

# Terms and Conditions



After the **long-standing success** of the “TOP 10 Spielzeug” award, products for babies and small children now have their own stage. After the overwhelming response in 2020 and 2021 the Association of Toy Retailers (BVS) as the trade association for baby and children's outfitters and the toy retail trade in Germany will award the "TOP 10 Baby & Kind" for the third time.

## Selection criteria and jury

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- The product must have **good sales opportunities** in the current sales year.
- Together with a **jury of baby and children's outfitters** (BabyOne, EK/servicegroup, myToys, VEDES), BVS selects the 10 best from the submitted products.

## Participation

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- For each participating product/product-world, please fill out a **registration form** and send it to BVS by **03.11.2021**.
- The more **individual products** or **product-worlds** you propose, the greater the choice for the jury and your chance of a successful participation.
- **Important: Providing a sample is not a condition** of participation. More important is, that you send **text and image data** from the participating product/product-world. There will be no return of samples.
- **The Submission of your products is free of charge.**

## TOP 10 Baby & Kind-Nomination

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- The **TOP 10 Baby & Kind Nomination-Logo** will be available from December 2021 and can be shown with the product immediately and without limitation in catalogs, advertisements and TV-spots.
- **Costs** for using the Nomination-Logo: **399 Euro** plus VAT.  
(You can decide, if you want to use the TOP 10 Baby & Kind Nomination-Logo.)



## TOP 10 Baby & Kind-Winner

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- The „**TOP 10 Baby & Kind**“-Logo will be available from February 2022 and can be displayed immediately and indefinitely in catalogues, advertisements and TV-spots with the product.
- **Press relations** from February/March 2022. Until then, there is a blocking period for press releases of the winners. The exact date will be announced in good time.
- **Website:** planned from February 2022.
- **Cost per product:** **799 Euro** plus VAT (only due on award).