

TOY FAIR 2027 BUILD/OPEN/BREAK SCHEDULE

BUILD-UP

1. SELF- BUILD (SPACE-ONLY) STANDS

NB: EVERY VEHICLE EACH TIME IT ARRIVES ON SITE MUST BE **ALREADY** BOOKED INTO THE VENUE TRAFFIC SYSTEM AND ARRIVE AT THE DESIGNATED TIME SLOT:

Booking opens **early December 2026** at www.olympia.co.uk/traffic.

DATE	TIME	NOTES
Friday 15th Jan	8am-8pm	Stand build only, no product
Saturday 16th Jan	8am-6pm	
Sunday 17th Jan	8am-8pm	
Monday 18th Jan	8am-10pm	Stand dressing only

PLEASE NOTE THERE IS NO WORKING OUTSIDE OF THESE HOURS

NB: Stand/Product Security

We advise you ideally not to bring product into the show until the last day of build up. If you do decide to, please arrange your own security– details in the Suppliers and Services section of the Exhibitor manual. Never leave valuable items unattended at any time.

2. SHELL SCHEME STANDS

NB: EVERY VEHICLE EACH TIME IT ARRIVES ON SITE MUST **ALREADY** BE BOOKED INTO THE VENUE TRAFFIC SYSTEM AND ARRIVE AT THE DESIGNATED TIME SLOT: Booking opens on **early December 2026** at www.olympia.co.uk/traffic.

DATE	TIME	NOTES
Sunday 17th Jan	8am-8pm	
Monday 18th Jan	8am-10pm	

PLEASE NOTE THERE IS NO WORKING OUTSIDE OF THESE HOURS

NB: Stand/Product Security

We advise you ideally not to bring product into the show until the last day of build-up. If you do decide to, please arrange your own security– details in the Suppliers and Services section of the Exhibitor Manual. Never leave valuable items unattended at any time.

3. GOLD ZONE STANDS

DATE	TIME	NOTES
Monday 18th Jan	8am-10pm	

(NB: PLEASE ARRIVE BY NOON OTHERWISE YOUR SPACE MAY BE RELEASED UNLESS ORGANISERS HAVE BEEN NOTIFIED)

OPEN PERIOD

PLEASE NOTE VISITORS WILL BE ALLOWED IN FROM 08.45 EACH MORNING

DATE	OPEN TIME	EXHIBITOR ACCESS
Tuesday 19th Jan	9am-6pm	From 7:30am
Wednesday 20th Jan	9am-6pm	From 8am
Thursday 21st Jan	9am-4:30	From 8am

**PLEASE ENSURE YOU LEAVE THE HALLS BY 6.30pm ON EACH OPEN EVENING
(Tues/Weds)**

BREAK DOWN

DATE	TIME	NOTES
Thursday 21st Jan	5pm-11pm	Please wait for halls to be clear of visitors
Friday 22nd Jan	8am-8pm	

Please allow ½ hour for visitors to leave the halls before packing up. Your packing cases will not be available before this time. **Breakdown will not commence until 5pm** or before it is called over the tannoy.

Stand dismantling will be permitted as long as it safe to commence – if you are unsure please speak to the floor managers.

Shell Scheme/Gold Zone Exhibitors: *Please ensure all shell and economy stands are cleared by 11pm on Thursday 21st January. Please contact the organisers if this is an issue for you. Anything left in the halls after this time will incur costs per hour until the halls are cleared. All dilapidations will be charged to the exhibitor.*

Space-Only stands: *Please ensure all halls are cleared by 8pm on Friday 22nd January. NB: Anything left in the halls after this time will incur costs per hour until the halls are cleared. All dilapidations will be charged to the exhibitor, as will the disposal of excess stand materials, rubbish, and any carpet, including tape/tape residue.*