

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**

- More than 250 exhibiting companies including the biggest brands to innovative start-ups
- Network with the whole industry under one roof and build relationships with new and existing suppliers
- Thousands of new products including STEAM toys, tech, plush, collectables, games, construction plus many more
- Be the first to discover hottest new toys, trends and crazes
- Exclusive on-site retail offers

**John Hext - Category Manager  
Toys & Nursery, TESCO**

"Toy Fair is an unmissable event for us. It's amazing to see how much toys can develop between previews and the event, so there's always plenty to be excited about."

**Andy Hartley - Buying Manager (Toys),  
Sainsbury's & Argos**

"London Toy Fair is great because we get to see lots of the brands and licensors in one place. Toy Fair is an opportunity for us to finalise some plans, make new ones and check we haven't missed anything during our various buying trips."



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