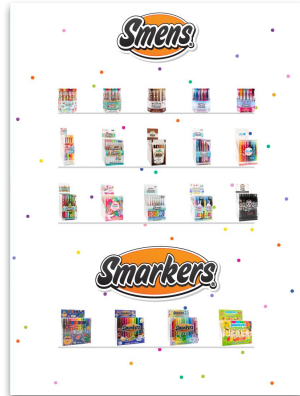
Step 6

Place Cutouts, Shelves, and Product



6ft Walls

2-Smens & Smarkers



3-Smencils



9-Air Dough



17 - Smelly Ballz



23-Plush Crush

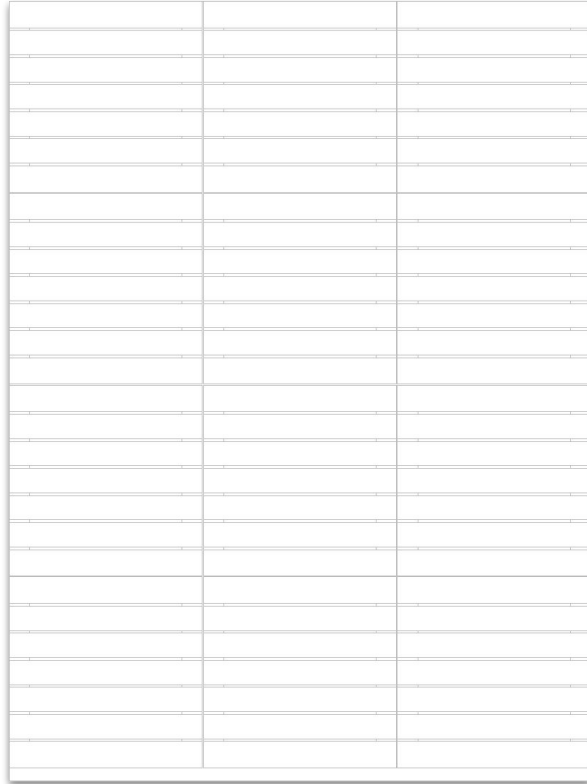


24-International Distributor Portal



8ft Wall Application - Part 1

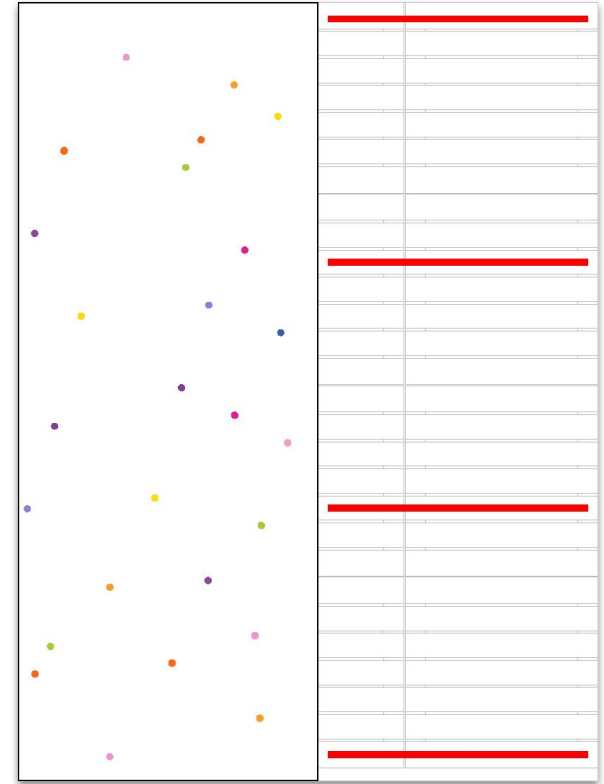
Step 1
Build Panels



Step 2
Apply Red Tape



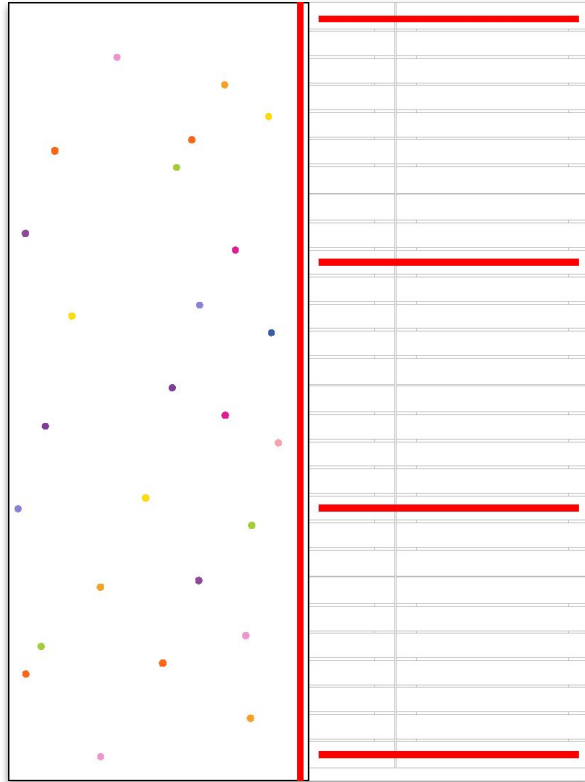
Step 3
Apply Wallpaper A on the left side first



8ft Wall Application - Part 2

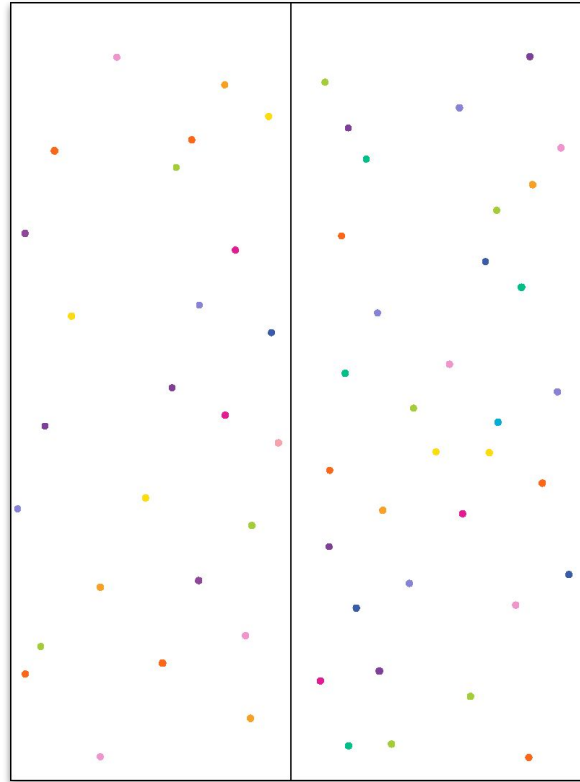
Step 4

Apply Red Tape on overlap



Step 5

Apply Wallpaper B On the right side



Step 6

Place Cutouts, Shelves, and Product



8ft Walls

5-Snuggle Bugs&OMG



7-Smillows



11-Geladough



15-Fart Monsters



19-Backpack Buddies

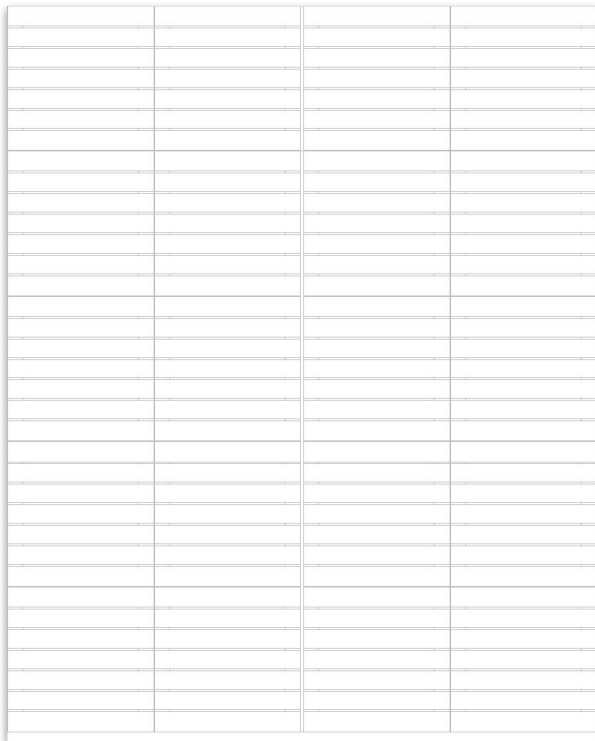


21-AWTY

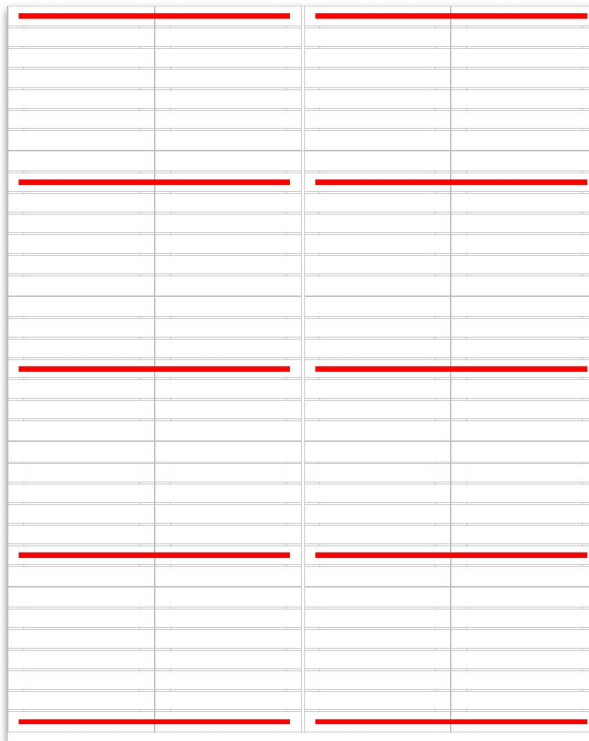


(13-Scentco) 8ft x 10ft Wall Application - Part 1

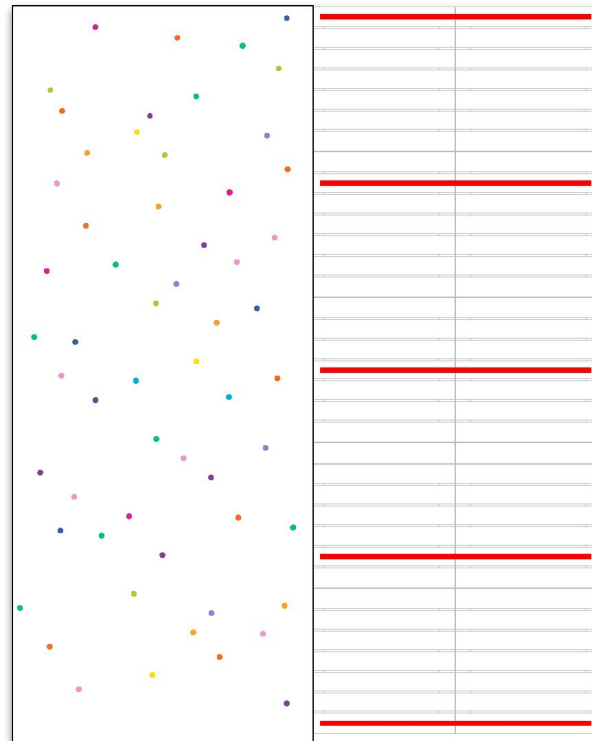
Step 1
Build Panels



Step 2
Apply Red Tape



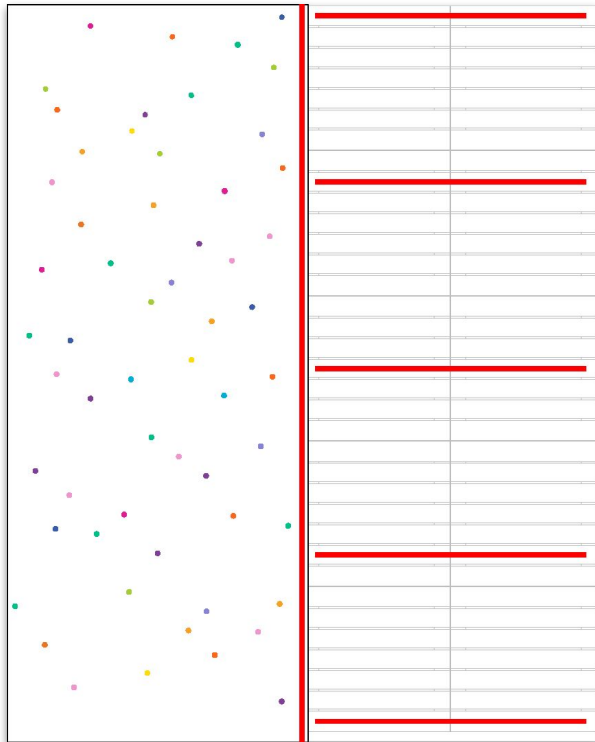
Step 3
Apply Wallpaper A on the left side first



(13-Scentco) 8ft x 10ft Wall Application - Part 2

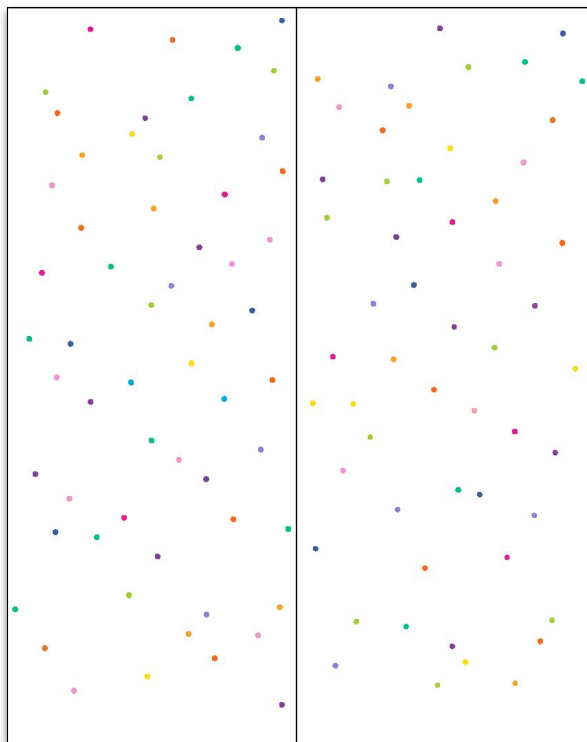
Step 4

Apply Red Tape on overlap



Step 5

Apply Wallpaper B On the right side



Step 6

Place Cutouts, Shelves, and Product



Checklists

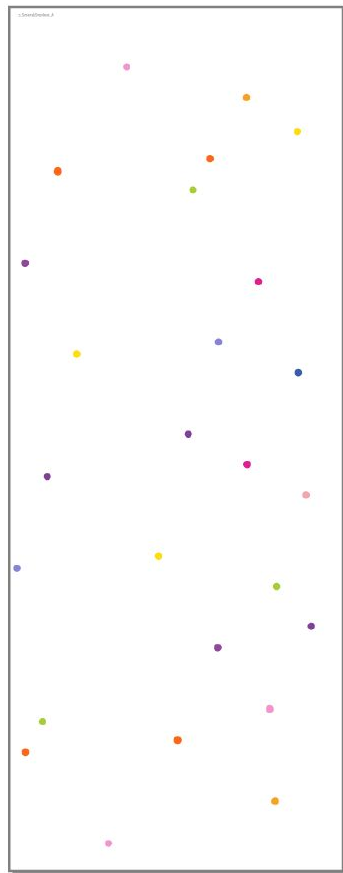
(Products, Signage, and Wallpaper)

2-Smens & Smarkers

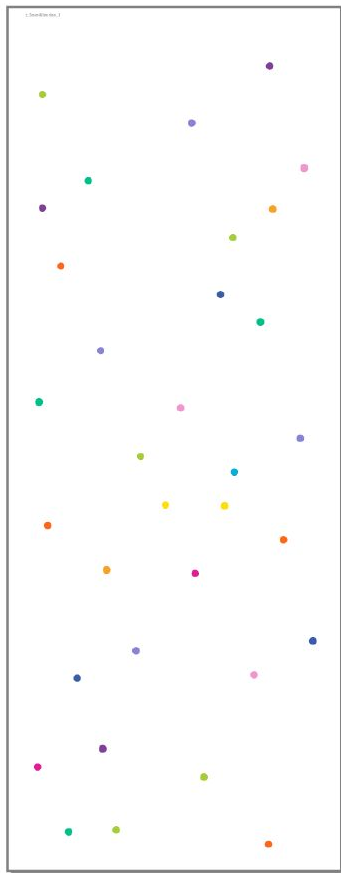
Left Section



2_Smens&Smarters_A



2_Smens&Smarters_B

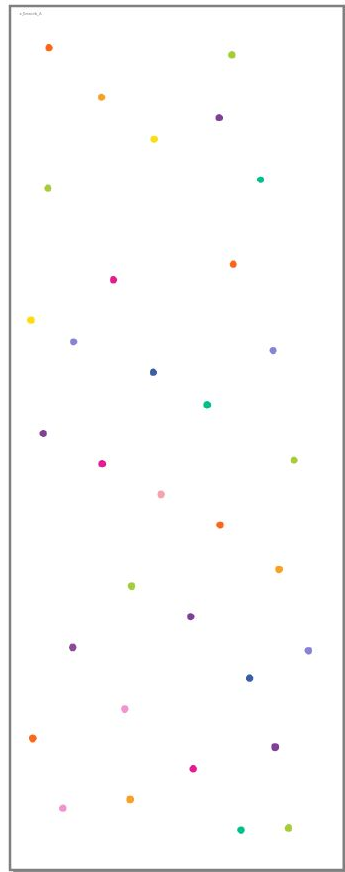


3-Smencils

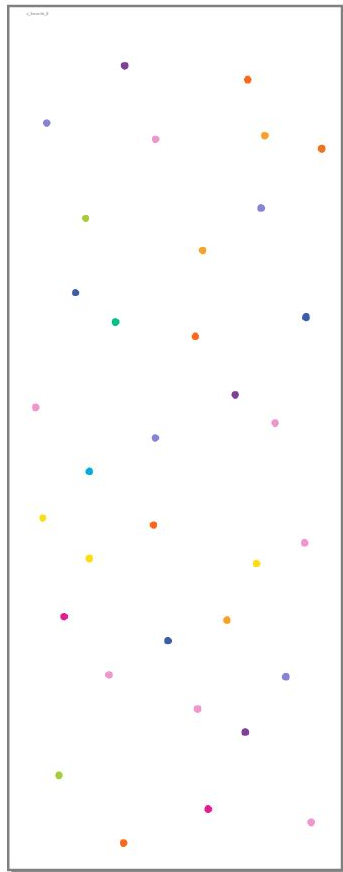
Left Section



3_Smencils_A



3_Smencils_B



5-Snuggle Bugs&OMG

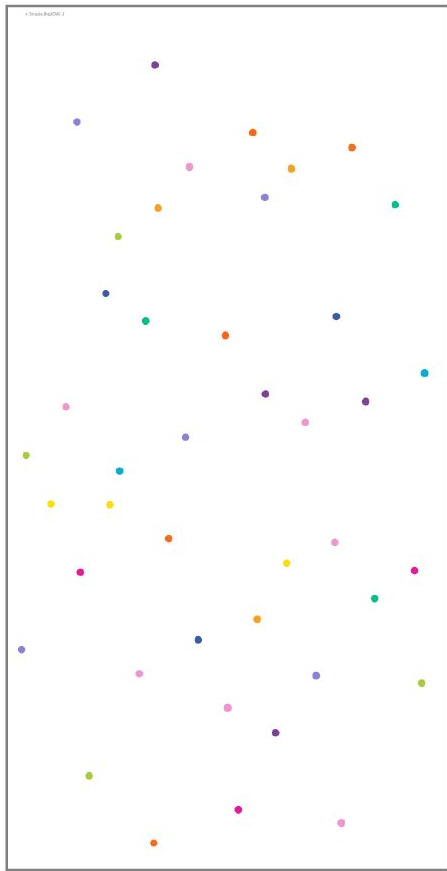
Left Section



5_Snuggle_Bug&OMG_A



5_Snuggle_Bug&OMG_B



7-Smilows

Left Section



7_Smillows_A



7_Smillows_B



SMILLOWS

GOURMET SCENTED
PILLOWY PLUSH

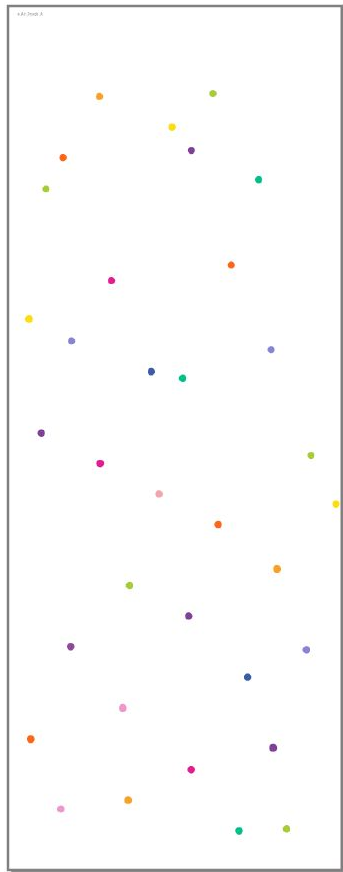


9-Air Dough

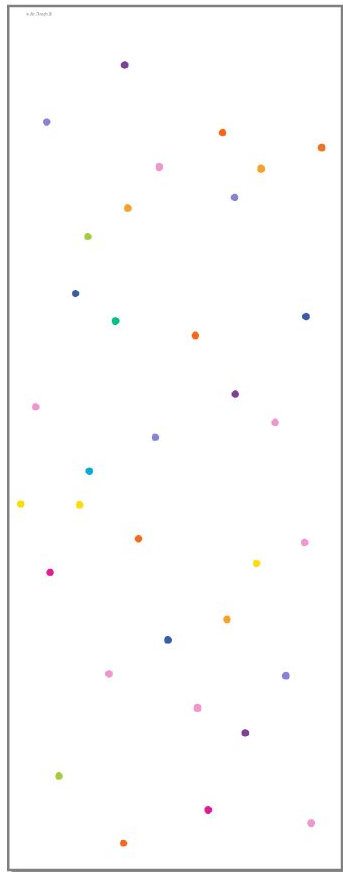
Left Section



9_Air_Dough_A

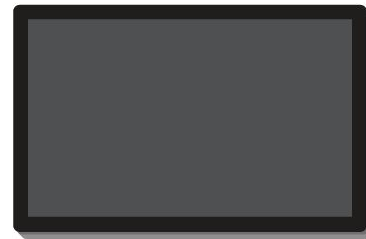


9_Air_Dough_B



THE LIGHTEST
MODELING
DOUGH
ON EARTH!

TV



x4



x4



x11



x2



x2



x2



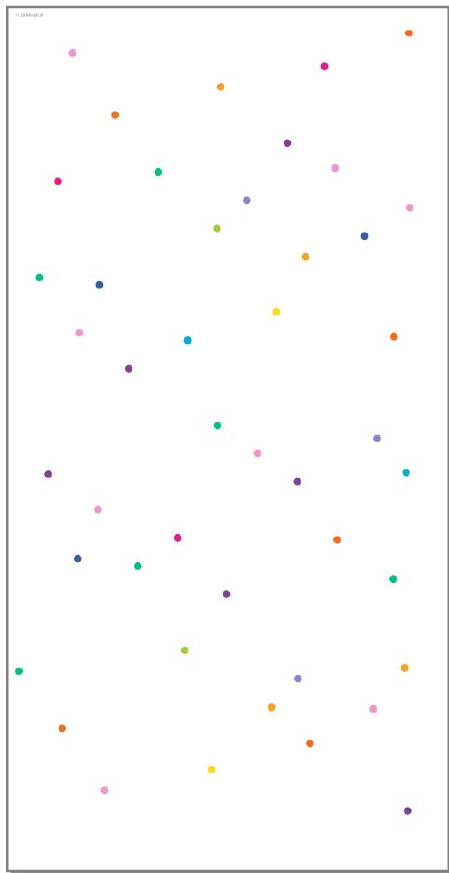
11-Geladough

Middle Section

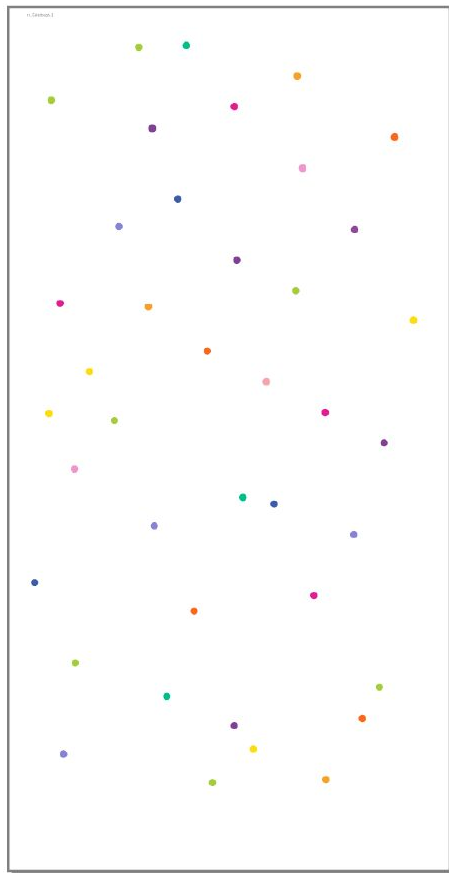


11_Geladough_A



11_Geladough_B



Geladough

**gourmet scented
fidget dough™**

x36



x36



x36



x36



x36



x36

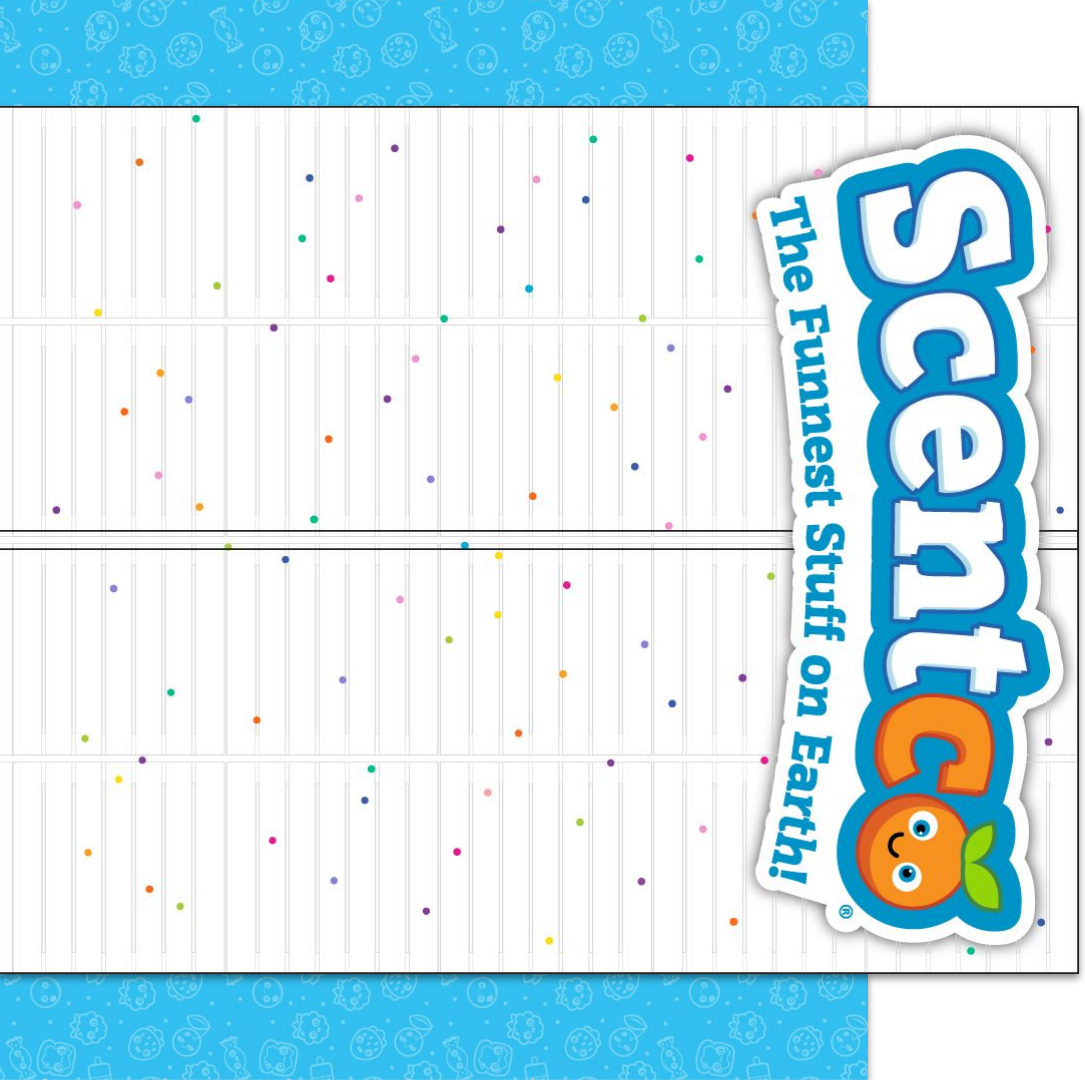


x3



12-Pattern, 13-Scentco, 14-Pattern

Middle Section



12_Pattern 13_Scentco_A



13_Scentco_B



14_Pattern



15-Fart Monsters

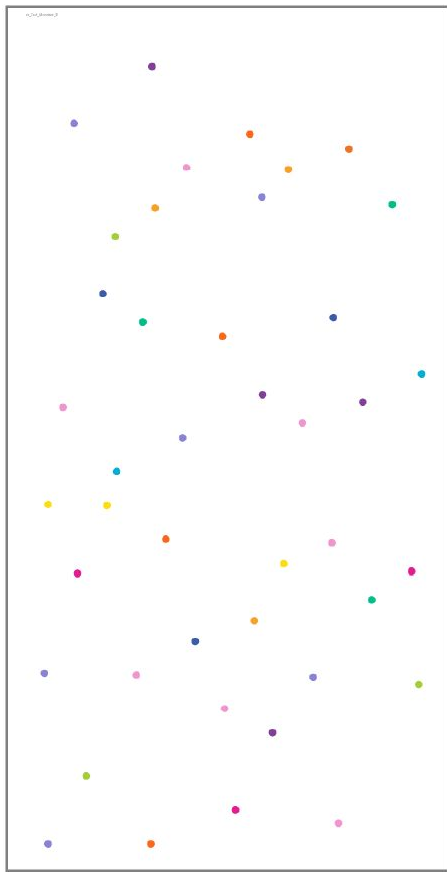
Middle Section



15_Fart_Monsters_A



15_Fart_Monsters_B



FART MONSTERS
GOURMET SCENTED PLUSH
WITH SELF-INFLATING WHOOPEE CUSHION



17 - Smelly Ballz

44

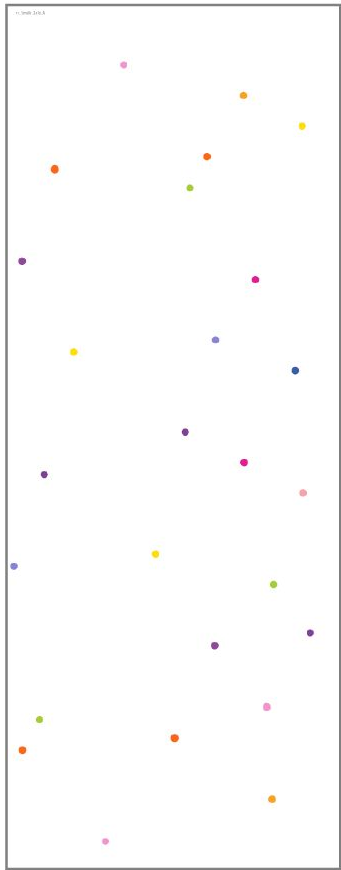
Right Section



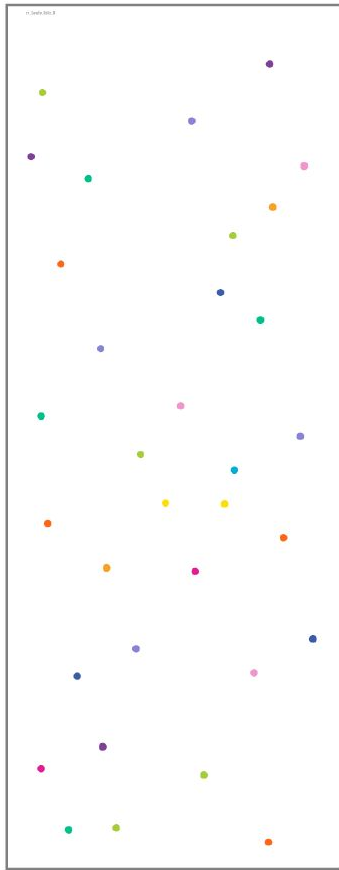
Gourmet Scented Stress Balls



17_Smelly_Ballz_A



17_Smelly_Ballz_B



Gourmet Scented Stress Balls

x4



x2



19-Backpack Buddies

Right Section



Scented backpack clips



19_Backpack_Buddies_A



19_Backpack_Buddies_B



BACKPACK BUDDIES

Scented backpack clips

x3



x3



x3



x3



Right Section



Fun on
the GO!



Sticker
Magic

Scratch
Magic

Reveal
Magic

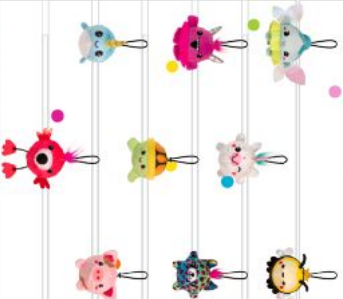
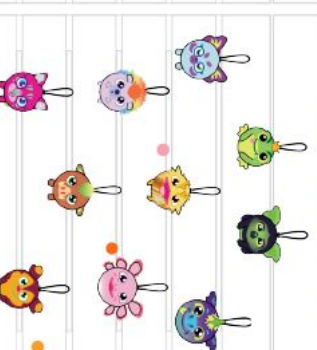
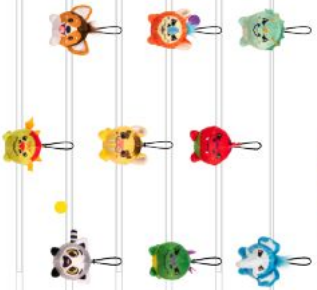




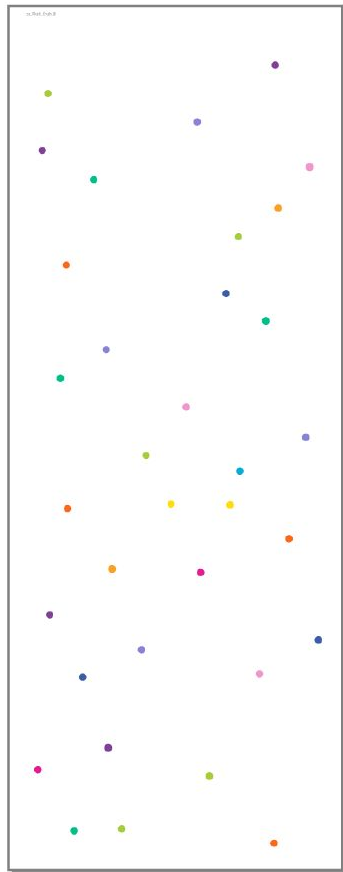
23-Plush Crush

50

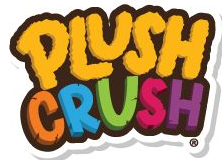
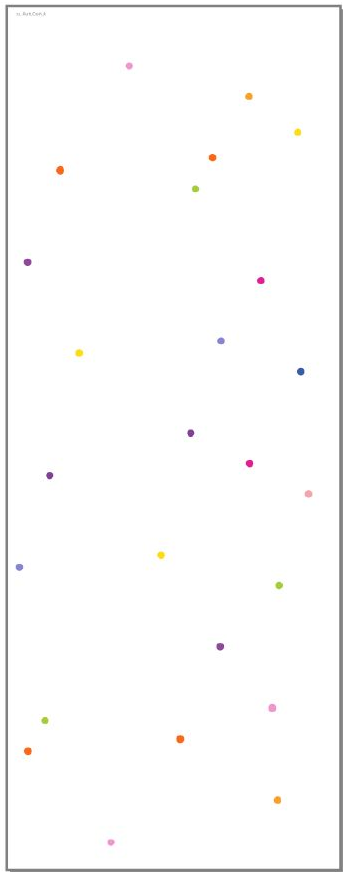
Right Section



23_Plush_Crush_A



23_Plush_Crush_B



x3



Throw, Crush, Bounce!

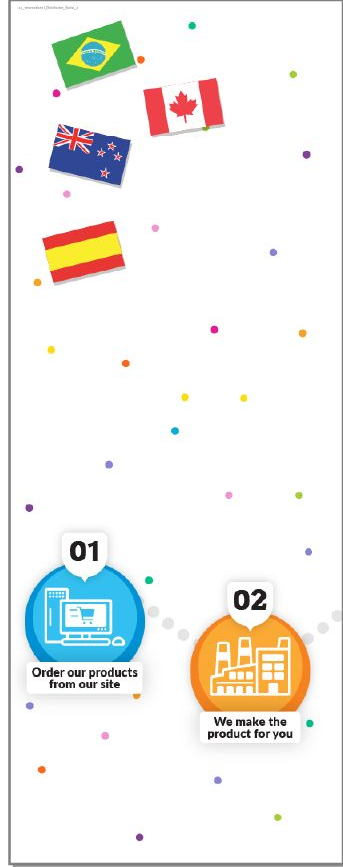
x3



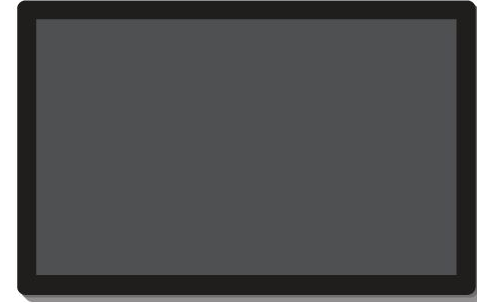
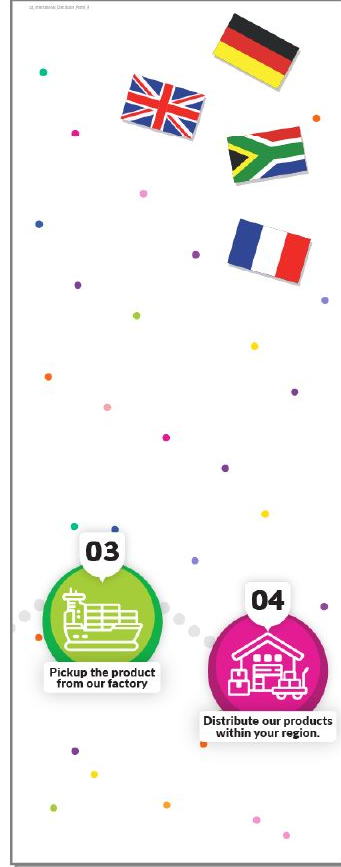
24-International Distributor Portal Right Section



24_International_
Distributor_Portal_A



24_International_
Distributor_Portal_B



INTERNATIONAL —DISTRIBUTOR PORTAL—

Scentco Products Distributing Factory Direct

Giant Scentco Signs

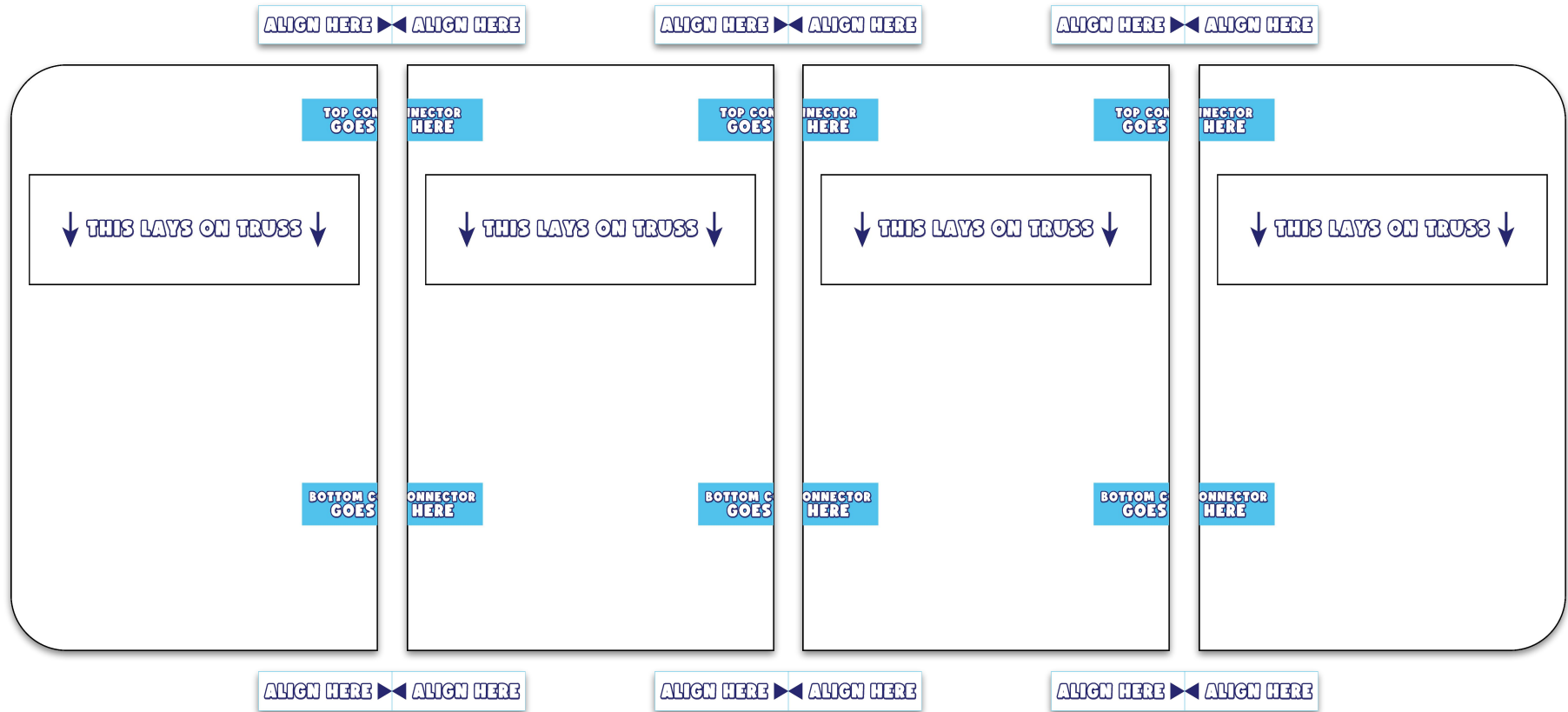
13.3 ft Scentco Signs x 2



Signs are divided into 4 pieces (There 8 pieces total)



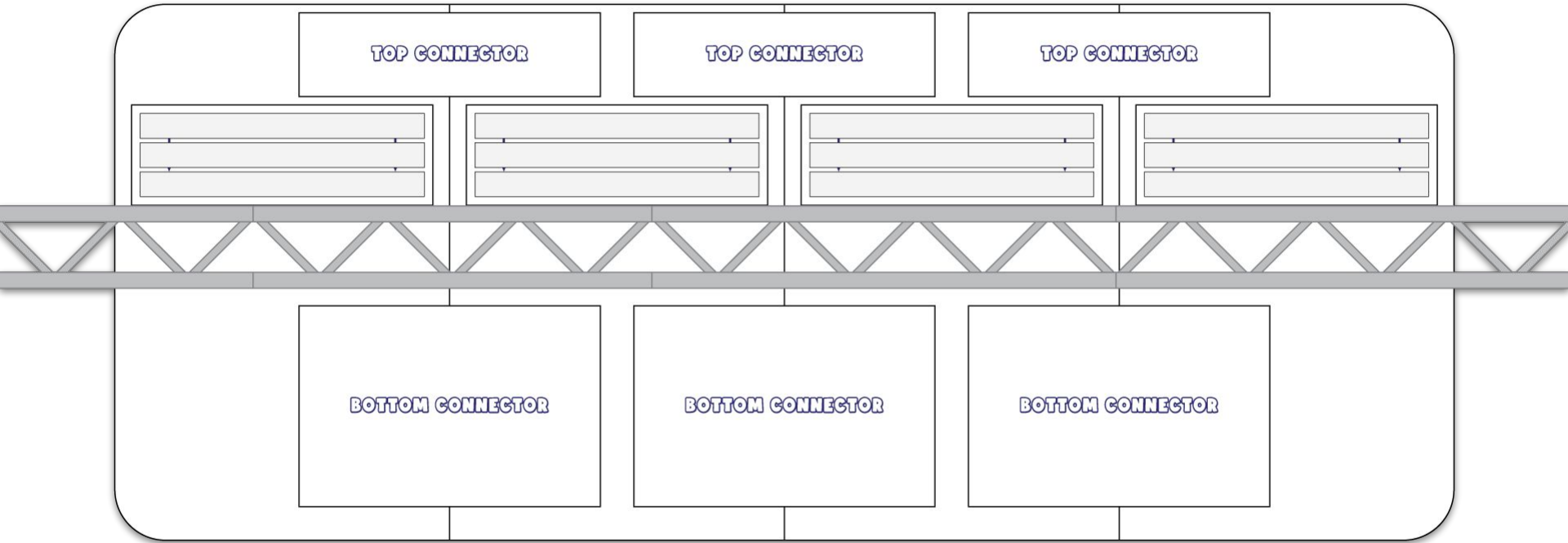
Use the guides on the back to align the boards



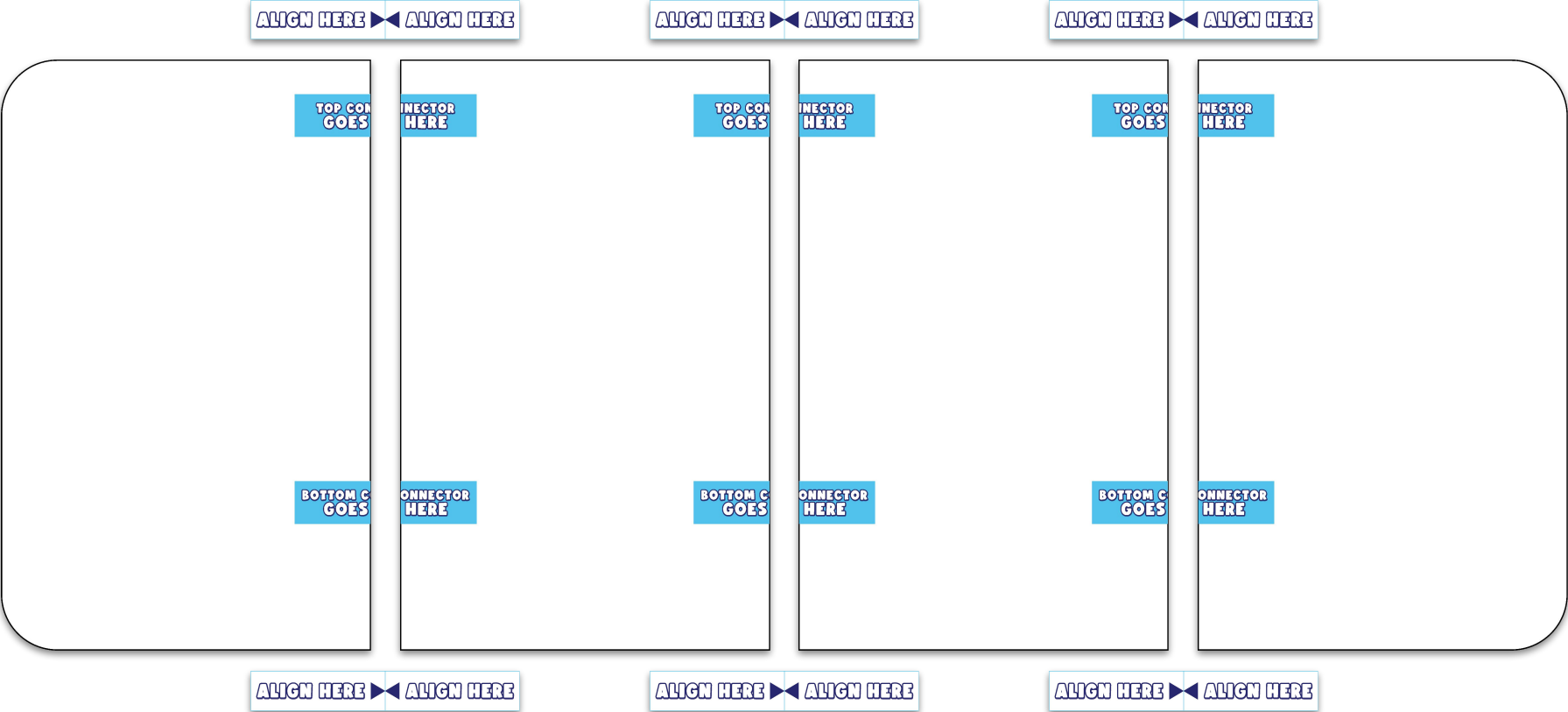
Apply the connectors and apply foam tape to the truss supports



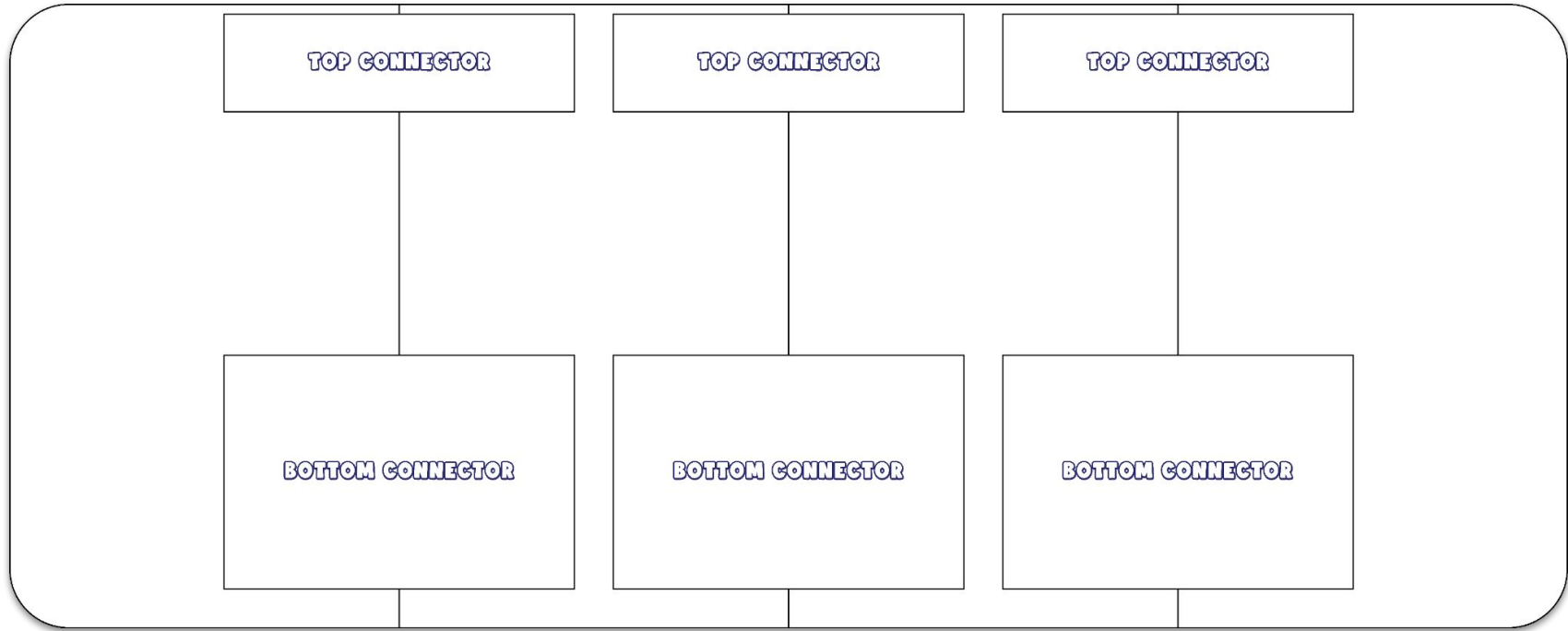
**Mount sign with the truss support onto the truss first
and remove foam tape backing**



Use the guides on the back to align the boards to the other sign



Apply the connectors to the other sign



Apply the sign on the other side of the truss and.. done!

