



New Exhibitor Guide



19—21 January 2027

OLYMPIA, LONDON

Your exhibitor journey

Welcome, we're delighted you are joining us for Toy Fair 2027. This is a quick guide to help you prepare for Toy Fair. It is not exhaustive, but rather a condensed checklist. Please read the full **Exhibitor Manual** for more detail.

AUG

August

- ☐ Check your allocated stand location on the floor plan
- ☐ Read the full **Exhibitor Manual** thoroughly
- ☐ Start thinking about stand design and objectives
- ☐ Book accommodation early
- ☐ Contact the BTHA Ops team if any early questions

SEP

September

- ☐ Continue planning your stand design and presentation
- ☐ **Operations Webinar — 11am, 16 September**
- ☐ Review the **Supplier section of the Manual** and consider any extra services e.g. electrics, furniture, stand enhancements, graphics etc

OCT

October

- ☐ Pay your balance invoice (issued 1 October)
- ☐ Log in to your **Exhibitor Portal** to review tasks to complete
- ☐ Complete your online exhibitor profile by 16 October
- ☐ **PR Webinar — 10am, 21 October**
- ☐ Continue planning your stand and booking extra services
- ☐ **Shell Scheme/Gold Zone Exhibitors:** Contact GES to discuss any stand customisations or extras

NOV

November

- ☐ Download the new Toy Fair app
- ☐ Start networking and contacting buyers to set up meetings
- ☐ **Submit draft stand design plans** by 4 November (**ONLY Self-Build Exhibitors**)
- ☐ **Submit Risk Assessment and H&S Declaration (ALL exhibitors)**
- ☐ Continue to book services via **the manual**
- ☐ Book **on-site parking at Olympia** (as required)

DEC

December

- ☐ **Submit final stand design plans** by 4 December (**ONLY Self-Build Exhibitors**)
- ☐ Book your visitor scanner through Reftech via your **Exhibitor Portal**
- ☐ Register your stand staff via your **Exhibitor Portal**
- ☐ Book your vehicle slot for build and break via **Olympia Voyage Control** (Olympia's traffic marshalling system)
- ☐ Arrange deliveries and couriers
- ☐ Consider your **waste removal** process and check supplier orders
- ☐ Submit any exclusive **show offers** via your Exhibitor Portal

JAN

Final checks

- ☐ Check your access times in the **Build/Open/Break Schedules**
- ☐ Finalise stand staff by 7 January in order to receive badges by post (UK post only)
- ☐ Print everything (on-site printing is very limited)
- ☐ Re-check travel, hotel and vehicle slot
- ☐ Comfortable shoes and layers are highly recommended

Top tip Buyers fill their diaries before the show opens. Make sure to book in your meetings in advance! **Do not just rely on footfall.**

SEND COURIERS TO

Exhibiting name and stand number, The Toy Fair, (relevant hall), Olympia London, Hammersmith Road, London W14 8UX

PART 2

Key documents to review in the Exhibitor Manual

01

Stand Build Rules and Regulations

Self-Build exhibitors ONLY

[View →](#)

02

Build, open and break schedules

[View →](#)

03

AEO Top Tips for exhibiting

[View →](#)

04

Deadline checklist

NB: Book services early to avoid late surcharges

PART 3

Free PR opportunities for all exhibitors

Read the **PR manual** for all opportunities and guidance (published in October).

Toy Fair TV

Get your product filmed and featured. **Watch past years.**

The Toy Fair blog

Pitch your story and reach the trade before doors open.
Read the blog.

Social media frame

A ready-made “we’re exhibiting” graphic for your channels.
Coming soon.

Enter the Toy Fair Hero Awards

View the **PR Manual** for more info.

Six things to help maximise your ROI

01

Download and access the Toy Fair app (from November)

02

Make contact and book buyer appointments

03

Promote your presence on social media

04

Carefully plan your stand layout and demonstrations — make yourself stand out!

05

Engage in free PR opportunities

06

Order a visitor scanner and follow up every lead post show

Show days

TUE 19 JAN

9am—6pm

Access from 7:30am

WED 20 JAN

9am—6pm

Access from 8am

THU 21 JAN

9am—4:30pm

Access from 8am

Good to know at Olympia

Catering — options within the halls, plus Emberton Walk's restaurants up the external escalator.

Wi-Fi — free visitor Wi-Fi, but contact the IT supplier for a more robust service.

Information desk / Charging points — middle of the Grand Hall, open all show, with free charging lockers.

Cleaning — basic overnight vacuuming and emptying of bins is included. **Exhibitors must remove all excess waste or will be charged.**

Stand catering — exclusively via HOST Olympia (found in our suppliers list), including coffee machines and water coolers.

Parking — very limited, first come, first served. Booking opens in November.

Any questions & lost property — Organisers' Office, Grand Hall Gallery.

Things to consider packing

Extension leads (NO daisy chaining)

Chargers

Business cards

Notebook & pens

Water & snacks

Wipes & bin bags

Tape, scissors, stapler

Tape measure

Handheld hoover

Comfy shoes

Who to ask

Stands, invoices, ops

majen@btha.co.uk
emily@btha.co.uk
amelia@btha.co.uk
020 7701 7127

PR & Toy Fair TV

Retail PR
toyfair@retailpr.co
020 7952 5061

All services

Official suppliers
Full contact list



No question is too small

Everything in detail lives in the **Exhibitor Manual**.