

RETAIL *pr* PRESENTS

70TH ANNIVERSARY



the
TOY FAIR

PR MANUAL

23RD - 25TH JANUARY 2024

OLYMPIA LONDON



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ASSOCIATION

70TH ANNIVERSARY
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TOY FAIR

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GENERAL INFORMATION

Welcome to the Toy Fair 2024 PR Manual. We cannot wait to embark on this journey with you in the lead up to a most special and milestone year for Toy Fair; celebrating its 70th anniversary. This is your guide to the PR opportunities available to you as a Toy Fair exhibitor. As Toy Fair's PR agency, our main aim is to secure coverage about Toy Fair, its exhibitors and their products in the trade, regional and national media before, during and after the event.

Toy Fair is all about looking forward and recognising the brilliant innovation each and everyone of you bring to the show. It is also important to reflect upon everything that has made this show what it is over the years and the toys and memories of old. That is why, in recognition of this milestone year, we will also be asking you, our valued exhibitors, to share any nostalgic memories you have of the show if you have attended in the past, for us to include on our social media channels and on our Toy Fair TV channel which will be broadcast across the screens at the show.

KEY TOY FAIR 2024 DATES & TIMINGS

Please note, we have taken on your feedback and shortened the hours of the last day of Toy Fair 2024, Thursday 25th January, which is Influencer Day. The hours are now 09.00-16.30. The hours for the first two days remain the same.

Tuesday 23rd January | Press Day | 09:00 - 18:00

Wednesday 24th January | 09:00 - 18:00

Thursday 25th January | Influencer Day | 09:00 - 16:30

The Influencer Day will take place on Thursday 25th January 2024 and will follow the new amended timings from 09:00-16:30.

Toy Fair Press Office | The Press Office can be found at stand UN80 on the National Gallery Level

KEY CONTACTS

If you have any questions about PR before the show, please don't hesitate to contact either Fleur Price or Emily Berridge, from Retail PR, on the main Toy Fair email below.

Retail PR: toyfair@retailpr.co / 0207 952 5061

For any questions that you may have that relate to operations, logistics and your stand at the show please get in touch with Rebecca from the BTHA.

Operational queries: rebecca@btha.co.uk / 020 7701 7271

PRESS DAY

Press day will take place on **Tuesday 23rd January 2024** and BTHA announcements, regarding the unveiling of industry stats, Hero Toys winners etc, will take place then also.

INFLUENCER DAY

Following the success of the reintroduction of the Influencer Day earlier this year, the Influencer Day will remain as part of the show for Toy Fair 2024. The Influencer Day will take place on Thursday 25th January 2024 and will follow the new amended timings from 9:00-16:30.

We have taken on your valued feedback and have upped the minimum entry requirement for influencers to attend Toy Fair 2024, from **10,000 followers to 15,000 followers**, a further increase from this year's show. You will be able to distinguish influencers from members of the press by the details on their badge, so you can tailor your pitch accordingly.

Please inform Retail PR if you will have any celebrities or high profile influencers on your stand, by filling in **PR Form 5**. If you are bringing an influencer who is younger than the school leaving age, please complete all relevant licensing for each child and send it over to Rebecca Deeming from the BTHA.



EXPLAINING THE PR FORMS

PR FORMS

There are **five forms** available to you, please fill out as much information as possible in the PR survey forms - the more proactive you are, the more likely you are to be featured and be able to take advantage of all the opportunities available to you. The PR Forms are embedded into the PR manual in a survey format and the information will be used to tell the media what is happening at Toy Fair, who will be exhibiting and what products will be on show. We ask you to fill in these forms and return to us by their individual deadlines, as this will allow us to promote you properly in the run-up to the show and discern all the information we need about your stands and activations. **Please note all forms are optional, apart from Form 1 which is compulsory for all exhibitors.**

There will be opportunities throughout the individual forms, whereby we may ask you to provide imagery or assets. Please submit your imagery or assets via a link, e.g. Dropbox or WeTransfer when asked to do so on each of the forms. Please note we cannot accept imagery sent to us via email, due to the sheer volume of emails received.

Following your valued feedback, this year we have been able to ensure that you will be able to receive a copy of the information you input into each form, so you have a record of it available. We have also been able to adapt the settings so you will be able to go back to the forms and re-enter information at a later date if needed. Please note though, there will be strict deadlines and if not adhered to then we won't be able to accept updated/further/new information once they have passed.

Please note that this year we have decided to not move forward with the Demo Zone and so this will not form part of the information for the forms you need to complete.

★ **FORM 1 / General PR Information** — complete ASAP or by 23rd October 2023. We use this information to pitch to press before the show and to create on-site documents for the press office. **This form is compulsory.**

★ **FORM 2a / Monday Toy Fair Blog** — complete by 23rd October 2023 to be featured.

★ **FORM 2b / Friday Toy Fair Blog** — Please complete by 23rd October 2023 to be featured.

*Exhibitors can either take part in the Monday Toy Fair blog **Form 2a** OR the Friday Toy Fair blog on **Form 2b**. Please only fill in one and note that featuring is on a first come first served basis. See the section below called 'Toy Fair Blog' for more information on the two types of blog.*

★ **FORM 3 / 70th Anniversary Celebrations** — complete by 3rd November 2023. This year we will also be asking those of you who have attended previously to share nostalgic memories of the show, imagery, videos etc that you are happy for us to share on social media and other formats to help us celebrate this milestone year.

★ **FORM 4 / Submit Product Information For Toy Fair's Hero Toys & New Toys for 2024 Guide** — complete by 17th November 2023. Please complete a new form for each of your product entries and ensure your embargo is clearly stated, please note we are only accepting one image per product entry.

★ **FORM 5 / Company Stand Activations, Celebrities & Live Events at Toy Fair 2024** — complete by Friday 22nd December 2023.



KEY DEADLINES

DEADLINE DATE	PR ACTIVITY
26 TH SEPTEMBER 2023	Launch of Media, Influencer and Visitor Registration Portal
27 TH SEPTEMBER 2023	Launch of PR Manual & PR Forms
18 TH OCTOBER 2023	Retail PR will host a webinar briefing on PR opportunities for Toy Fair 2024 on Zoom at 2.00pm, invites to register will be sent in due course
18 TH OCTOBER 2023	Start sending Media Invitations to your media contacts from now onwards until the show
23 RD OCTOBER 2023	Form 1: General PR Information
23 RD OCTOBER 2023	Form 2a OR 2b: My Toy Fair Blog
1 ST NOVEMBER 2023	Deadline for ToyWorld December Issue Deadline for Progressive Preschool November/December Issue
3 RD NOVEMBER 2023	Form 3: 70th Anniversary Celebrations - send in all imagery, videos, anecdotes and memories for inclusion
17 TH NOVEMBER 2023	Form 4: Product Information For Toy Fair's Hero Toys & New Toys for 2024 Guide
1 ST DECEMBER 2023	Deadline for ToyWorld trade releases for January Issue Deadline for Toy 'n' Playthings trade releases for January Deadline for Progressive Preschool January (Show Preview) Issue
5 TH DECEMBER 2023	Toy Fair TV: If you have highlighted in Form 1 your interest in Toy Fair TV, please inform toyfair@retailpr.co of your stand number, available spokesperson and their job title
22 ND DECEMBER 2023	Form 5: Company Stand Activations, Celebrities & Live Events on your stand at Toy Fair 2023
5 TH JANUARY 2024	Send child licensing forms to Rebecca Deeming at the BTHA via rebecca@btha.co.uk
W/C 15 TH JANUARY 2024	PressFix page up-to-date with all the key information and products you will be showcasing at the show
W/C 15 TH JANUARY 2024	With a week to go until the show, the team will send over to all exhibitors a list of titles and publications who have registered for Toy Fair 2024
22 ND JANUARY 2024 08:00-16:00	Press packs can be delivered to the press office address on this day only: Emily Berridge, Toy Fair Press Office, Olympia Grand Hall (balcony), Olympia Way, Kensington, W14 8UX. (Please note that press packs should be delivered to the Press Office on this setup day and not before)
22 ND JANUARY 2024 – 16:00	Onsite PR briefing, held at the Press Office at 16:00
THROUGHOUT TOY FAIR	In the lead up to, throughout and post- Toy Fair 2024, please feel free to tag us in social media content and post throughout the show. Please tag: @toyfairuk
25 TH JANUARY 2024 – 10:00	Send spokespeople quotes for post-show press release to Rebecca Deeming from the BTHA via rebecca@btha.co.uk
25 TH JANUARY 2024 – 16.30	Pick up unused media packs, toy samples and Hero Toys from the Press Office

PRE-SHOW OPPORTUNITIES

Please note the Demo Zone has been removed for 2024.

PR WEBINAR BRIEFING

Retail PR are hosting a PR Webinar briefing on Wednesday the 18th October 2023. During this webinar, the team will run through the PR opportunities available for you to take advantage of at Toy Fair 2024, a run through of the PR Manual and Forms and deadlines to look out for. The team will also be answering your burning questions, so this is an opportunity for you when registering to submit any questions you'd like to ask. Invites for the webinar will be going out in due course.

PRESSFIX

As an exhibiting company at Toy Fair 2024 you will have complimentary access to PressFix, a digital image library which media has access to 365 days a year. PressFix is an easy to use, year-round tool that will help support your PR outreach during and following the show. You will be able to upload products, hi-res imagery, press releases and key PR information that journalists and influencers can download with a click of button.

If you would like to take advantage of the PressFix platform, you will have an opportunity to provide your email address on **Form 1**, which is all we need to help activate your account. Please note if you will be representing multiple exhibiting companies at the show, you will need to use a separate and unique email address for each company, the same email cannot be used more than once. When your account is activated, you will then have the ability to create your page, upload your products and add all your exciting information from there on!

This is a super helpful tool and one we recommend you get set up with in the latter half of 2023, to give you time to get used to it and then ensure all the products you are showcasing are uploaded to the platform by the W/C 15th January 2024.

MEDIA INVITATIONS

Retail PR is working hard behind the scenes to invite all of your top media wishlist contacts as well as our own extensive media database. We have worked alongside the BTHA to create engaging media invitation templates which we will send to you following the webinar on the 18th October 2023 for you to send out should you so wish. Please use these invitation templates to invite your own key media contacts directly, encourage them to visit your stand at the show and also tease them with the exciting offerings you have in store for them.

TOY TRADE PREVIEWS

Key Toy Trade publications will be writing previews of Toy Fair 2024, to be published in December/January. If you are interested in being featured, please contact the below contacts by the listed dates:

ToyWorld:

Rachael Simpson-Jones
Rachael@toyworldmag.co.uk | 01442 502 406
Deadline: 1 November 2023 (December issue)
Deadline: 1 December 2023 (January issue)

Toys 'n' Playthings:

Tim Murray tim@lemapublishing.co.uk
Mark Naish mark@lemapublishing.co.uk
Deadline: 1 December 2023 (January issue)

Progressive Preschool

Samantha Loveday
saml@max-publishing.co.uk
Deadline: 1 November 2023 (November/December issue)
Deadline: 1 December 2023 (January Show Preview issue)

VIP GOODY BAGS

Following the success of the VIP guestlist at this year's Toy Fair, we want to once again curate some special VIP Goody Bags for the select VIPs who attend the show. If you wish to submit products to go in the VIP goody bags please highlight your interest in **Form 1**. Please note large, heavy toys cannot be accepted as the goody bags are A3 size.

70TH ANNIVERSARY | WALK DOWN MEMORY LANE

To help commemorate this special milestone year, please submit any fond memories, top tips/advice, pictures, videos and special moments on **Form 3**. The team will be putting together a content schedule to ensure all nostalgic memories sent in are posted in the lead up to the show.

70TH ANNIVERSARY GIVEAWAY

We will be running giveaways to build awareness, hype and excitement for the show, plus it's a great way of promoting your products. If you are interested in submitting toys for the special 70th anniversary giveaway, please fill out the relevant sections in **Form 3**.



SOCIAL MEDIA COVERAGE

Our Instagram is full of fun and engaging content, join the community and tag us in your posts in the build up to and of course at and following Toy Fair 2024. We want to see your nostalgic posts and videos, what you are doing to prepare for the show and everything you do at the show! You can tag us at [@toyfairuk](#) and use the following hashtags [#toyfairuk2024](#) [#toyfairuk70thanniversary](#)

We will also be sharing regular updates via our [Twitter](#) & [LinkedIn](#) pages. If you would like to take advantage of the social media opportunities available, including dedicated company posts, giveaways & blogs, please fill out the relevant questions in **Form 1** and then for the blogs, please fill out **Form 2a OR Form 2b**. Please contact toyfair@retailpr.co if you have any further social media content ideas or enquiries.

TOY FAIR BLOG - PLEASE FILL OUT FORM 2A OR 2B

In the lead up to Toy Fair 2024, we will run the Toy Fair Blog content series on the Toy Fair website and social media channels.

There will be two blogs a week, starting in October - the blogs will be published on a Monday and a Friday each week.

Exhibiting companies can take part in ONE blog, by submitting content for either the Monday Toy Fair blog (**Form 2a**) **OR** the Friday Toy Fair blog (**Form 2b**). **Only ONE blog submission per exhibitor will be published.**

Monday Blog: 300-500 word article, written by exhibitors, focussing on their Toy Fair story. Please share any past experiences with Toy Fair, any stand-out memories of the show, important trends for 2024, what you're most looking forward to and your journey to Toy Fair 2024. Please use **Form 2a** to upload your finished article and image to be featured.

FILL OUT FORM 2a Monday Toy Fair Blog

Friday Blog: Shorter, quick fire Q&As all about the people behind the exhibiting companies. Please fill out the questions provided and attach an image via **Form 2b** to be featured.

FILL OUT FORM 2b Friday Toy Fair Blog

Please note: Slots for My Toy Fair blogs are limited and submissions will be accepted on a first come first served basis. Once we have reached the quota limit for blogs, the Retail PR team will send an email informing exhibitors that all spaces have been filled. Please submit your copy by the deadline **23rd of October 2023** and ensure you keep to the word limit - if you are over it you may have to resubmit with a shortened version. Retail PR has permission to edit any blogs over 500 words without approval and to use the copy and images on the Toy Fair UK social media accounts.



PREPARING FOR THE SHOW

TOY FAIR'S HERO TOYS 2024

Toy Fair's Hero Toys showcases the most exciting and innovative new toys launching in 2024 and on display at Toy Fair 2024. Both exhibitors and retailers can nominate products for the Hero Toys list, please fill out **Form 4** and return by **17 November 2023** to submit your nominations. Each exhibitor can submit 5 entries, but a maximum of one toy per exhibitor will make it onto the final list. Please only submit working toys, not prototypes. We will only be accepting ONE image per product entry.

The final winners will be chosen by a panel of industry experts and the BTHA. Products featured in the Toy Fair's Hero Toys list are big draws for the media and are more likely to receive coverage.

When considering products to nominate, think about your newest, most exciting and unique toy to have a better chance of winning. The panel wants game changing and crowd-stopping toys! [CLICK HERE](#) to view the winners from Toy Fair 2023.

Winning companies will be contacted before Christmas under embargo, sent a logo, given a certificate on site at Toy Fair and are required to supply a sample product for display at Toy Fair. The BTHA will announce the winners at a VIP ceremony, open to VIP media, and a press release distributed in the morning of the first day of the show. All Hero Toy winners will be displayed at the front of the press office for media, influencers, retailers, other visitors and fellow exhibitors to see.

NEW TOYS FOR 2024 GUIDE

Journalists consult the New Toys for 2024 Guide (previously the New Product Guide) for information on new products & stand locations. Toys entered into Toy Fair's Hero Toys via Form 4 will be used to populate the New Toys for 2024 Guide. Please complete **Form 4** by **17th November 2023**.

TOY FAIR TV

Toy Fair TV is an opportunity for your stand and products to be broadcast on the range of screens around the Olympia.

If you would like to be involved, please fill out the relevant section in **Form 1**, by the deadline **23rd October 2023**. Please inform toyfair@retailpr.co of your stand number, available spokesperson and their job title by 5th December 2023.

You will be contacted by Retail PR & the BTHA in January regarding the Toy Fair TV schedule. [CLICK HERE](#) to watch last year's highlights!



AT THE SHOW – PRESS OFFICE

The press office is located at [stand UN80](#) on the National Gallery Level. Access to the Toy Fair press office is restricted to journalists only on press day (Tuesday 23rd January).

HOLDING MEETINGS WITH JOURNALISTS

On press day, please use your stand to hold meetings with journalists. Please check with reception on days two and three for availability in the press office.

As mentioned Retail PR are sending out invites to the media all the way up until the show. We advise you to pre-arrange meetings with your media contacts where possible, and send out the invites we send to you, in advance of the show letting them know what they can expect to see on your stand. Personal invites and messaging from you to the media helps to engage them and get time booked in their busy diaries.

INTERNET ACCESS

The press office has a Wi-Fi network available for journalists.

COMPANY MEDIA PACKS

If you have a digital press pack, please provide details on where press can download the pack, by contacting toyfair@retailpr.co

You can provide printed or USB press packs, whichever option you prefer. We will replenish media packs throughout the show, but please label them with PR contact details and stand information so that we can contact you if they run out.

Please note: Media packs need to be delivered to the Toy Fair Press Office at Olympia by 4pm on **Monday 22nd January 2024**.

Please retrieve unused media packs from the press office from 16:30 on Thursday 25th January 2024. Any packs remaining after 18:00 will be disposed of.

Exhibitors are not permitted to take copies of other companies' press packs.

PRESS CLIPPINGS

We recommend that you book a press clippings agency such as Kantar Media, Onclusive, or Cision to track your coverage at Toy Fair 2024, as Toy Fair is unable to track clippings.

IMPORTANT INFORMATION

The board has taken the decision to permit so-called gel blasters and SAP pellets to be exhibited at Toy Fair 2024 but under strict conditions, as laid out in the email to all exhibitors from the BTHA. In regards to Press & PR the Toy Fair and BTHA's Press team will not include the products in any press outreach and companies having the products on their stand are requested not to PR the product in relation to Toy Fair before, during or after the event in connection with The Toy Fair because of the potential confusion with a "child-appealing toy."



AT THE SHOW – KEY MOMENTS

ONSITE PR BRIEFING

Retail PR will hold an onsite PR briefing at **16:00 on Monday 22nd January 2024**, where we will brief you on press in attendance, key event communications and show you round the press office.

PRESS EVENTS SCHEDULE

We will send the Toy Fair schedule of events to journalists ahead of the show. If you are planning a media activation on your stand at Toy Fair 2024 eg: a press conference, photo call, celebrity appearance, prize giveaway, flash mob, competition, demos, etc. then please fill out **Form 5** by **22nd December** so we can promote your company on social media, inform the media and include the activation in the event timetable that will be posted in the Press Office.

Please note: Times are allocated on a first-come-first-served basis and we cannot guarantee that your event will be the sole occupier of a time slot. We will notify you if any event clashes with yours as soon as possible, but we may not know until hours before the show.

PHOTOGRAPHY

To book the official show photographer to take shots of your stand, please contact jonathan@jonathancolephotography.com for more information.

THE POST-SHOW PRESS RELEASE

We will distribute a post-show release that outlines the success of Toy Fair.

If you would like to submit a testimonial from your company's experience at Toy Fair 2024, please contact rebecca@btha.co.uk by **10:00 on Thursday 25th January 2024**.

COSTUME CHARACTER PARADE

The character line up returns for 2024 and will kick off on **Tuesday 23rd January 2024** at 11:15. The parade takes around half an hour, before gathering for a photocall at 11:45.

Toy Fair welcomes you to bring costume characters to the show free of charge.

All costume characters must be pre-registered. Please book an exhibitor pass for them and their minder so that they can gain access to Toy Fair before 9:00 when the show opens.

If you are bringing a character, please email rebecca@btha.co.uk so that the team can add it to the schedule of events taking place on the day and can be added to the annual photoshoot. Please inform us in advance if you need space in the changing area for your character.

If you would like a character created, please contact Simon Foulkes from Rainbow Productions Simon@rainbowproductions.co.uk



CHILD POLICY

Toy Fair operates a strict trade only policy and is restricted by health and safety regulations. In light of this, children between five and 16 are prohibited from entering the fair. Exceptions are made for child performers under the age of 16, but they must hold a child performance licence.

All children below the age of five can attend The Toy Fair without a licence under the supervision of a guardian or chaperone, but please note a chaperone will still require a licence. If a child under five is attending in a performing capacity, a completed Toy Fair registration form must be e-mailed to Rebecca Deeming, rebecca@btha.co.uk, before applying for a press badge. You can find this form in the Child Policy area on the Toy Fair website.

Please note: Toy Fair will not be able to provide children for press events. Any press children hired by Toy Fair will only be available for Toy Fair specific activities.

No children between five and 16 will be allowed into Toy Fair without the required licence. The Toy Fair has a legal responsibility to uphold this requirement.

- END -

