

You are invited to discover the hottest new toys, trends and crazes at

THE TOY FAIR®

Olympia London 22nd-24th January 2019



Join us for press day on Tuesday 22nd January & the unveiling of the Toy Fair's Hero Toys at 9:30am



WHY VISIT?

BOARDING PASS

- ★ More than 250 exhibiting companies, from renowned brands through to entrepreneurs and start-ups, at the largest dedicated toy, game and hobby UK trade exhibition
- ★ Thousands of new products including plush, STEAM toys, collectables, tech toys, construction, board games plus many more
- ★ Interview specialised industry spokespeople
- ★ Obtain current market stats and information on the toy industry
- ★ Watch live demonstrations in the Demo Zone and on the show floor

FIRST CLASS

FLIGHT: TOY F41R
GATE: 2019

TO: TOY FAIR
FROM: OLYMPIA LONDON

BRITISH
TOY & HOBBY
ASSOCIATION

"Toy Fair is essential to find out what toys and issues will be top of the agenda for families across the UK and beyond. Not only does it provide a sneak peek at the biggest toys for the year ahead, but also a great opportunity to meet the names and companies behind them. I would say that these insights and connections are crucial for the rest of the year."

Dan Jones, Consumer Editor, The Sun

 @ToyFairUK

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