



PR FORMS

All forms to be delivered to Bastion on toyfair@bastion.co.uk

FORM 1: The Basics

Deadline: ASAP

Company name:	
Stand number:	
Company HQ (eg London):	
Twitter:	
Website:	
PR contact:	
Telephone:	
Email:	
Will your PR contact be at Toy Fair?	
<i>If not, please provide an alternative contact:</i>	
Company name:	
Contact name:	
Telephone:	
Email:	
Can we include your company on the Influencer-Friendly list?	

FORM 2: MEDIA INFORMATION**Deadline: ASAP**Please send this form to toyfair@bastion.co.uk

In 100 words, provide a brief introduction to your company.
Will you be announcing any news (research, for example) at the show? If so, please detail.
What is your objective at Toy Fair 2022 – 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)?
Have the supply chain issues affected your company or product? (If you cannot comment on this to media, please enter N/A)
What is your company doing to be more environmentally conscious?
At Toy Fair, will your stand have any large or striking props, or live demos 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?
How long has your company been exhibiting at Toy Fair? How important is Toy Fair to you?

FORM 3: PRODUCT INFORMATION

Please fill in a separate form for each product launching at Toy Fair.

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Please ensure you have read the PR Manual for restrictions. You only need to fill in one form per product, but make sure you tick each PR opportunity it can be used for.

Some PR opportunities (eg Demo Zone) have later deadlines. If required, you can resend your original forms with updated permissions closer to the deadline, but please note what you have changed to ensure it doesn't get missed.

Company Name:
Name of product:
Description (100 words max):
Launch date:
Embargo date:
SKU number:
RRP:
Is the product a variation on an earlier generation of toy? If so, when was the original product launched and how has it changed:
Category (please delete as appropriate): Games & Puzzles, Robots & Tech Toys, STEM Education Toys, Outdoor Toys, Plush Toys, Construction Toys, Preschool Toys, Licensed Toys, Action Figures, Arts & Crafts, Collectibles, No Category
Image:

This product can be used for:

Press Features

Ongoing coverage opportunities placed by the Toy Fair Team.

Deadline: ASAP

Publication Date (external): September to Toy Fair

Please ensure product embargoes are clearly specified above, to ensure product information is not revealed too early.

Yes, I would like this product featured:

More opportunities overleaf...

Toy Fair's Hero Toys

Submit your toy for Toy Fair's competitive list!

Deadline: 24th November

Publication Date: Toy Fair

Exhibiting companies can nominate multiple entries for the showcase, but a maximum of one toy per exhibitor will make it into the final list. Please note that only brand-new products launched at or after Toy Fair 2022 are eligible.

Yes, I would like this product featured:

New Product Guide

Guide for journalists to consult at the show.

Deadline: 5th December

Publication Date: Toy Fair

Exhibiting companies can submit up to three products to the NPG. The products must not have been seen at Toy Fair before and must not be available in shops before Toy Fair 2022. Due to print deadlines, information received after this date may not be used. Products under embargo must be clearly marked with embargo date.

Yes, I would like this product featured:

FORM 4: EVENT TIMETABLE INFORMATION

Deadline: THURSDAY 6 JANUARY 2022

Due to print 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 24 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 5: TWITTER

Deadline: THURSDAY 13 JANUARY 2022

Please complete this form if you would like us to post tweets on your behalf during Toy Fair from the Toy Fair 2022 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