



PR FORMS

PR Contact - Please return this form to us ASAP

Please send this form to toyfair@bastion.co.uk

Company name:	
Stand number:	
PR contact name:	
Telephone:	
Email:	
Website:	
Twitter address:	
Company HQ (eg London):	
PR contact name onsite (if different from above):	
Mobile number:	
<i>If you have a PR agency, please share their details with us:</i>	
Company name:	
Contact name:	
Telephone:	
Email:	

FORM 1: MEDIA INFORMATION – The deadline to return this form is Thursday 25 October 2018

Please send this form to toyfair@bastion.co.uk

In 100 words, provide a brief introduction to your company.
How long has your company been exhibiting at Toy Fair? How important is Toy Fair to you?
If this is your first time at Toy Fair, what made you decide to exhibit?
Will you be announcing news (research, for example) at the show? If so, please detail.
What is your objective at Toy Fair 2018 – who do you hope to meet?
What makes your company different to other exhibitors at Toy Fair? Eg what sectors do you work in, what is your USP?
Do you have a human-interest story that will appeal to media? For example, your company founder present on the stand, or recent charity work.
Are you a UK business? If not, do you have a UK story to tell?
Do you have a spokesperson who can comment on UK industry issues (Eg Brexit)?
How will Brexit affect your company? (If you cannot comment on this to media, please enter N/A)
At Toy Fair, will your stand have any large/striking props suitable for broadcast media?
Is there anything newsworthy about the value of your products? (Eg do you sell the most expensive kind of yo-yo, or the cheapest?)
Has your product broken a World Record? Do you have suggestions for breaking a World Record with your product?

FORM 2 - TOY FAIR COMIC - The deadline to return this form is Friday 23 November 2018

Please send this form to toyfair@bastion.co.uk

Company Name
Stand
Product Description (100 words max)
Image

FORM 3 – TOY FAIR’S HERO TOYS ENTRY FORM – The deadline to return this form is Thursday 29 November 2018

Exhibiting companies can nominate multiple entries for the Toy Fair’s Hero Toys showcase. The final list will be selected by an independent panel of industry experts and the BTHA.

Please note **only brand-new products launched at or after Toy Fair 2019** will be eligible. If your entry is a variation of an earlier generation of toy, please indicate how it has changed since the previous launch. Please note that a maximum of one toy per exhibitor will make it into the final list.

Please return with one image per entry to Rebecca@btha.co.uk

Company name:
Contact name:
Contact number:
Email:
Name of product:
Description (up to 100 words):
Launch date:
SKU number:
RRP:
Please select the main category the product belongs in (tick one box only): <ul style="list-style-type: none">• Action Figures & Accessories• Tech Toys• Construction & Building Sets• Arts and Crafts• Games/Puzzles• Hobby & Models• Infant & Preschool• Outdoor• Plush• Pocket Money• Start-up/Entrepreneur product
If your entry is a variation of an earlier generation of toy, please indicate how it has changed since the previous launch:
Please indicate the year the original product was first launched:

FORM 4 - NEW PRODUCT GUIDE - The deadline to return this form is Thursday 6 December 2018

PLEASE NOTE: DUE TO PRINTING DEADLINES INFORMATION RECEIVED AFTER THIS DATE MAY NOT BE USED

Please complete the following information for each new product (up to a maximum of three) that you are launching at Toy Fair 2019. The products must not have been seen at Toy Fair before and must not be available in shops before Toy Fair 2019.

PLEASE NOTE: PRODUCTS UNDER EMBARGO MUST BE CLEARLY MARKED WITH EMBARGO DATE

Please complete this form in the format below, with the image inserted in the box. Please send this form to toyfair@bastion.co.uk provided.

The description should be no more than 50 words.



Company name:
Stand number:
Contact name:
Telephone:
Email:
Product name:
Release date:
Description:
Category: (delete as appropriate, you may include more than one) Baby/infant, Pre-school, Creative, Outdoor, Gadget/technology, Action figures, Games/puzzles, Plush, STREAM (science, robotics, technology, engineering, art, maths), Gender fluid, Making and Coding, Collectables, Construction, Licensed



Company name:
Stand number:
Contact name:
Telephone:
Email:
Product name:
Release date:
Description:
Category: (delete as appropriate, you may include more than one) Baby/infant, Pre-school, Creative, Outdoor, Gadget/technology, Action figures, Games/puzzles, Plush, STREAM (science, robotics, technology, engineering, art, maths), Gender fluid, Making and Coding, Collectable, Construction, Licensed



Company name:

Stand number:

Contact name:

Telephone:

Email:

Product name:

Release date:

Description:

Category: (delete as appropriate, you may include more than one) Baby/infant, Pre-school, Creative, Outdoor, Gadget/technology, Action figures, Games/puzzles, Plush, STREAM (science, robotics, technology, engineering, art, maths), Gender fluid, Making and Coding, Collectable, Construction, Licensed

FORM 5 - DEMO ZONE - The deadline to return this form is Thursday 13 December 2018

PLEASE NOTE: PRODUCTS UNDER EMBARGO MUST BE CLEARLY MARKED WITH EMBARGO DATE. The Demo Zone schedule will be shared among exhibitors in the weeks preceding Toy Fair, so please be clear if we cannot include the product name.

If you would like to have a copy of your clips from Toy Fair TV please take your own USB to the team at Silverstream on site as well as the time and date you were filmed. If they have time at the show they will clip it for you on site, or you will be sent this after the show. Please make sure that all requests to receive your clips are given on site or within two weeks after the show. Any requests for clips more than two weeks after the show will come at a cost.

If your toy doesn't fit into one of these categories, please email to discuss further options.

Please send this form to toyfair@bastion.co.uk

Product Name
Company
PR Contact
Release Date
Category (please select from the below)

Categories

Let's Play (Game & Puzzles)

Tech-Tastic (Robots & Tech Toys)

It's Not Rocket Science (STEM Education Toys)

Out and About (Outdoor Toys)

Lucky Dip (No Category)

You're Such A Softie (Plush Toys)

The Big Build Up! (Construction Toys)

Preschool Days (Preschool Toys)

Can I see your license? (Licensed Toys)

Let's (action) figure it out (Action Figures)

Generation Creation (Arts & Crafts)

Gotta collect them all (collectibles)

FORM 6 - TOY FAIR TV - The deadline to return this form is Thursday 13 December 2018

Please send this form to toyfair@bastion.co.uk

Company Name
Stand Number
Best Contact Name Email Mobile
Spokesperson available across the three days Name Job Title
What you are launching at Toy Fair
Any other important information you think we should know

FORM 7: EVENT TIMETABLE INFORMATION - The deadline to return this form Thursday 10 January 2019

PLEASE NOTE: DUE TO PRINTING DEADLINES, INFORMATION RECEIVED AFTER THIS DATE MAY NOT BE USED

Are you planning any media events on your stand this year: a press conference, photo call, reception, competition, celebrity PA, for example? If so, please let us know so we can include it in the event timetable that will be posted in the Press Office.

If you would like to advertise this event in the press office, please bring a colour A4 poster to the press office on Monday 21 January before 4pm.

Where is your event happening?
When is it happening? Please specify date, time and duration.
Please give us a description of the event.
If you are planning to bring a character or celebrity to the show, please detail the name as well as the time, date and place he/she will be making appearances.
Please let us know if you have/are inviting media to this event.

PR FORM 8 TWITTER - The deadline to return this form to us is Thursday 17 January 2019

Please complete this form if you would like us to post tweets on your behalf during Toy Fair from the Toy Fair 2019 Twitter feed.

Tweets can be used to drive visitors and the media to your stand during the show by promoting events, special offers and new products.

Also in the run-up to the show, please tweet @toyfairUK with any exhibitor news that we can share to visitors on our Twitter profile.

Tweet Sheet

When completing this form, please follow these guidelines:

- We will post up to one tweet per day per exhibitor - three tweets in total across all three days
- Tweets must be no more than 130 characters including spaces (this allows us to insert the ToyFair hashtag at the end)
- If you are including a web link, please shorten this in advance at www.bitly.com
- Please provide a photo to be posted alongside the tweet where possible
- Always remember to include your stand number
- Please let us know the time and date you want the tweet to be posted. Please note, we can guarantee the date but not always the time. Please provide a half-hour time slot (eg 10:00 – 10:30)

DD/MM/YYYY
HH:MM

Tweet Copy

DD/MM/YYYY HH:MM	Tweet Copy