



TOY FAIR 2022 PR HINTS & TIPS

Media Packs

- In a bid to cut down on contact at the show amidst the pandemic we recommend exhibitors go digital with their press packs. You should either upload these onto a USB or keep them online and hand in business cards with details on how to access the press packs on it. While paper media packs are easier for journalists to flick through at the show, digital packs can include images and are easier for journalists to take away.
- If you are still planning on producing a physical press pack, please **do not** insert catalogues. Journalists find them too heavy to take away and they take up too much shelf space in the press office
- Always include relevant product information such as stockists and RRP's
- Your pack should include:
 - One or more press releases about the products launching at the show
 - A fact sheet with general information about your company, its key brands and spokespeople
 - Product images – you may want to include

Writing a Press Release

- Only write a press release if you have news to tell, and that news relates to what you're doing at Toy Fair
- Key information should be contained in the first paragraph: who, what, where, when and why
- Use short paragraphs and sentences. For formatting, ensure you use 1.5-line spacing and leave wide margins
- Always date media releases. Try not to include an embargo date and time unless absolutely necessary
- Include a simple, clear headline - press will adapt it for their own headline
- Always include a quote. The quote should come from the head of your company and, ideally, that person will be available as a spokesperson at Toy Fair for press interviews
- Include supporting images on a USB drive in your media pack, or provide journalists with a link to download them directly
- If necessary, include 'Notes to Editors' at the bottom of your release. You should use this space for general company information, to provide image sources, or to expand on stats, for example
- Always ensure a contact name and number is included and that that person is at Toy Fair. Always highlight your stand number so media know where to go
- Mark clearly where journalists not attending Toy Fair can go for more information: ie your company website, Twitter or Facebook page.

Media Interviews

If you are launching something new or you have an exciting story to tell, then you should contact media in advance to arrange meetings at Toy Fair. Trade magazines start taking appointments two to three weeks in advance; national newspapers, radio and TV no more than one week.

YouTubers/Bloggers

Influencers like bloggers and YouTubers are a key audience at Toy Fair. Like press, you should contact your target influencers in advance to arrange meetings at the show. If an influencer stops by your stand, then make sure you have someone on the team available to demo your products.

Regional/Local PR

Toy Fair is supportive of any exhibitors who wish to publicise their attendance with local media. Local newspapers and radio stations are always interested in good local success stories and photographs, so do get in touch with them if you have something interesting to say.

Media Databases

The internet is a good starting point for creating a small, well-targeted media list. If you're hoping to target a much larger list of media, then we recommend signing up for a media database such as [Gorkana](#) or [Cision](#).

Social Media

If you haven't already, we recommend you sign up to Twitter and Facebook and start spreading the news about your new products at Toy Fair. The official Toy Fair Twitter account is @ToyFairUK.

Events/Stunts

Holding an event is a great way to attract attention at Toy Fair. This could be as simple as holding a birthday party on your stand, or holding a launch with a celebrity, or even attempting to break a world record on your stand!

For more detailed guidance, please consult the Toy Fair 2022 PR Manual.