



A-Z Information for Exhibitors

The below information serves to help you in your preparation for exhibiting at **Toy Fair 2027**. However, should you have any questions do not hesitate to contact one of the team on 020 7701 7127.

A

Accidents and Near Misses

If you are involved in or witness an accident or near-miss while on site, please report it to the Organiser's Office (on the gallery level) or an official Floor Manager immediately.

Accommodation

EventBeds has been appointed as the official accommodation agent for **TOY FAIR 2027**. Rooms have been secured at competitive rates specifically for exhibitors. Visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

Accounts

All balance invoices issued by the Organisers must be settled by 31st October 2026. By request to the Toy Fair, payment terms may be agreed upon, and outstanding money can be paid in three equal instalments in October, November & December 2026. Please contact Tracey@btha.co.uk. All money owed must be paid in full by 11th December 2026 at the very latest. For specifics, please refer to the **Exhibition Terms and Conditions** section of the Manual.

NB: There will be no access to the site for exhibitors or their contractors to either build or dress a stand should an exhibitor be indebted to the Fair until that debt has been cleared.

Alcohol and Drugs Policy

The consumption of alcohol is not permitted during build-up and breakdown. The venue has a strict drugs and alcohol policy which allows them to offer to test or eject from the site any contractor suspected of being under the influence of drugs or alcohol.

Alcohol Supply/Sampling

Any supply of alcohol at the show must be agreed upon and licensed by the venue. Selling alcohol for consumption at the show is not permitted. However, if you wish to provide samples for tasting, you must apply to the organisers. Email Majen@btha.co.uk to request a form.

The acceptable sampling sizes for drinks (including alcohol) are as follows (otherwise concession fees apply- see online Exhibitor Manual):

Soft and Hot Drinks	- 50ml (1.75 fl oz)
Beers/Ciders or similar	- 50ml (1.75 fl oz)

Wine/Fortified wines/Champagne/Alcopops and similar - 25ml (0.9 fl oz)
Spirits and similar - 5ml (0.18 fl oz)

Animals

Assistance dogs are permitted entry to the show. However, if you plan to have any other animal(s) on your stand, you must apply for permission via the organisers, as there are licensing implications and the City Vet's approval will be required. Email Majen@btha.co.uk with full details of your request.

B

Badges and Passes

In early October, each exhibitor's primary operations contact (as declared on your original application form or updated since) will be sent a link to the Toy Fair website with a unique username and password.

These login details will enable the primary contact to register all staff members online. You must use a different email address for each staff registration.

All badges will be posted to the Main Ops contact (UK Exhibitors only) approximately 2 weeks before the show opens. **NB:** Please ensure you register your team by **January 7th 2027** in order to ensure you receive mailed badges.

ALL registered stand staff will also receive E-Badges in the form of an email which can be scanned onsite in return for a badge at the registration desk in the Grand Hall foyer from midday onwards on **Monday 18th January**. Any additions or amends can also be made on site from this time onwards.

International Exhibitors can collect all their badges from the Organisers Office on site. ALL Exhibitors can download E-badges for all registered staff in the portal at any time.

NB: Once logged in you will also be able to send an invitation to your own guests to invite them to attend the show by downloading the visitor invitation within the exhibitor portal. Visitor registration will open in early October 2026.

What if I arrive on site without a badge?

Every registered Exhibitor staff member will receive a back-up confirmation email with the unique bar code that can be used on site to collect a badge in case the physical badge doesn't arrive in the post.

On-site registration will be open Monday 18th January from midday onwards.

Show this registration to security or state your exhibiting company name to receive a contractor's wristband for the build-up period until the registration desk opens.

If badges are being collected on site, rather than each team member queuing and collecting a badge in turn, one stand member can collect all the team badges to save time. If you arrive on site prior to Monday 18th January without a badge you will need to collect a contractor's wristband from the security team (by stating your exhibiting company name). Badge holders and (sponsored) lanyards will be available on site. If you do not wish to wear a sponsored lanyard, please bring your own.

For security reasons, badges must be carried at all times. Badges admitting exhibitors and their staff are valid for the full occupation period.

Where do contractors get their badges?

Contractors do not pre-register for badges; they receive coloured wristbands on site collected from the security team by stating the exhibiting company name they are working for. Please note that your primary contractor is responsible for their sub-contractors and ensuring all health and safety information has been passed on, read and understood. Contractor wristbands must be visibly worn, at all times. Daily replacements are available.

Balloons

If you are using helium-filled balloons on your stand, please make sure they are secured, as charges for recovery will be incurred if any float to the roof. It is preferable that you remove any helium cylinders from the venue before the show opens. However, if it is necessary for you to have a supply on your stand during the show, only one cylinder will be permitted at any time, and this must be secured in an upright position. Please notify the organisers, as checks will need to be made by the venue's fire and safety officer.

Banners

Exhibitors are permitted to rig banners above their stands. Visit the **Services and Supplier Contact Information & Rate Cards** section of the Manual for contact details of the official rigging company.

If your stand is positioned on the gallery or directly under the gallery balustrade, you have first refusal to have a handrail banner positioned above your stand at your cost. Please contact Majen@btha.co.uk to confirm your maximum size allowance. If you are located on the side of the hall, please note that venue columns may limit and dictate your size allowance.

Please note all banners need eyelets at the top evenly spaced and 100mm pocket at the bottom, sewn and glued. **NB:** Please speak to Outback rigging to confirm specifications before having your banner produced.

Build-up and Breakdown

Exhibitors should refer to the **Build/Open/Break Schedule** in the Manual.

All exhibitors and contractors bringing vehicles to the venue for build-up and breakdown, for purposes of unloading/loading, must book a time slot on Olympia's online vehicle booking-in system. See **Vehicle Booking-In System** in the Manual for full details.

Details of the event, stand name and number, unloading/loading zone colour (see venue plan) and type of vehicle must be inputted, and the system will allocate the best available time slot; this can be amended if not convenient, based on remaining availability. Time slots for build-up and breakdown can be booked at the same time (and is advised) and a vehicle pass printed from the system. You can make bookings for your stand contractors or email them the booking link. They will need to know your stand name and number and your unloading/loading zone colour.

All vehicles used to deliver and collect goods to/from your stand must display a vehicle pass in the windscreen. Please follow the advice of the traffic marshals, who are there to ensure that everyone can load and unload as quickly as possible.

Once you have loaded/unloaded your vehicle, it must be removed from the loading areas, in order to make room for others.

There is a time limit of 30 minutes for cars, 1 hour for vans and 2 hours for lorries.

Please approach Olympia via Hammersmith Road and turn into Blythe Road. Marshalls will direct you to the appropriate gate.

NB: if you are simply parking and walking your products in, then there is no need to book in via the Vehicle Marshalling system.

Business Centre

Business Centre facilities are available by emailing the venue management offices. Please stop by the Organisers Office for more details.

C

Carpet

Space-only stands need to ensure that all of their carpet on site is only attached to the floor with appropriate tape: low tack bottom with a high tack grab top. **Any damage to the fabric of the venue caused by using an unapproved tape will be billed back to the exhibitor.** Likewise, all carpet tape **and residue** must be removed from the floor to avoid unnecessary removal and cleaning charges that will be passed onto the exhibitor (if you are unclear about approved tape please contact Majen@btha.co.uk).

Shell scheme stands are supplied with grey carpet as part of the package price. You may wish to upgrade the carpet colour at your own cost- Visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details. Some shell scheme carpets may come protected with a polythene wrap. It is the responsibility of the exhibitor to remove this protective layer themselves or to arrange with the supplier.

Catering

On-site catering (stand/hospitality) is supplied exclusively through HOST Olympia. Visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

ALL stand catering must be purchased through them, including the hire of coffee machines and water coolers.

NB: Any catering (beyond basic staff provisioning) found on site that has not been purchased through **Host** will be **subject to a penalty fee.**

There are a number of catering retail outlets on site that will be open during the event open days (and a limited offering during build-up) serving hot and cold refreshments. This timetable, map and offering will be sent out nearer to the event.

Chemicals

If you intend to use any chemicals, you must notify the Organisers and supply a risk assessment, in order to comply with the venue's regulations. The COSHH regulations must be adhered to.

Children

During the build and break periods, children under the age of 16 are not permitted within the venue – please refer to the **Build/Open/Break Schedule** in the Manual. Proof of age may be requested.

Once the show is open, exhibitors who have children on their stands to help promote and demonstrate their products must ensure all children are fully licensed and pre-registered prior to Toy Fair. Children under 16 must also provide an individual risk assessment.

Contact Retail PR (the Toy Fair press agency) at toyfair@retailpr.co for more details and to register your any working children.

All approved children and chaperones will be able to collect their badges from the on-site

registration desk in the Grand Hall foyer. Press children will be given a PRESS KIDS badge which must be worn at all times to signify they are working at the exhibition and fully licensed to do so. **NB:** No other children between the ages of 5 and 15 will be permitted access to the show. There is no crèche available.

Cleaning/Waste Removal

A nightly *basic* stand cleaning service of the floor areas will be provided, the cost of which is included in the space charge to exhibitors. The service commences on the evening of Monday 18th January. Your stand will be vacuumed, and bins emptied, but exhibits will not be cleaned and stand build materials and other excess waste will not be accepted.

It is imperative you ensure your contractors hand over your stand to you in a clean condition. Any additional work done by the venue cleaners will be charged to you.

If you are unpacking boxes on the morning of show open, please contact the venue cleaners (**see Show Manual**) to book removal of any unwanted items. Please do not leave them in the aisles, as this may delay the opening of the event.

If you require stand cleaning during the show (i.e. due to a spillage or food removal,) please notify the organisers/Floor Manager immediately. If you require assistance with waste removal at the end of the show, please contact the cleaners- see the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details. The link to the waste removal/cleaning booking system will be sent to all exhibitors.

If you have a night sheet or locked areas on your stand and you still wish to have your stand cleaned overnight, please leave a key at the Organiser's Office on the Gallery.

Cloakroom

The cloakrooms (located at the front of both the National and the Grand Halls) will be open from half an hour before the show opens until half an hour after it closes each day. There is a charge per item left.

Contractors

Exhibitors are strongly recommended to appoint only contractors who are members of the Event Services and Supplier Association (ESSA). A list of members can be obtained from ESSA Tel: 0845 122 1880 website: www.essa.uk.com Email: info@essa.uk.com

Each stand's main contractor is responsible for any of their sub-contractors on site, with respect to CPPs, Method Statements, Risk Assessments, training and documentation. They need to ensure that the sub-contractors are aware of deadlines and understand the content of these specific documents. Contractors must adhere to the **Stand Build Rules**

& Regulations and **Site Rules** in the Manual as well as the venue's rules and regulations- Visit the **Exhibition E-Guide** section of the Exhibitor Manual.

IT IS THE EXHIBITOR'S RESPONSIBILITY TO ENSURE THAT THEIR CONTRACTORS ARE AWARE OF THEIR RESPONSIBILITIES AND THE SPECIFIC INFORMATION RELATING TO TOY FAIR. ALL DOCUMENTATION NEEDS TO BE COMPLETED BY THE DEADLINES – FAILURE TO DO THIS MAY RESULT IN YOUR STAND NOT BEING BUILT.

For security reasons, all contractors must wear a contractor's pass at all times in order to gain entry to the venue.

D

Deliveries/Couriers

Any deliveries to your stand on show open days must be completed and your vehicle removed from the loading areas no later than half an hour before the show opening time. The venue will not allow the show to open if vehicles are blocking fire exit routes and trolleys are not permitted on the exhibition floor during open hours in consideration of public safety.

If you are expecting goods to be delivered by courier, please ensure that they are aware of the dates of the show and hall opening times and that you have a member of staff ready to receive your items on site.

NB: Deliveries made before the show is in tenancy will NOT be accepted by the venue. There is no secure storage on site and no space for large deliveries, therefore please ensure product can be securely delivered to your stand and there is someone available to take delivery.

The venue address for couriers is:

Exhibiting name and Stand number

The Toy Fair
(Relevant Hall)
Olympia London
Hammersmith Road
W14 8UX

Dilapidations

IMPORTANT: Please do not attach anything to the fabric of the building and take care when constructing your stand, as any damage caused by paint, stickers, nails, screws, etc, will be charged back to the exhibitor. **NB:** Please check your site carefully on arrival and report any existing damage to the Organisers immediately and before any building work begins.

All stand material, carpet, carpet tape and residue (space-only stands) and general waste must be removed. Failure to do so will result in a removal charge – please speak with the venue cleaning team early in the tenancy to organise removal of any waste materials at the end of the show.

Your site must be left how it was found! Stand Release forms will be in operation (for self-build stands only) so that your space can be checked by a Floor Manager prior to leaving.

Any contractors or exhibitors found to be washing out paintbrushes or disposing of unwanted paint/chemicals in the venue sinks/toilets will be charged accordingly to rectify.

Disability Access

The admission of wheelchairs for disabled visitors is permitted. There are disabled toilets throughout the venue, denoted with the disabled toilet sign. The locations of all toilets are marked on all plans and directional signage.

To book a parking space, visit www.Olympia.co.uk

Please ensure that you consider accessibility to your products and services for disabled people when designing your stand. This may include (but not exclusively) providing wheelchair access ramps, induction hearing loops, low-level desks, transaction aids and appropriate signage.

Useful information on accessible stand design is contained in the **Exhibition E-Guide** section of the online Exhibitor Manual.

E

Electrical Services/Stand Power

All on-site electrical work must be carried out by a qualified, competent person and inspected by the appointed electrical contractor prior to energising.

A temporary supply must be ordered for use during build-up and breakdown if required. Use of the venue's electrical sockets is not permitted and cables must not cross gangways. Once power has been energised during build-up, it will be switched off each night, including the pre-open night. If you need power overnight, you will need to order a 24-hour supply.

Power to your stand will be switched off 30 minutes after the show closes each day and will not be switched back on until the following morning. If you require 24-hour power,

please arrange this with the electrical contractor. On the last open day, power will not be switched back on under any circumstances, due to the hazards presented during the breakdown of stands. If you need a supply beyond this time, please arrange this with the electrical contractor **GES**- visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

All electrical installations must comply fully with the eGuide- view the **Exhibition E-Guide** section of the Exhibitor Manual.

The following is a brief summary of key points:

General

- Electrical fittings should be ordered from the appointed contractor (GES)- Visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.
- All electrical equipment and exhibits must be guarded to prevent accidental contact with live terminals. Items intended for use on stands must be PAT tested and labelled accordingly.
- Electrical cables must not be run under carpet or up stand fitting support posts. Cables on the floor which may be walked on must be protected by conduit or with protective ramping (tape is not acceptable). All other wiring below 2.4 metres must be protected in PVC or metal tubing.
- In the event of electrical failure, please report this to the Organisers' office.

Lighting

- Light fittings must be secured using clips or heavy-duty electrical ties and earth bonded appropriately.
- Light fitting flex must not be draped across the ceiling grid (if applicable), or left hanging in coils or wrapped around any part of a metal structure. Cable ties must be used to secure flex to the structure.
- Spotlights/floodlights/halogen lamps, etc must be guarded and mechanically fixed, so as to prevent risk of injury to persons.
- All lighting must be kept at least 300mm away from muslin/fabric ceilings and other combustibles.
- Lighting circuits must not exceed 1,000 watts. They must not be looped or connected to power circuits.
- Heavy fittings (over 1 kg) require a secondary means of support.

Socket Outlets

- Only one 4-way extension lead may be connected to each socket outlet and the maximum length of lead permitted is 2 metres.
- Extension leads must not be plugged into other extension leads (commonly known as 'daisy-chaining').
- Block adaptors and drum reel extension cables must not be used.

Emergency Procedures

Please ensure that you are familiar with the procedures to be followed in the event of an emergency at the venue. See the **Exhibitor & Contractor Emergency Procedures** in the Manual.

Emergency gangways

Main gangways in the show during the build and break period must be kept clear for access and egress, please do not block them with storage boxes and materials. They will be marked out with emergency tape. Product should be brought in at the last possible time and must remain on stands at all times. The floor managers will be keeping an eye on all emergency routes (which may be marked by tape) and may ask you to stop working to remove any offending boxes.

Exhibits

No toys of a violent, dangerous or sexual nature should be exhibited at the Toy Fair. All exhibits should be suitable for the show. Any doubts please contact the show organisers. Please see the Exhibitor **Terms and Conditions** for further details.

F

Filming

If you are planning on having any filming at the show, you must inform the organiser, as there are regulations that will need to be followed and forms to be filled in.

In the case of Satellite trucks – it may be necessary to attach cables to your exhibition stands to allow for live broadcasting from the Toy Fair.

Fire Regulations

The following regulations are included in the eGuide (**Exhibition E-Guide** section of the Exhibitor Manual) and must be complied with by all contractors and exhibitors. They do not apply to exhibits:

All materials used in the construction of stands, features and displays, including signs and fascia's, shall be:

- Of a suitable nature and quality for the purposes and conditions of their intended use
- Adequately prepared and fixed in order to perform the functions for which they are designed

- Non-combustible, inherently non-flammable or durably flameproof in accordance with BS476-Part 7
- Water-based, where applicable, e.g. adhesives and paint

British Standards are the minimum acceptable standards for construction materials. Suitable samples of materials may be submitted to the venue for approval. Materials may be tested on site to ensure that they comply.

Decorative materials

Decorative materials used for stand dressing must be flame proofed or purchased already treated by use of the appropriate chemical.

Untreated wallpaper and similar thin surface finishes, not exceeding 1mm in thickness, may be accepted, provided they are firmly fixed.

Artificial plants and flowers are combustible and give off toxic fumes. Therefore, they must not be used for stand dressing. Silk-type flowers are acceptable, providing they are fireproof or have been treated and marked as such.

Fabrics, drapes, curtains and hangings

Drapes, curtains, hangings, etc, must be inherently or durably flame-proofed. Otherwise, they may be treated with a proprietary flame retardant. Test certificates must be available for inspection for any materials intended to be used.

Fabrics used for interior stand decoration must be fixed taut and/or in tight pleats (not loosely draped) to a solid backing, secured above floor level and not touching light fittings.

Curtains on exit routes should hang 75mm clear of the floor, be parted in the centre and not conceal any exit signs.

Floor covering

All floor coverings must be secured and maintained so that they do not cause a hazard. Fixing of floor coverings to the hall floor may only be carried out using approved tape. Other forms of fixing to the hall floor, such as cable clips, nails and bolts are prohibited.

The organiser will incur a charge (which will be passed onto the exhibitor) for any tape not removed by the end of the tenancy period, or any damage caused to the hall floor.

Glazing

All glazing used in the construction of stands must consist of safety glass (laminated or tempered) a minimum of 6mm thick. Areas of glazing within 800mm of floor level and over 0.5m², where the smaller dimension of the pane is greater than 250mm, must conform to the thicknesses shown below (in order to comply with the 'Code of practice for safety related to human impact'):

Nominal thickness	Maximum pane size dimensions
8mm	1100mm x 1100mm
10mm	2250mm x 2250mm
12mm	4500mm x 4500mm

Any uninterrupted, large areas of clear glazing shall be indicated with warning stripes, dots, logos, etc. Overhead glazing shall be of wired or laminated glass, or be otherwise adequately protected from shattering.

Night sheets

Night sheets must be made of inherently non-flammable material or of material satisfactorily treated to render it non-flammable. They shall be stored rolled-up and firmly secured and not cause any obstruction while not in use. To hire a night sheet, contact the Organisers.

Paint

Only water-based paint may be used on site. If paint-spraying equipment is to be used, the method must be approved by the venue and not cause a nuisance to others. Protective measures shall be taken to ensure that no paint is spilt or sprayed on to the fabric of the building.

Plastic

All plastic, including plastic plants and materials used for vision panels, etc, must conform to BS476-Part 7, Class 1. Polycarbonate materials are acceptable.

Timber

Timber under 25mm thick must be impregnated to Class 1 standard. Treated materials should have 'BS476-Part 7, Class 1' marked on them.

Boards, plywood, chipboard, etc, must be treated if under 18mm thick. The exception to this is MDF, which is acceptable for use due to its density. MDF may not be machined on site, as its dust is hazardous to health.

Upholstery

Upholstered seating must be non-combustible and marked with the appropriate standard.

Fire extinguishers

Fire extinguishers will be strategically placed within the exhibition halls as required. There is no need to have an extinguisher on each stand with the exception of stands with solid ceilings or two floors.

First Aid

The venue has a First Aid Call Point located in the Grand Hall (ground level). Alternatively, hail a Floor Manager or come to the Organiser's Office to request First Aid assistance.

If you believe an ambulance needs to be called, please ensure that this request is directed to the venue's control room on 020 7598 2666. The staff's knowledge of the venue and where to direct the ambulance could save vital time.

Floor Loading

Floor loading capacities vary considerably throughout the venue, so please notify the organiser of any unusually heavy items to be brought on site/exhibited.

Food and Drink Sampling

If you wish to carry out food and drink sampling on your stand, please request a **sampling form** from the Organisers to be filled out, in order to ensure that all relevant regulations are adhered to. If permission to offer samples is granted, only bite sized portions, individually wrapped items or the below drinks sample sizes may be offered. Food hygiene regulations must be adhered to and are available in the **Exhibition E-Guide** section of the Exhibitor Manual.

The acceptable sampling sizes for drinks (including alcohol- see section under **Alcohol**) are as follows (otherwise concession fees will apply- see Exhibitor Manual):

Soft and Hot Drinks	- 50ml (1.75 fl oz)
Beers/Ciders or similar	- 50ml (1.75 fl oz)
Wine/Fortified wines/Champagne/Alcopops and similar	- 25ml (0.9 fl oz)
Spirits and similar	- 5ml (0.18 fl oz)

The full catering guidelines for exhibitors will be sent out directly.

Footwear

Suitable footwear must be worn on site during the build-up and breakdown periods of the event. Open-toed sandals or shoes, flip-flops and flimsy footwear are not permitted. Steel toe-cap boots are recommended.

Freight, Handling, Storage, International and UK Shipping

DSV is the event's official freight handlers. As a result, should you utilise the DSV transport services (you may use an alternative), they will ensure that your goods are collected prior to the exhibition and delivered promptly to your stand on a date and time required by you.

In addition, DSV will be the only freight handling contractor situated on site throughout the build-up and breakdown periods should you require their assistance.

Visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

Please note the following:

1. Exhibitors may engage other transport contractors should they wish
2. On arrival, all packages should be clearly labelled (see below) and must bear the exhibitor name and stand number.
3. Transport contractors will not leave goods without obtaining a signed receipt and exhibitors should therefore arrange for a representative to be on hand to receive them.
4. Any instructions given by you on-site must be in writing issued by your company's authorised representative. These will only be accepted by the official contractor's senior representative.

UK Exhibitors

Exhibits should be consigned to:

Name of Exhibitor, Stand Number, C/O (Transport contractors name and address), The Toy Fair, Olympia (include relevant hall), Hammersmith Road, London W14 8UX

Overseas Exhibitors

All goods should be consigned to DSV Solutions. Contact Carla.cook@dsv.com for further details.

Forklift and General Labour

Contractors who require the forklift service during build-up/breakdown periods should contact DSV directly as the only authorised provider. Visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

G

Gaming/Gambling

Gaming activities include raffles, lotteries, prize draws and some charity collections, where profit-making occurs. Licences are required for such activities, so it is vital that you contact the organiser at least 6 weeks before the event to inform them of any intention to hold gaming activities on your stand.

Gangways

In order to help us ensure that we comply with the licensing authority and venue regulations, all gangways at the show must be kept clear at all times, including during build-up, the open period and breakdown.

Exhibits, furniture and other items belonging to your stand must not encroach beyond the boundary of your stand space. This is to ensure that escape routes are unobstructed in case of emergency evacuation.

If you have any displays or activities that are likely to attract an audience, please ensure that you plan your stand layout to allow people to gather within the stand area and not in the gangways.

Gas

Where available, mains gas may be ordered for use on your stand -see the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details. Liquid petroleum gas and other bottled gas are not permitted, unless used to demonstrate an appliance that only runs on bottled gas. In this case, strict regulations apply, so please advise the organiser of your intention to use it on your stand.

Gel Blasters and SAP pellets

1. Anyone wishing to have so called gel blasters or the SAP pellets that fire at Toy Fair must let the Toy Fair organisers know by 4th November. If not, they cannot be shown.
2. **No physical demonstration** of so-called gel blasters on stands can take place at the Toy Fair. The only means of demonstration is via video at an acceptable noise level or showing the products without firing them on stand. No aisle demonstration (as with all products) or in demonstration areas are allowed either.
3. Stands who have registered to show the so-called gel blasters or SAP pellets **must create their own clear separate signage** at their own expense that states “These products are for use and sale to people over 14 years old only and are not toys” and the products must be displayed in a separate area of the stand to other 'toy blasters' like water blasters, with the sign next to the product.
4. The Toy Fair and BTHA's Press team will not include the products in any press outreach and companies having the products on their stand are requested not to PR the product in relation to Toy Fair before, during or after the event in connection with The Toy Fair because of the potential confusion with a 'child-appealing toy.'
5. Only so-called gel blasters and pellets marked for people over 14 years of age can be at the Toy Fair. If a so-called gel blaster marked for any other age wishes to be shown, it must be flagged and arranged to be sent with supporting testing documentation by an accredited laboratory to the BTHA Compliance team **by 4th November latest**. It will then be reviewed, and a decision made as to whether it can be shown at the discretion of the BTHA.

H

Hall Opening Times

Visit the **Build/Open/Break Schedule** section of the Manual for contact details.

Hazardous Exhibits

Please consider the safety of your staff and visitors to the show when planning the layout of your stand. Hazardous items, such as knives and hot equipment must be set back from the stand and out of reach of the public. Guards will be required to shield anything emitting heat and any machinery or other equipment that may present a hazard to visitors. The use of real flame (e.g. candles) must be agreed in advance of the event.

Hot Works

A permit issued by the venue's safety team is required for any hot work, such as grinding, cutting and welding to be carried out on site. Contractors should contact the organiser's office in the first instance to request a permit.

H.M. Customs & Excise

All goods being specifically imported for this fair must be examined on arrival in the UK either at the port of entry or at the exhibition site. Exhibitors should make advance arrangements by contacting the official shipping contractors.

Hospitality Suites/Private room hire

A limited number of rooms are available for hire to exhibitors only for private functions, meetings, hospitality etc but NOT for exhibiting product. Contact the venue directly for availability and costs.

I

Insurance

It is essential that you take out adequate employee and public liability insurance (see **Exhibitor Terms and Conditions**) against personal injury damage to or loss of exhibits, etc. It may be possible for you to extend your existing insurance to cover the event; otherwise, we suggest you contact the following insurance company who can provide cover: Visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

Internet and telecoms

eForce is the provider of Internet and telecoms services at the venue. If you need an Internet connection, telephone or ISDN line, laptop or Internet kiosk, please visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details. The venue offers a basic 1MB visitor free wi-fi (for basic internet searches and email monitoring), though this it is recommended that Exhibitors contact eForce if you require a more robust service.

L

Leafleting & Flyers

Leafleting is permitted at Toy Fair but only by exhibitors and only from the stand. Promotional teams walking the floors handing out material are not permitted.

Liabilities and Indemnities

Please refer to the **Exhibitor Terms and Conditions** for specifics. The organisers shall not be held responsible for the number of visitors (buyers, members of the media etc.) attending the fair or specific stands.

Lost Property

Any property found should be taken to the nearest cloakroom where it will be logged into a central system. The venue's lost property service can be contacted on 020 7598 5511.

M

Massage

If you are intending to offer massage, or any other hands-on treatment on your stand, this may require a licence. Please contact the Organiser for further details if you wish to proceed.

N

Night Sheets

If you are intending to use a night sheet on your stand, this must consist of non-flammable material, or be treated to render it non-flammable. Please also ensure that you leave a duplicate key at the organiser's office, so that the cleaners may gain access to your stand.

Night sheets must be firmly rolled up and secured, if left on the stand during the day, so as not to cause any obstruction. Please note that the Fire Officers will remove any night sheet not conforming to the regulations.

If you wish to hire a night sheet, please contact GES- visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

Noise Control

Exhibitors and contractors are obliged by law to reduce the risk of hearing damage to employees to the lowest level reasonably practicable. Hearing protection is required for staff working at noise levels in excess of 80 dB (A).

Exhibitors should keep sound on stands to a level that does not cause annoyance or interference to other exhibitors. Floor managers will monitor this and may request that sound is turned down if deemed inappropriate.

P

Pallets

You are reminded that you are responsible for the removal of any pallets used to deliver goods to your stand. A charge will be made to you for the disposal of any pallets that are not removed. Contact the official freight handling contractor **DSV** for assistance- see the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

Parking

All parking in the Olympia Motorail car park is chargeable. Discounted rates are available for bookings made in advance. Please visit [Olympia Parking](#) for further details and pre-booking.

The car park is open from 0700hrs until one hour after the building closes (or one hour after the event closes on open days).

NB: There are no complimentary car park passes offered. When travelling to Olympia, due to the limited parking facilities and in the interest of reducing the number of cars on the road we advise (if possible) to seek alternative means of transport.

For any spill over, Olympia suggests Westfield in Shepherds Bush as an alternative.

Performing Rights

If you wish to play pre-recorded music on your stand, you will need to apply for a Phonographic Performance (PPL) licence and Performing Rights Society (PRS) licence. If live music is being performed, you will only require a PRS licence. Please contact Majen@btha.co.uk for assistance in obtaining the correct licenses.

Reminder: music must be played at a reasonable volume that does not disturb other exhibitors.

Personal Protective Equipment

If it is identified that PPE, such as hard hats, should be worn in particular areas or throughout the hall during build-up and breakdown, this ruling must be observed. High Vis is required by everyone for all days of Build-up excluding the day before show opens.

Photography

An official Show Photographer has been exclusively appointed by Toy Fair to carry out any photography required by exhibitors- please see the **Show Manual** for contact details.

No other exhibitor photographer will be permitted to work within the exhibition save in exceptional circumstances and with the written permission of the organisers. Press photographers (pre- registered) are permitted on media day.

Public address

The public address system in the halls is for use by the Organisers and authorities for official and/or emergency announcements. It is NOT available to exhibitors for publicity purposes or individual messages.

R

Radio transmitters

Before arranging use of any transmission device, including radio control, please obtain written approval from Olympia whose own radio equipment may otherwise prove incompatible during operation. Please inform the venue of the intended frequencies.

Recycling

Olympia London recycles or reuses all waste. Certain items are separated on site: large quantities of paper, glass, plastics, wood (without nails) and flat-packed cardboard. It operates a nil to landfill policy.

To arrange waste collection, contact the cleaning team, see the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

Registered designs

Please visit the Intellectual Property Office at www.ipo.gov.uk/guides for a selection of guides covering patents, copyright, trademarks, designs and other protection. Tel: 0300 300 2000.

Rigging

The exclusive contractor for these services is **Outback Rigging**. Everything requiring rigging must be booked through this on-site firm. Visit the **Services and Supplier Contact Information & Rate Cards** section of the Manual for contact details.

Exhibitors are permitted to hang banners above their stands.

If your stand is positioned on the perimeter of the show floor, you qualify to have a handrail banner hung above your stand (at your cost).

If you are located on the side of the hall, please note that venue columns may limit and dictate your size allowance.

Please note all banners need eyelets at the top evenly spaced and 100mm pocket at the bottom sewn and glued.

Any fixing to the fabric of the building must be ordered from and carried out by the Outback. It is recommended that hoist and fix operations are also ordered from them. Where exhibitors' contractors intend to carry out their own hoist and fix, the regulations in the eGuide must be followed: visit the **Exhibition E-Guide** section of the Exhibitor Manual.

Risk Assessments

It is a legal requirement that each exhibitor and contractor undertake their own risk assessment and fire risk assessment prior to the event, listing the tasks to be undertaken, identifying any significant hazards they present on site, then listing ways to minimise and control those hazards.

The Risk Assessment for the show open period (see key tasks section in the Exhibitor Manual) should be completed by all exhibitors by logging into their Exhibitor Zone and completing by 4th November 2026. It should also be available for inspection on-site at all times. Exhibitors will receive login details from the Toy Fair team in the first week of October.

Space-only exhibitors must also obtain copies of Risk Assessments from their contractors, (for the Build period) who are themselves responsible for submitting copies to **Abraxys (see Exhibitor Manual)** by 4th November 2026.

NB: Exhibitors/Contractors who have not submitted Risk Assessments will NOT be permitted to build until they have done so.

S

Safe Working

The venue has produced a floor safety booklet for contractors in various languages to highlight the key issues to be considered during build-up and breakdown. A copy can be obtained via the Organiser.

Security

Security is provided for the entirety of the show. Please do not arrange for goods to be delivered to the halls outside of the tenancy. Please assist us by wearing your exhibitor pass at all times. Entry to the hall will not be permitted without a pass.

Whilst every reasonable precaution is taken, each exhibitor participates in the fair entirely at his own risk in all respects.

Please take account of the following security advice:

- Make contact with the exhibition security company for advice on how to secure the items on your stand. There may be an overnight secure store for valuable items.
- Take home any valuable items each night if there are no secure storage facilities on site.

- Do not leave your stand unattended at any time during build-up, the open period or the breakdown of the show. Do not leave the hall until all visitors have gone each evening.
- Do not position desirable items at the front of your stand, where you may not be able to keep an eye on them.
- Ensure you have enough staff, so that the stand is not vulnerable to thieves and do not ask a neighbouring exhibitor to watch over your stand while you go for a break. They may become busy and not be able to keep an eye on your stand.
- Remove all portable or valuable items from the stand on the evening the show closes. Do not leave them until the following day for collection.
- Use a lockable cabinet to store your personal possessions during the show open hours. You can hire one from the appointed furniture companies- visit the **Services and Supplier Contact Information & Rate Cards** section in the Manual for more information.
- Use a lockable night sheet. If you wish to hire a night sheet, please contact the shell scheme stand contractor GES- visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.
- Hire an alarm for your stand if you are exhibiting valuable or portable items. These should be available from the show security company G4S- visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.
- If you are a victim of theft, please report it immediately to the show security company located in the Organisers Office.
- Goods cannot be removed from the hall during the show. Contact the organisers for any special requests.

Simulators

If you are planning to have a simulator on your stand, please notify the organisers as soon as possible. A valid ADIPS document will need to be provided, in accordance with the Fairground and Amusement Parks Code of Safe Practice at Fairs.

Smoking

Smoking is not permitted in the venue at any time, in accordance with legislation. External smoking areas are provided. If you are a smoker, please consider others and use only the designated areas; this includes the smoking of electronic cigarettes.

Special Effects

If you are planning to use any special effects on your stand, you must inform the organiser as soon as possible. Special effects include lasers, strobe lights, pyrotechnics and smoke machines. The information which will be required includes a risk assessment and full details of the operator and manufacturer. Certification from an independent specialist may also be required.

Special Treatments

If you are planning to have any special treatments carried out on your stand, you must inform the organiser, as many of these activities must be licensed by the local authority. Full documentation must be submitted, including details of therapists' public liability insurance cover, qualifications and a risk assessment.

Treatments include invasive treatments, such as skin piercing, acupuncture, tattooing, electrolysis, cosmetic piercing, micro-pigmentation and botox and non-invasive, hands-on treatments, such as massage, reflexology, manicures and pedicures.

All treatments must be carried out in a safe and hygienic manner and in accordance with the eGuide: visit the **Exhibition E-Guide** section of the Exhibitor Manual.

Stand Construction

All stand construction must comply with the **Stand Build Rules & Regulations** set out in the Manual and the regulations contained in the eGuide- visit the **Exhibition E-Guide** section of the Exhibitor Manual. These regulations are common to the UK's main exhibition venues and are based on Building Regulations and British Standards.

All stand contractors must submit draft stand plans to Abraxys by 4th November 2026.

Stand Fitting/Dressing Materials

All materials used for stand building and dressing must comply with the venue's fire and safety regulations. Please see 'Fire Regulations' for details. These and other applicable regulations are also available online- visit the **Exhibition E-Guide** section of the Exhibitor Manual.

Stand Plans

All stand contractors must submit draft stand plans to Abraxys by 4th November 2026.

Complex stand designs will be subject to structural engineer sign-off on site. The cost will be divided between the relevant exhibitors.

A complex structure is any form of construction, either ground-based or suspended, that, through risk assessment has been found to present a significant risk.

- Any structure, regardless of its height, which requires structural calculations
- Multi-storey stands
- Any part of a stand or exhibit which exceeds four metres in height
- Custom-built/bespoke suspended
- Sound/lighting towers
- Temporary tiered seating (refer to Temporary Demountable Structures section)
- Platforms and stages over 0.6m in height and all platforms and stages for public use (not including stand floor flats and platforms)

All space-only stands will be inspected and certified by an independent structural engineer on site. They will only be allowed to trade once the engineer is satisfied that the structure is safe and has provided certification.

Storage

The official handling contractor DSV will store exhibitors' empty cartons at a cost. No cases or packing materials may be left behind stands or in void areas. If you need storage space, please talk to the Organisers about increasing the size of your stand. A charge will be made for the removal of any such matter found after DSV has completed their clearance according to their contract. Do not leave samples etc, in these cartons, as they will be inaccessible. Organisers cannot accept responsibility for loss or damage to materials left there, though reasonable precautions will be taken. It is the responsibility of exhibitors/contractors to remove from site all packing cases and contractors' materials. If assistance is required, visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details. All cartons for storage must be labelled, and labels will be available from the contractor on site. Cartons will begin to be returned after 17.00hrs on Thursday 21st January. Please refer to the DSV rate card in the Exhibitor Manual for lifting and storage charges.

T

Toy guns, imitation or replica firearms

Specific UK regulations apply to the display/offer for sale of toy guns, imitation or replica firearms. Should you intend to show such products, please contact the organiser for information.

Also see **Gel Blasters**

Transport

Visit www.olympia.co.uk for transport options to the venue.

Kensington (Olympia) station serves the venue directly and can be reached via the Overground and Underground services.

Traffic management- booking in your vehicle for loading

Olympia operates a show traffic access system.

All exhibitors and contractors who are bringing stand materials to Olympia and want to unload or load a vehicle on site will need to book a time slot on the on-line vehicle booking system (from 10th December 2026 onwards) on a first come, first served basis. Once you are registered on the system, booking your space is a quick and easy process that will ensure that when you come on site you are able to unload straight away without any delays. See **Vehicle Booking-In System** in the Manual for full details.

Once Toy Fair's show details have been loaded onto the Olympia system you will be emailed the link that directs you to the booking page and you can book your drop off for the build and collection for the breakdown at the same time. Exhibitors can book these for their contractors, or simply email the link to the contractor for them to book their own space.

V

Vehicles on stands

If you are displaying a vehicle on your stand, specific regulations apply. Please liaise with the Organisers regarding delivery and collection times, as this will need to be planned carefully around the construction and dismantling of stands.

Visitor Participation on Stands

If visitors are participating in any activity on your stand, your risk assessment must detail the measures in place to ensure their safety. Please advise the organiser if you intend to offer such activities, in order to ensure that all relevant regulations are complied with.

Visitors' data: identification

Toy Fair visitor badges will show name, company and job title.
Visitors will be identified by different badge types with varying colours.
Buyer badges will have a thick bold red border.
'Services to the Industry' will have a thick yellow border.

To hire visitor scanners, please visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

W

Water Features

If you are exhibiting any product or feature that requires water and is capable of producing spray or droplets, it is essential that you adhere to the regulations in order to ensure that the risk of legionella bacteria is controlled.

Under no circumstances can connections be made to fire hydrant points and water must not be discharged on to the floors or into ducts, but disposed of properly. Water and waste facilities can be ordered from the venue's appointed service partner- visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details.

Water and Waste

If you require water and waste facilities, visit the **Services and Supplier Contact Information & Rate cards** section of the Manual for contact details. The venues' sanitary facilities and service ducts must not be used to dispose of waste under any circumstances.

Only water or water-soluble products and no corrosive and harmful substances, or anything that may cause any obstruction or deposit, may be disposed of in the wastewater system.

Waste products, such as cooking oil, must be removed from the venue at the end of the event, otherwise a charge will be made.

Waste Disposal & Stand Release forms

It is imperative that your stand space is left **exactly** as you found it with **no damage to the venue or any waste left behind otherwise fines will be issued**. Please pay particular attention to using the correct carpet tape so that no tape or residue remains as this could result in a big cleaning bill direct to the exhibitor.

To arrange waste disposal for the end of the show, follow the link provided by the Organisers.

To assist exhibitors, Toy Fair will once again be using **Stand Release forms** to ensure all space-only exhibitors get sign off from a floor manager prior to leaving.

Please refer to the **Stand Build Rules and Regulations** in the Exhibitor Manual for full details.

The contents of this section act as a guide only and are not intended to be a complete statement of law or other regulations. Where necessary, further advice can be obtained by visiting the Health & Safety Executive website at www.hse.gov.uk. Information was accurate at the time of creation August 2026.