



TOY FAIR 2020 PR MANUAL

21-23 January 2020: Grand Hall, Olympia, London

Welcome to the Toy Fair 2020 PR Manual! This is your guide to 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 Sun, The I, Daily Star and the BBC. To help us reach these publications, all you have to do is complete the PR forms. The more information you provide, the more likely you are to be featured. We'll do the rest.

If you have any questions about PR before the show, please don't hesitate to contact Becky Mullen, Jordan Tunnicliff or Emma Withington at Bastion on 020 3927 6430. Or you can email us at toyfair@bastion.co.uk

Please note – the Toy Fair Press Office has moved for Toy Fair 2020. We will now be located at Gallery 320.

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INTRODUCTION

PR Forms

Alongside this PR Manual, you will have also received the PR Forms. 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. There is a handy list of all deadlines at the back of the Manual.

Past exhibitors will notice that the forms look slightly different to years past! We have streamlined so it is easier for you to submit a single product for multiple PR opportunities, via Form 3. Please copy-and-paste this form for each of your products and **ensure your embargo is clearly labelled.**

Please fill in Forms 1 and 2 and return to us as soon as possible. We use this information to pitch press before the show and to create on-site documents for the press office.

Press & Influencers

Influencers are an increasingly important part of the media landscape at Toy Fair. As well as hosting the biggest newspapers and broadcasters, we are also delighted to welcome some of the biggest bloggers, YouTubers, and more.

For the first time this year, Influencers will have a different badge to press at Toy Fair 2020. This will allow you to easily recognise who's who and tailor your product demos. For example, influencers may wish to film on your stand – so you will need to ensure any embargoed products are out of sight.

Influencer Day

Also new for Toy Fair 2020, the BTHA will be running an a dedicated Influencer Day on Wednesday 22 January. We will be encouraging Influencers and self-published media to attend on Wednesday, where we will be offering a scheduled itinerary for the day.

We will be compiling a list of Influencer-Friendly exhibitors who are keen to have Influencers visit their stands. On Form 1, you will see the option to opt-in to this list. Please ensure you opt-in, if you would like to be included on materials for the Influencer Day. The list will be provided to influencers ahead of Toy Fair and on-site.

Press Day will remain on Tuesday 21, with the majority of BTHA announcements and events happening then. Influencers will still be able to attend any day of Toy Fair, but you may wish to consider holding off events until Wednesday if you are targeting them specifically.

Now, on to the opportunities....

PRE-SHOW OPPORTUNITIES

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.

Media Features

In the run up to Toy Fair, the PR team at Bastion will be placing several features with the trade press in toys, exhibitions, gifts and more. **If you would like your product featured, please tick the box on Form 3 and return as soon as possible.**

Toy Trade 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 (robert.hutchins@biz-media.co.uk; 02073 546017)
Deadline: **TBC**

ToyWorld: Rachael Simpson-Jones & Lisa Currie
(Rachael@toyworldmag.co.uk/Lisa@toyworldmag.co.uk)
Deadline: 2 December 2019

Toys 'N' Playthings: Georgie Dobie (georgie@lemapublishing.co.uk; 01442 289 930)
Deadline: 27 November 2019
Online Editor: Rhys Thomas (rhys@ltw.media; 0777 6839875)

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 tick the box on Form 3 and return by 21 November 2019.**

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 Blog

In the run up to Toy Fair 2020, 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 words) 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 ASAP 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. The copy and images may also be used for promotion on the Toy Fair Twitter account @toyfairuk

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 by the **22 November 2019**. 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.



PREPARING FOR THE SHOW

Toy Fair's Hero Toys 2020

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. **If you would like to submit a nomination, please tick the box on Form 3 and return by 29 November 2019.**

The final list 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.

If you would like to be included in the NPG, please tick the box on Form 3 and return by 5 December 2019.

We will include a maximum of three entries per exhibitor. Please ensure that any embargoed products are clearly marked with the date of embargo. Products must not have been seen at Toy Fair before and must not be available in shops before Toy Fair 2020.

Toy Fair TV

Toy Fair TV is an opportunity for your stand and products to be broadcast on 24 screens around the Olympia.

If you would like to be involved, please tick the box on Form 3 and return by 12 December 2019.

Please make sure you include your spokesperson and their job title. 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 gives 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, listed below. 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.

If you would like to be involved, please tick the box on Form 3 and return by 12 December

2019.

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. **Please note: The Demo Zone has moved to Gallery 312, beside the Press Office.**

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.

Demo Zone Categories

- Games & Puzzles – “Puzzling Playthings”
- Robots & Tech Toys – “Batteries Included”
- STEM Education Toys – “Little Geniuses”
- Outdoor Toys – “The Great Outdoors”
- Plush Toys – “Soft n Squidgy”
- Construction Toys – “Budding Builders”
- Preschool Toys – “Preschool’s Out”
- Licensed Toys – “License to Thrill”
- Action Figures – “In on The Action”
- Arts & Crafts – “Imagination Station”
- Collectibles – “Treasure Trove”
- No Category – “Pick n Mix”

Content Creation Zone

The Content Creation Zone is designed to support the growing number of influencers and video teams attending Toy Fair. The dedicated media area gives content creators the chance to get hands-on with toys from the show, and the space to blog live from the show floor.

Slots for the Content Creation Zone are also available for exhibitors to book, if you are working with influencers. Please email toyfair@bastion.co.uk for more information.

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: Georgie Dobie georgie@lemapublishing.co.uk

Deadlines for submitting news to Toy Fair Daily News is **13 December 2019**.

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 320, next to the TFTV Demo Zone and the Upper West Café. 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 Jordan or Emma at Bastion on 020 3927 6430 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 20 January 2020.**

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 23 January 2020. Any packs remaining after 17:30 will be disposed of.

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

Toy samples

Toy samples will be on display in the Toy Fair TV studio, Content Creation Zone, and are often used as a backdrop for media filming at the fair. If you would like your toys to be included in these displays, 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 20 January 2020 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.

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 20 January 2020 before 12pm. Heavy toys cannot be accepted.

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 5 by 16 January 2020** and share with toyfair@bastion.co.uk.

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

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 – KEY MOMENTS

Onsite PR briefing

Bastion will hold an onsite PR briefing at 4pm on Monday 20 January 2020, 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 4 and return to us by 9 January 2020.**

| 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 | B135 | 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 | B150 | 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 collectible 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 Pootle 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 | B49 | 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 becky@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 by 10am on Thursday 24 January 2019.

Costume character parade

The character line up will kick off on Tuesday 21 January at 11:15. The parade takes around half an hour, before gathering for a photocall at 11:45.

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 or call us on 020 3927 6430 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).



CHILD POLICY

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. Exceptions are made for child performers under the age of 16, but they must hold a child performance licence.

All children below the age of five can attend The Toy Fair without a licence under the supervision of a guardian or chaperone, but please note a chaperone will still require a licence. If a child under five is attending in a performing capacity, a completed Toy Fair registration form must be provided to the Toy Fair team before applying for a press badge.

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.

PR DEADLINES

| DEADLINE DATE | PR ACTIVITY |
|--------------------------------------|--|
| ASAP | Submit Form 1 and Form 2 |
| 2 November 2019 | Confirm interest in BTHA blogs |
| 21 November 2019 | Submit entry for Media Comic |
| 22 November 2019 | Complete infirm interest in supplying toys for VIP Goody-Bags |
| 29 November 2019 | Submit entry for Toy Fair's Hero Toys |
| 5 December 2019 | Submit entry for New Product Guide |
| 12 December 2019 | Submit entry for Toy Fair TV |
| 12 December 2019 | Submit entry for Demo Zone |
| 14 December 2018 | Send news to Georgie Dobie georgie@lemapublishing.co.uk for the Show Daily Day 1 |
| 9 January 2020 | Submit Form 4 for Event Timetable |
| 16 January 2020 | Submit Form 5 for Twitter |
| 20 January 2020 0800-1600 | Press packs can be delivered to the press office at Olympia today. Address is: Jordan Tunnicliff Toy Fair Press Office Olympia Grand Hall (balcony) Olympia Way Kensington W14 8UX |
| 20 January 2020 1200 | Deliver toys for display areas and VIP Goody-Bags to Press Office by 12pm |
| 20 January 2020 1600 | Provide posters and event information to feature on the Press Office news board by 4pm |
| 20 January 2020 1600 | Onsite PR briefing, held at Press Office |
| Throughout Toy Fair | Send tweets to toyfair@bastion.co.uk to be posted on @ToyFairUK. 130 characters maximum with appropriate image or video |
| 23 January 2020 1000 | Send spokespeople quotes for post-show press release to toyfair@bastion.co.uk by 10am |
| 23 January 2020 1730 | Pick up unused media packs and toy samples from Press Office |

