



## **TOY FAIR 2019 PR MANUAL**

**22-24 January 2019: Grand Hall, Olympia, London**

Welcome to the Toy Fair 2019 PR Manual – we hope that it answers your queries about the PR opportunities available to you as a Toy Fair exhibitor.

As Toy Fair's PR agency, our aim is to secure coverage about the fair, its exhibitors and their products in the trade, consumer and national media before, during and after the event.

Last year, more than 300 journalists attended Toy Fair, including The Guardian, Daily Telegraph, Daily Express, and the BBC. To help us reach these publications, all you have to do is complete the PR forms online. We'll do the rest.

If you have any questions about PR before the show, please don't hesitate to contact Ravi Vijn, Becky Mullen or Dean Barrett at Bastion on 020 3841 7660. Or you can email us at [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk)

## **CONTENTS**

<b>PRE-SHOW - PR OPPORTUNITIES.....</b>	<b>3</b>
<b>SOCIAL MEDIA OPPORTUNITIES.....</b>	<b>6</b>
<b>AT THE SHOW - PR OPPORTUNITIES.....</b>	<b>7</b>
<b>AT THE SHOW - PRESS OFFICE.....</b>	<b>9</b>
<b>AT THE SHOW - PR LOGISTICS.....</b>	<b>10</b>
<b>AT THE SHOW - COSTUME CHARACTERS.....</b>	<b>12</b>

## PRE-SHOW - PR OPPORTUNITIES

### PR Forms

Our goal is to secure as much media coverage as possible for Toy Fair 2019. The show is a key moment to promote the UK toy industry, while also raising awareness of the companies and products that shape it. To do this, we need your help!

These PR Forms enable us to tell the media what is happening at Toy Fair, who will be exhibiting and what 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.

### Media Invitations

The BTHA will create media invitation templates to allow you to invite media to Toy Fair directly. We will send these to you around mid-September.

In the meantime, if there are any media that you would like us to invite to Toy Fair on your behalf, or that you would like added to our press centre to receive Toy Fair updates, please email [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk).

### Media Comic

The Media Comic is the official teaser to Toy Fair. Created by the BTHA, new product launches are announced in a style similar to classic comics like the Beano (see example below).

The comic will be sent to everyone on the media list in early January to encourage them to register for Toy Fair. If you would like to be featured in the comic, please complete **PR Form 2 by 23 November 2018**.

It's important to remember that the comic is targeted at media, not buyers. High quality images and potential story hooks/angles will attract more attention than a simple product description. We will use as many entries as we can, but space is limited.



### Toy Fair's Hero Toys 2019

Toy Fair's Hero Toys is a showcase of the most exciting and innovative toys launching at Toy Fair 2019. Nominations for Toy Fair's Hero Toys is open to exhibitors and retailers. Complete **PR Form 3 by 29 November 2018** to nominate hero toys for the final list, which will be chosen by a panel of industry experts and the BTHA. The Hero Toys list is a big draw for media and often secures coverage, so it is well worth entering!

To choose your hero toy, consider what will make your toy stand out from the crowd at Toy Fair! We want toys that are innovative, exciting, and break the mould. You can view last year's winners [here](#).

Please note that you can submit multiple entries, but a maximum of one toy per exhibitor will make it onto the final list.

Winning companies will be contacted before Christmas under embargo, sent a certificate and logo and required to supply a sample product for display at Toy Fair. Winners in each category will be announced in a press release released on the opening morning of the show and will be displayed at the front of the press office. For this reason, we would ask you only to enter working toys, not early prototypes.

### New Product Guide

The new product guide is created each year to encourage media attending the show to seek out your product launches. The new product guide will also be placed online from the first day of the show, to support media who cannot attend in person.

To be included in this document, please complete **PR Form 4 by 6 December 2018**. We will include a maximum of three entries per exhibitor. Please ensure that any embargoed products are clearly marked with the date of embargo.

### VIP Christmas Goody-Bags

Every year the BTHA sends Christmas goody-bags of toys to our top 10 media, such as The Sun, The Mirror, and The Daily Mail. This is a fantastic opportunity to get your brand in front of VIP journalists ahead of the show.

If you are interested in providing toys, please email [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk) by the **23 November 2018**. We will need 5-10 toys from each exhibitor, no bigger than 20x20x20cm and reasonably lightweight. Please note that toys do not have to be brand new, and we cannot include flyers in the goody-bags. If you would like to include contact information, please attach this to your toy.

We will endeavour to mail out all toys, but if there are any leftover they will be taken to Toy Fair and donated to Toy Fair's official charity, KidsOut.



**Toy Trades Previews**

Key toy trades will be writing previews on Toy Fair 2019 for their issues that come out in January. To suggest your product for potentially featuring in the magazine, contact the following people by the given date:

**ToyNews:** Rob Hutchins ([rhutchins@nbmedia.com](mailto:rhutchins@nbmedia.com); 02073 546017)

Deadline: 10 December 2018

**ToyWorld:** John Baulch ([john@toyworldmag.co.uk](mailto:john@toyworldmag.co.uk); 01442 502406)

Deadline: 3 December 2018

**Toys 'N' Playthings:** Rhys Thomas ([rhys@lemapublishing.co.uk](mailto:rhys@lemapublishing.co.uk); 01442 289930)

Deadline: 30 November 2018

**Toy Trade Features**

In the run up to Toy Fair, the PR team at Bastion will be placing several features with the trade press. We will contact exhibitors directly for necessary information.

## SOCIAL MEDIA OPPORTUNITIES

### Toy Fair Blog

In the run up to Toy Fair 2019, the BTHA will run a series of blog features on the Toy Fair website that tell the exhibitors story of the show. Whether this is your first Toy Fair or your tenth, we'd love to get your perspective!

Starting in October, blogs are posted every Monday and Friday in two different formats:

Blogs posted on Monday are long-form (300-500) articles written by exhibitors. These can cover anything from your past experiences with Toy Fair, to stand-out memories of the show, important trends, what you're most looking forward to, etc.

Blogs posted on Friday are a shorter, light-hearted Q&A on you, your company, and your favourite toys! These are set questions provided by the Bastion team.

With both blogs we are happy to include some product mentions, but would prefer exhibitors focus on why they are coming to Toy Fair, your journey to this point, etc. These blogs are all about telling your bigger story and what really matters to you!

If you would like to contribute to the Toy Fair blog series, please email [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk) by **1 November 2018** with your preferred format and a realistic deadline for you to deliver the article. If you would like to submit a Monday blog, please provide a brief synopsis of what you will cover.

**Please note:** There are limited slots for Toy Fair blogs, so please keep Bastion updated if you do not think you will make your deadline. Any blogs over 500 words will be edited by Bastion without approval.

### Toy Fair PRs Facebook Group

The Toy Fair PRs Facebook Group will be updated with news, media opportunities, and important information in the run up to the fair.

To find the Toy Fair PRs Facebook Group, search "Toy Fair PRs" and request to join. You will be asked to provide your company and stand number at Toy Fair. When requesting to join the page, please note that you must make your request from an individual/personal account and not a company/group/page.

Please note that all previous members of the Toy Fair PRs Group have been removed to keep the page up to date. If you previously joined the Group, we would ask that you sign up again to ensure you don't miss any updates.

### Toy Fair on Twitter

The official Toy Fair Twitter account, [@ToyFairUK](https://twitter.com/ToyFairUK), will be tweeting important news and announcements in the run-up and during Toy Fair. Make sure you follow us!

If you would like the official Toy Fair account to post about your activity during the show, please complete **PR Form 8 by 17 January 2019** and share with [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk).

Please ensure your tweet includes links, photos, videos, or other social assets – if not available, generic imagery will be provided.

## AT THE SHOW - PR OPPORTUNITIES

### Toy Fair TV

Presented by Anna Williamson and Gavin Inskip, Toy Fair TV is an opportunity for your stand and products to be streamed live on Toy Fair.co.uk and broadcast on 24 screens around the Olympia.

If you would like to be involved, please fill out **Form 6 and return to us by 13 December 2018**. You will be contacted by Matt Cummins, the Toy Fair TV producer, in January. To watch last year's highlights check out the [Toy Fair website](#).



### Toy Fair Demo Zone

The Demo Zone is a Toy Fair TV segment broadcast in the Toy Fair TV studio. The Zone is hosted by Anna and Gavin, and will give exhibitors the opportunity to demo a product launching at Toy Fair. The presenters will also interview children on the day, to help demo and share their opinion on the toys.

Each programme is 30 minutes long and dedicated to a specific category. Exhibitors have the chance to book a two-minute demonstration within a relevant category during each day of Toy Fair. The timetable will be organised on a first-come first-served basis, so if you would like to be involved please complete **Form 5 and return to us by 13 December 2018**.

**Please note:** All toys submitted to the Demo Zone must be presented by a member of your team at the allotted time. The presenter will not be able to demonstrate your product for you.

Please arrive five minutes before the Demo Zone session starts. You must be available for the full demo slot, as we cannot guarantee the exact time your demo slot will be. Please arrive with your toy assembled and ready to demo.

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.

### **Toy Fair Daily News**

The Toy Fair Daily News is the official Toy Fair daily paper produced on each of the three days of Toy Fair. The paper contains only news from Toy Fair exhibitors and is distributed throughout the hall for visitors to read.

Toys N Playthings is responsible for writing the Toy Fair Daily News. Please contact the editorial team: [mairead@lemapublishing.co.uk](mailto:mairead@lemapublishing.co.uk)

Deadlines for submitting news to Toy Fair Daily News is **14 December 2018**.

### **Broadcast media**

If you are inviting broadcast media to Toy Fair, please let us know so that we can send them the broadcast information pack. Please contact us at [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk) for more information.

If you will have a toy at the show that would look good/work well on TV, please let Bastion know.

### **Toy samples**

Toy samples will be on display in the Toy Fair TV studio, and are often used as a backdrop for media filming at the fair. If you would like your toys to be included in this display, please provide a card that can stand next to your product detailing your contact name, onsite phone number, company name, stand number, and key information about the product including price.

**Please note:** Toy samples need to be delivered to the press office on Monday 21 January 2019 by 12pm.

**It is your responsibility to retrieve the toys from the Press Office and Demo Zone once Toy Fair has closed. Any toys left over will be donated to the Make Time 2 Play campaign.**

### **YouTubers/Bloggers**

Every year, Toy Fair attracts a growing number of toy bloggers and YouTubers. Getting coverage with these influencers is another fantastic way to get your products in front of your target audience, so treat them well!

Like traditional media, influencers will be looking for the most visually appealing toys and stands to film. Make sure you have a team-member available to talk them through your products and answer any questions they may have.

This year the BTHA will run a special YouTuber Zone for bloggers and influencers. Look out for more information and details on how you can get involved closer to the show!

If you are inviting YouTubers/bloggers to Toy Fair, please contact us at [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk) so we can send them further information.

### **Press clippings**

Toy Fair is unable to track clippings for exhibitors. If you would like a record of your coverage at Toy Fair, we recommend that you book a press clippings agency such as [Kantar Media](#) or [Cision](#) to track this for you.



## **AT THE SHOW - PRESS OFFICE**

Around 300 journalists visit Toy Fair each year. The press office is where they find out what is happening, what is new and what they absolutely cannot leave without seeing.

The press office is located upstairs in Room 158, next to the TFTV Demo Zone and Toy Trust Coffee Lounge. Access to the Toy Fair press office is restricted to journalists only on press day (Tuesday 22 January).

### **Holding meetings with journalists**

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

### **Internet access**

The press office has a Wi-Fi network available for journalists. After press day, it may be possible for exhibitors to have limited access. Please enquire at reception.

### **ISDN line**

The press office has an ISDN line for high quality radio interviews. To use this facility, please contact Becky or Ravi at Bastion on 020 3841 7660 before the show or ask at reception.

### **Displaying company media packs**

We recommend that you provide 50-100 media packs to be displayed in the press office. Where possible, we would ask that you help reduce our carbon footprint by creating environmentally friendly press packs or storing them on USB.

Please do not bring catalogues to the press office, as journalists never take them.

**Please note:** Media packs need to be delivered to the Toy Fair Press Office at Olympia by **4pm on Monday 21 January 2019.**

There is limited space in the press office but we can store up to one box per exhibitor. We will ensure your packs are replenished throughout the show, but please label them with PR contact details and stand information so that we can contact you if they run out.

Unused media packs can be retrieved from the press office from 4pm on Thursday 24 January 2019. Any packs remaining after 17:30 will be disposed of.

**We do not allow exhibitors to take copies of other companies' press packs.**

### **VIP Media Onsite Goody-Bags**

Each year we create goody bags for VIP media to take away with them. If you would like to be included, please bring between 5 and 20 toys to the press office on Monday 21 January 2019 before 12pm. Heavy toys cannot be accepted.

## AT THE SHOW - PR LOGISTICS

### Onsite PR briefing

Bastion will hold an onsite PR briefing at 4pm on Monday 21 January 2019, when we will show you around the press office, outline which press will be in attendance, what press events are happening when, and discuss the show's marketing messages. If you would like to attend, simply turn up.

### Press events diary

The Toy Fair press events diary is a list of all press events taking place at Toy Fair, sent to journalists ahead of the fair. If you would like your event to be included in this schedule, please complete **PR Form 7** and return to us by **10 January 2019**.

TIME	EXHIBITOR	STAND	DETAILS
0915-0930	VIVID TOY GROUP	E135	UK boy band UNION J will be on stand for an open photocall to launch their new range of dolls.
0930-1000	TOY FAIR & BTHA	Main show floor staircase	PRESS BRIEFING – STATE OF THE NATION ADDRESS/UNVEILING OF TOY FAIR BEST NEW TOYS 2014. Toy Fair & BTHA spokespeople available for interviews following the press briefing and throughout the show; please enquire at press office.
1000-1020	GOLDEN BEAR	E69	Richard Cadell and his trusty sidekick, Sooty, will be on hand to greet visitors and talk about Golden Bears new Sooty toy line. Photo opportunities will also be available in what will be a rare appearance from the cheeky character, Sooty.
1000-1030	CARTE BLANCHE GROUP	E135	Meet Tatty Teddy, the signature character behind the award winning Tatty Teddy & My Blue Nose Friends brand at the Carte Blanche Group stand.
1000-1800	ASOBI	Gallery 120	Asobi will be turning half their stand into a very cool den to promote the launch of PL-UG.
1100,1300&1500	EPOCH MARKETING	E150	Two of the popular Sylvanian Family characters – Freya The Chocolate Rabbit girl and Ralph the Walnut Squirrel Boy will be performing songs and dances on stand.
1015-1030	JOHN ADAMS	G100	Speedcuber Laurence Livsey will be showing off his super-fast cubing skills with the new Rubik's Void as well as the original puzzle; the 3x3 Rubik's Cube, with his fastest personal record being an average of 14.66 seconds.
1030-1050	WICKED VISION	E100	In celebration of Wicked Vision's 10 year anniversary manufacturing boomerangs in the U.K. and to launch its most expensive boomerang, RRP of £400, visitors are invited to create their very own #boomajump personalised Polaroid.
1030-1050	DKL MARKETING	E66	DKL Marketing LTD is proud to be celebrating 25 years of distributing quality toys to the trade. A celebratory cake and Champagne toast is to be had on the stand, with a brief speech from company owner Kal Hawaleschka.
1030-1600	JUMBO GAMES	E46	Football collectable craze SoccerSuckers and the product's online game, 'Keepy Uppy' will be brought to life by Guinness World Record-winning football freestyler Dan Magness.
1100-1115	TOY FAIR	Central staircase & beside Gallery 305	Annual Toy Fair costume character line up.
1100-1130	GREEN BOARD GAME COMPANY	E15	Mister Maker will challenge Games Inventor Gary Wyatt at his own game for the launch of BrainBox Colour and Create.
1115-1200	JAMES GALT	E9	Celebrity art expert and star of BBC's Bargain Hunt Timothy Wonnacott will be unveiling a specially commissioned iconic masterpiece created by Ed Chapman, one of the UK's finest contemporary artists.
1130-1400	JUMBO GAMES	E46	Former England football captain and most capped player, Peter Shilton OBE, is on stand to support the launch of 'Football Fever', a special edition product to celebrate what promises to be a great year of football.
1130-1145	JUMBO GAMES	E46	Nick Buttenworth, creator of the popular Q Poodle 5 stories and television series will join Jumbo Games in support of product ranges being launched in 2014.
1200-1215	GOLDEN BEAR	E69	Jamie Scott, the child with the idea behind the new Dennis the Menace Farting Football from Golden Bear, will see the product for the first time and available to talk to the press about his role with the development of this brand new toy.
1200-1215	THAMES & KOSMOS	E49	Author and TV Science Demonstrator original Science Punk Brad Gross will be on the Thames and Kosmos stand for the whole of Toy Fair, demonstrating the kits, but will be performing an explosive show for the media at 12pm.
1215-1245	TOY FAIR	beside Gallery 305	Photo call for Olympic gymnast and dancing on ice star Beth Tweddle.
1230-1245	TOY FAIR	beside Gallery 305	Photo call for ITV's SPLASH! Semi finalist Anna Williamson
1230-1300	CHARACTER OPTIONS	E119	Character's lead toy designer presents Ben and Holly with their brand new toy collection under the watchful eye of Entertainment ones Head of Licensing Hannah Mungo

**Please note – this is very important:** Times are allocated on a first-come-first-served basis. However, due to the limited number of time slots available during press day compared to the volume of exhibitors on site, it is NOT possible for Bastion or Toy Fair to guarantee that your event will be the sole occupier of that time slot.

We will advise you if any events crop up post-booking that clash with yours. However, it's important to note that we may not become aware of this until days – sometimes even hours – before the show opens.

### Photography

If you would like to book the official show photographer to take shots of your stand, please contact [Majen@btha.co.uk](mailto:Majen@btha.co.uk) for more information.

### The post-show press release

Each year we distribute a post-show release that outlines the success of Toy Fair.

If you would like to submit a comment or quote from your company's experience at Toy Fair 2019, please contact [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk) by 10am on Thursday 24 January 2019.

### **Children at Toy Fair**

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. Children under the age of five are permitted when accompanied and supervised by an adult. Children should be kept in pushchairs where possible. Proof of age may be requested.

Unfortunately there will be no crèche provided at Toy Fair in 2019.

**Please note:** A special consideration will be made on press day, when pre-registered publicity children are allowed to attend for the purposes of demonstrating product only. To apply, please contact [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk). All children must be licensed by their local council and this licence must be shared with Bastion and the BTHA before entry can be permitted. If the child requires a chaperone, the chaperone must be licensed as well and the BTHA and Bastion must be in possession of this licence before entry is permitted.

**Please note:** Children are not allowed into the press office on press day due to health and safety considerations, except under exceptional circumstances.

**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.**

## AT THE SHOW - COSTUME CHARACTERS

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 9am when the show opens.

If you would like to bring a character, please contact [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk) or call us on 020 3841 7660 so that your character can be included in the annual photo shoot. 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 David Scott, Rainbow Productions ([david@rainbowproductions.co.uk](mailto:david@rainbowproductions.co.uk))

The character line up will take place on Tuesday 22 January at 11:15.

