



TOY FAIR 2022 PR MANUAL

25-27 January 2022: Olympia London

Welcome to the Toy Fair 2022 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.

At Toy Fair 2020, more than 300 journalists attended, including The Sun, The I, Daily Star and the BBC. To help us potentially 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 Jordan Tunnicliff 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 2022. We will now be located at stand 160 on the Grand Hall Upper Level.

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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 also a handy list of all deadlines at the back of the Manual.

Toy Fair 2022 will run differently to previous years, keeping in line with COVID-19 regulations to ensure all exhibitors and visitors have a safe experience. Onsite events including the Influencer Day, Demo Zone and Toy Fair TV will not happen this year to help maintain social distancing. Toy Fair's Hero Toys, New Product Guide and Press Features will take place this year. **PR Form 3** has been updated with these revisions. Please copy-and-paste this form for each of your products and **ensure your embargo is clearly labelled**. Exhibitors are also welcome to host their own events on their stands, unless there are any restrictions implemented by the government closer to the fair prevents this. If you do plan to hold your own event, please complete **PR Form 4** and send back to Bastion by the deadline.

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

As with previous years, press day will take place on the Tuesday of Toy Fair (25th January), with BTHA announcements happening then. Bastion will use the information you provide on Forms 2 and 3 to create story angles to secure interest from media to encourage them to attend on press day.

Influencers

While the first Influencers Day was a success in 2020, it will not take place at Toy Fair 2022 due to the ongoing COVID-19 situation. Influencers will still be able to attend the show as guests but we will not have a dedicated day to influencers. If you will have influencers on your stands for exhibitor events please notify Bastion by providing details on **PR Form 4**. If you are bringing an influencer who is of school age, please complete all relevant licensing for each child and provide Bastion with these documents by **Mondy 17th January**.

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 in late October.

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 2022 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: ToyNews Editor (toynewseditor@biz-media.co.uk)

Deadline: **1 December 2021** (January issue)

ToyWorld: Rachael Simpson-Jones(Rachael@toyworldmag.co.uk 01442 502 406)

Deadline: **1 December 2021** (January issue)

Toys 'N' Playthings: Clare Turner (Clare@lemapublishing.co.uk 07368 269 988)

Deadline: **1 November 2021** (December issue)

Deadline: **1 December 2021** (January issue)

Toy Fair Blog

In the run up to Toy Fair 2022, 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 November, 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

PREPARING FOR THE SHOW

Toy Fair's Hero Toys 2022

Toy Fair's Hero Toys is a showcase of the most exciting and innovative toys launching at Toy Fair 2022. 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 24th November 2021.**

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 Toy Fair 2020 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 logo, given a certificate on site at Toy Fair and required to supply a sample product for display at Toy Fair. Winners in each category will be announced in a press release distributed 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 provided to journalists to consult when they attend Toy Fair. This will be where press can look to see what new products they are interested in and the location of your stand so they can come and see. The new product guide will also be placed online from the first day of the show, to support media who cannot attend in person.

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.

It's important to remember that the New Product Guide 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. Products under embargo must be clearly marked with embargo date. **If you would like to be featured in the New Product Guide, please tick the box on Form 3 and return by 5th December 2021.**

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 on the Grand Hall Upper Level 160, next to the organisers office. Access to the Toy Fair press office is restricted to journalists only on press day (Tuesday 25th 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. Please note that safe social distancing will be required in the press office and you may be told there is no space available.

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 at Bastion on 020 3927 6430 before the show or ask at reception.

Displaying company media packs

To maintain COVID-19 safety precautions, we ask that you provide digital press packs for Toy Fair 22 either via an online link or USB. If you are using a digital press pack, please provide details on where press can download the pack via a printed contact/business card.

Physical paper press packs will still be accepted but we would advise and prefer digital press packs.

Please note: Media packs need to be delivered to the Toy Fair Press Office at Olympia by **4pm on Monday 24th January 2022.**

Space will be limited in the press office but we can store up to one box of USBs per exhibitor. We will ensure media 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 17:00 on Thursday 27th January 2022. 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 24 January 2022 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 13 January 2022** 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 24 January 2022, 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 6 January 2022.**

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 rebecca@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 2022, please contact toyfair@bastion.co.uk by 10am on Thursday 27th January 2022.

Costume character parade

The character line up returns for 2022 and will kick off on Tuesday 25th 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 Simon Foulkes from Rainbow Productions Simon@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
ASAP	Confirm interest in BTHA blogs
ASAP	Confirm press features on Form 3
24 November 2021	Submit entry for Toy Fair's Hero Toys
1 December 2021	Deadline for feature submissions in toy trades
5 December 2021	Submit entry for New Product Guide
6 January 2022	Submit Form 4 for Event Timetable
13 January 2022	Submit Form 5 for Twitter
24 January 2022 0800-1600	Press packs can be delivered to the press office at Olympia Address is: Jordan Tunnicliff Toy Fair Press Office Olympia Grand Hall (balcony) Olympia Way Kensington W14 8UX
24 January 2022 1200	VIP Goody-Bags to Press Office by 12pm
24 January 2022 1600	Provide posters and event information to feature on the Press Office news board by 4pm
24 January 2022 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
27 January 2022 1000	Send spokespeople quotes for post-show press release to toyfair@bastion.co.uk by 10am
27 January 2022 1700	Pick up unused media packs and toy samples from Press Office