

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

# THE TOY FAIR



MONSTER trade show open for business

Olympia London 21-23 January 2020

Join us for **PRESS DAY** on Tuesday 21 January and the unveiling of the Toy Fair's Hero Toys at 9.30am

- More than 250 exhibiting companies including the biggest brands to innovative start-ups
- Watch live demonstrations in the Demo Zone and the show floor
- Thousands of new products including STEAM toys, tech, plush, collectables, games, construction plus many more
- Receive current market stats and information on the toy industry
- Interview specialist industry people

**Katie Grant - The i**

"It's great to see all the major toy makers under one roof and get a sense of what is coming up in the year ahead, an opportunity to check out any products or trends that could be used as pegs for any potential news stories or features, and to find out what children will be playing with and hassling their parents for over the coming year. The fair is well laid out and organised too."

Please note the Press Office and Demo Zone is now in a new location at the show. You can find our exciting new hub at the back of the Upper Level, Stand 320.



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