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Play Lab: If you have any additional questions you don't see here, please contact Play Lab at (716) 349-1764.

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If you have any additional questions, you don't see here, please contact FP Studios at (716) 534-6049 or email us at FP.Studios@mattel.com

Play Lab FAQs

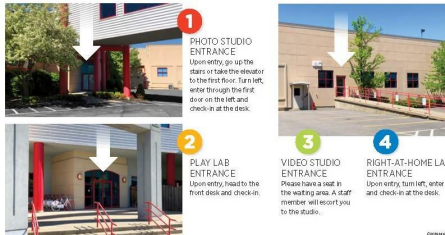
On-site Sessions

What's the address?

Fisher-Price is located at:

636 Girard Avenue

East Aurora, NY 14052.



Where is the Play Lab?

When you pull onto our campus, you'll see our security gate. Let them know you're here for a test in the Play Lab—they'll be expecting you! Once you drive past them, the Play Lab will be the second building on the right. It's a tall grey building with red pillars. Walk up the stairs with a red railing and c'mon in! The waiting room will be to your right.

Where is the Right-At-Home Lab?

When you pull into our campus, you'll see our security gate. Let them know you're here for a test in the Right-At-Home Lab—they'll be expecting you! Drive back until you see a ramp with a red railing extending off the building on the left. Park near the ramp, take it into the building, and veer to your left. You'll walk right into the waiting room.

Can someone other than myself bring my child?

Yes! Any caregiver can bring your child in. You will be asked to confirm the adult accompanying your child when you schedule your visit.

Are siblings allowed to come?

Siblings are allowed for most tests, however, sometimes we need a little one-on-one time with a child and their caregiver. In this case, we ask that only the participating child and caregiver are present.

Is there any compensation? If so, what is it?

Yes, you are compensated for everything you do for the Fisher-Price® Play Lab! You'll receive a Target or Amazon gift card. The amount depends on how long and the type of test you participate in.

How long will the test take?

It varies. Most on-site tests are 10-20 minutes, but it could take a bit longer. In-Home tests are typically 2-week long periods. Our Preschool-Age Play Groups are 2 hours long, twice a week, and our School-Age Play Group is 1 hour long, once a week. Play Lab Parent Discussion Groups are 1 ½ hours long each time they meet. How often Discussion Groups meet will vary.

Can I take photos?

Because most things we test are in development, photos and/or videos are not permitted while testing on-site or in your home.

What should they wear?

Come dressed to play! The only request we have is to please avoid wearing anything with logos (shoes, too!), as our team may be using photos and video of these sessions to share and promote what we do in the Play Lab with others outside of Fisher-Price.

Do I need to bring anything?

Most times, you won't need to bring anything. If we need you to bring something, we'll let you know.

How much notice will I get for a session?

All sessions are booked 1-2 days in advance, and you'll be notified by text when there's an opening for your child. Important: You will only have 30 minutes to confirm your session time—sessions are filled up on a first come, first serve basis.

What if my child is sick or we cannot attend the session?

If there is an issue on the day of your scheduled visit, please contact Play Lab at (716) 349-1764. Please let us know ASAP if your child is unable to attend so we can try to find a backup. Unfortunately, because of the timely nature of our sessions, we are unable to reschedule.

What if my child has a bad day?

We all have bad days! No worries if your child isn't feeling it during their session, we still appreciate your participation (and you'll still be compensated!).

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In-Home Toy & Baby Gear Tests

Does the toy or gear need to be returned assembled?

Yes, please! We know that some of our toys and gear are quite big and can't fit into smaller vehicles when fully assembled, so we appreciate you doing what you can!

How long do I have it for?

Typically, an In-Home test lasts 2 weeks. Sometimes, we do longer or shorter In-Home tests. It all depends on what kind of feedback we are looking for.

What is the compensation?

You'll be compensated in either a Target or Amazon gift card. The amount will vary based on the length of the test.

Does the survey go right to my email?

Yes, the survey for an In-Home Test will go to the email you provided us and will be from our researcher, recruiter or PlayLab1@Mattel.com email address. Sometimes, our emails go straight to spam or junk folders, so if you haven't received one, please check there.

Can someone pick it up for me? Can someone drop it off for me?

Anyone can pick up or drop off the item for you. We know that some distribution and return hours can be hard to work around, so grandparents, aunts, uncles, friends, anyone can do this for you.

Can I keep the item I test?

Unfortunately, no. We test toys and gear in-home before they are in stores. Sometimes major changes are needed, which is why you can't keep the item you test for us.

Does my child need to come with me to pick up the item?

Nope!

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Preschool Aged Programs

Do I have to stay the whole time? Or can I drop off my child?

It's up to you. You are welcome to drop your child off and stay in our waiting room. Or you can drop off and have the time to yourself. Please plan to arrive back to campus 5 minutes before pickup time.

Can I bring my other children to wait with me?

Sure. We have a waiting room with toys in it, and you and your other children are more than welcome to hang out in there.

Who can bring my child to this play group?

Any trusted adult can bring and pick up your child. When you sign up for the session, you will be asked to confirm the adult accompanying and/or picking up and dropping of your child for these play groups.

Can we bring our own snack?

We always provide a snack during our sessions, but because of allergies we are only able to allow certain snack in the room. Please discuss any allergies or snacks with our researcher, we are happy to help ensure everyone has a snack they enjoy.

What if my child gets sick for one day, does that disqualify them?

Not at all, just let us know if you won't be able to attend by notifying Play Lab at (716) 349-1764 or our receptionist at 716-687-5033.

My child wears pull-ups, is that okay?

To participate in our Preschool-Age Play Groups, your child needs to be using the toilet independently.

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Fisher-Price Photo & Video Studios FAQs

Sign-up Process

Who do I contact with payroll questions?

You can contact TalEx at fisherprice@tal-ex.com for all payroll questions.

Do you have sessions on the weekends or evenings?

All sessions are held during normal business hours: Monday-Thursday, 9 a.m. - 4 p.m. and Fridays, 9 a.m. - noon. Please note: In some instances, sessions may begin at 8:30 a.m. or go later than 4 p.m.

I applied for the NYS Child Performer Permit, what's next?

Once you apply for the NYS Child Performer Permit on the state's website (<https://dol.ny.gov/information-child-performers>) you can log into your account on their website to check the status of processing. Once the permit has been processed, download a copy of the permit for your records. You will then upload a clear screenshot of the permit to your profile on the FP website (fpcastandplaycrew.com).

- Don't forget to complete onboarding with TalEx and provide all necessary payroll paperwork. We cannot call any child in until both the permit and payroll steps are complete.

Does my permit expire and how do I renew?

The permit is valid for 1 year and will need to be renewed 30 days prior to expiration through the Department of Labor - You will get an email reminding you to renew before the permit expires, so check your inbox!

Here's how to renew:

- You can visit the NYS Department of Labor website at <https://dol.ny.gov/information-child-performers> to apply for a renewed 12 month permit.
- Once the permit has been processed and you have a copy, please upload it by signing in to your fpcastandplaycrew.com account.

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Booking Process

How long do the shoots typically last?

Most photo and video shoots are typically 60 minutes, including prep time, and time on set, unless otherwise noted.

Who can bring my child to the shoot?

Any person over the age of 18 may bring your child to the shoot; you will be asked to list this person during the booking process.

How many people can come to watch the shoot?

For the safety and performance of our little stars, we ask that only up to 2 adults come to the shoot. If siblings come along, too, try to minimize distractions from the photo or video shoot.

I have twins, will they always be booked together?

Typically, twins will be booked for a session together; they might be on set at the same time or separately.

Will you contact me if my child is selected to participate for a photo or video shoot?

You will be contacted via text message when we have a session available in your child's age group.

Why haven't I been contacted in the past couple of months?

Our biggest need for photo and video shoots is 12 weeks to 18 months, as well as 3-5 years old. If your child is between 18 months and 3 years, please continue to renew their permit to keep them on our call list. Please, note:

- All sessions are booked based on the age grade of toys coming through the studio.
- It is common for there to be extended breaks between shoots (6 months or more).

How much notice will I get for a session?

We try to give as much notice as possible when booking shoots. Typically, between 2-5 business days in advance. However, our schedule is always changing, and we may only be able to provide 1 day notice. You will be notified by text when there's an opening for your child. Important: You will only have 30 minutes to confirm your session time—sessions are filled up on a first come, first serve basis.

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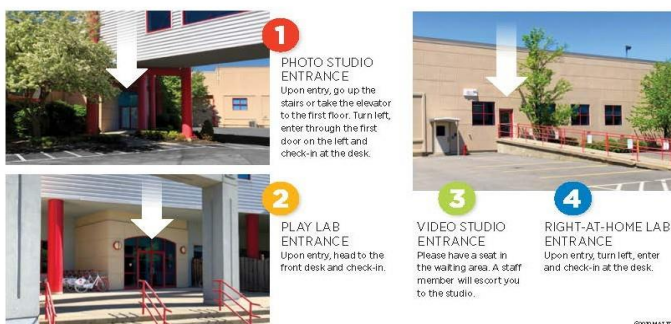
Day of Session

What do I need to bring the day of the session?

Please bring a photo ID for the parent or responsible adult.

How do I get to the studio?

We are located at 636 Girard Ave., East Aurora, NY 14052. When you arrive on campus, stop at the security gate and let them know you are here for a photo or video session. They will direct you to parking and where to enter the building.



How should I prepare my child for their session?

The following preparations are helpful:

- No nail polish
- Clean and trimmed nails
- No removeable tattoos
- Earrings will need to be taken out (if possible)
- When it comes to hair, we have a stylist who will style it for their session. It's best if your child comes in with their hair as natural as possible: down, freshly washed, no extra-large bows, barrettes, beading or hair accessories that are hard to remove, etc.

Can I take photos during the session?

You are welcome to take photos in the waiting room; however, no photos are allowed on set because the toys or Baby Gear being used typically aren't at retail yet.

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What if my child is sick or we cannot attend the session?

If there is an issue on the day of your scheduled visit, please contact Krista at 716-534-6049. Please tell us ASAP if your child cannot attend so we can find a backup. Unfortunately, because of the timely nature of our sessions, we are unable to reschedule.

What if my child gets a scrape, cut, or bruise before the session?

We know life happens, so don't worry! We'll work our "magic" to make that boo-boo go away.

After the Session

Where can I find my child's photo or video?

At the end of the session, you will be given a form with the name and number of the gear or toy. Products are typically available 6-12 months afterward. Here are some helpful tips on how you can find them:

- Google the toy or Baby Gear name and number.
- Check extra images on Amazon and other online retailers.
- Web demo videos are typically further down a product page.

When will my child be paid?

Payroll is processed bi-weekly, and payments typically posted 2-3 weeks after the week of the session.

When will my child be contacted for their next session?

It all depends on the toys and Baby Gear coming through the studio, as all sessions are booked based on what age is appropriate for the item. It could take some time, and it is common for there to be extended breaks between shoots (6 months or more).

Will we not get called back if my child has a bad day?

We all have bad days! Don't fret, we will try to contact you for the next available session, so they can finally show off that smile of theirs!

Will I be contacted if my child's photo or video is used?

We wish we could notify you with this information, but your child's name and personal information are not shared with our teams throughout the selection process for privacy reasons; therefore, we do not know which children will end up being used for the project.

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