



2027 STAND BUILD RULES & REGULATIONS

The below information must be used in conjunction with the other Toy Fair documentation and forms as part of the total process. It is the responsibility of the exhibitor and associated contractors to read, and follow all the appropriate Toy Fair rules & regulations including deadlines.

A site visit/stand location survey is always recommended. Please ask a member of the team to assist in setting up a site visit.

All Space-Only Exhibitors are required to submit stand plans and Contractor Risk Assessment/Construction Phase Plans/Method Statements to Abraxys for approval prior to arriving on site. Stand building will not be permitted without prior approval.

For deadline dates and key contacts please read below.

STAND DESIGN DRAWINGS

For stand design approval, please send **initial draft plans** to a Abraxys **HERE** by **4th November 2026**. For any questions contact Toyfair@abraxys.com

Final stand plans must be submitted for final approval no later than **4th December 2026**.

If your stand is an **over-height or a complex structure**, the plans with the calculations (showing detail of materials used and dimensions e.g. glass thickness) will be forwarded to independent structural engineers. If your stand is deemed 'complex' (this includes stands with complex overhead rigging), an additional onsite independent structural engineer sign off is required.

NB: the cost of the engineer will be split equally by the stands that require this additional sign-off and will be billed to the exhibitor post-event. For details of approximate costs email majen@btha.co.uk

CONTRACTOR PASSES

Wristbands can be obtained on site from the security team on the door. For access, please state the Exhibiting Company name you work for.

BUILD/BREAK HOURS

Please refer to the Build/Break schedule in the Manual. There are NO working hours permitted outside of this schedule.

SITE RULES

Please refer to the Site rules in the Manual. High-Vis is mandatory for everyone throughout the Build period except for the Monday before show opens.

STAND BUILD INFO, RULES AND REGULATIONS (not an exhaustive list) – In Conjunction with the Olympia eGuide (found in the online Manual)

Please note any costs incurred due to a breach of the rules will be the responsibility of the exhibitor.

ACCIDENTS

Accidents do occur, but it is important that they are documented to help prevent a similar future occurrence. Please ensure all accidents

are immediately reported to the Organisers office or a Floor Manager and the scene of the accident is not disturbed until a report has been taken.

LABOUR

Any dispute concerning labour must be referred to the Organisers, whose decision shall be final and binding.

NB: Exhibitors should not make payments to suppliers and contractors to secure preferential treatment and are asked to report to the Organisers any employee soliciting money for services rendered.

To avoid misunderstandings, please carefully observe the following:

Exhibitors may employ the stand contractor of their choice to carry out construction work on space-only sites or within shell scheme stands. A list of recommended contractors can be obtained from the Event Supplier & Services Association (ESSA) Tel: 0845 1221880. Contractors are admitted to ESSA membership only after a thorough vetting procedure.

All contractors employed by exhibitors for the carrying out of any installation or decoration **must be notified to the Organisers no later than 4th November 2026** and any contractor/sub-contractor so employed shall be employed at the sole risk of the exhibitor.

CONTRACTORS UNDERTAKING

Exhibitors must advise all contractors/sub-contractors employed by them, in connection with the fair, that they are required to give the Organisers an undertaking that all such work shall be carried out strictly within the terms and conditions set out. The Organisers must be advised of the full name, address, telephone number and contact name for all contractor/sub-contractors.

CHILD POLICY

It is strictly forbidden for exhibitors or contractors to bring children under 16 into the exhibition halls during build up and breakdown periods.

These guidelines are given in good faith after investigation, but exhibitors will understand that the Organisers cannot accept liability for any consequences arising, however caused.

The Organisers also reserve the right to make changes where required, if in their opinion, there is a safety problem.

STAND CONSTRUCTION

The Exhibitor's contract with the Organisers is for floor space only (or floor space complete with a shell stand). It is the responsibility of the Exhibitor to examine the site allotted in order to avoid adjustments to his/her own stand structure. Organisers accept no responsibility for minor obstructions, varying floor level and ceiling clearances that cannot always be indicated on fair plans. All efforts will be made to highlight any potential issues however **site visits pre-show are highly recommended.**

FAIR DRAWINGS

Allow reasonable design tolerances on all stated dimensions. Do not scale. Measurements are taken from the centre of any partition walls or column cladding and must be allowed for in determining clear dimensions. Allow partition thickness 5cm. **Please check drawings carefully as measurements may change.**

HEIGHT LIMITS

Official Shell Scheme Stands:

Nothing may exceed 2.5m above hall floor unless you have written approval from the Organisers.

Space-only Sites:

Single storey stands may be built to a maximum of **4m.**

Exhibitors wishing to exceed this height **must obtain the Organisers' approval.** All rigging must be arranged through **Outback Rigging** (see online Manual for contact details). Any rigging must also be signed off during build-up.

PLEASE ALSO ENSURE A CONVERSATION IS HAD WITH THE ORGANISERS AND/OR THE VENUE TO ENSURE THERE ARE NO RESTRICTIONS E.G HANGING SIGNS ABOVE YOUR STAND SPACE.

EXHIBITORS PLANS

All Space-only exhibitors must submit properly dimensioned plans, elevation drawings and visuals to Abraxys HERE for approval by **4th November 2026. Any questions please contact Debbie Harris at toyfair@abraxys.com**

Plans must show the location of all internal and external walls, doors and structures including super platforms and all proposed installations exceeding 4m high. For external faces of aisle fronting construction, the location of all openings, doors, fire exits, showcases, etc. must be clearly shown, dimensioned and identified.

Technical and structural drawings, supported by structural calculations, are required for all structures in excess of 4m height above hall floor. Such structures will need to be inspected on site and certified as safe by an independent structural engineer approved by the Organisers. The independent inspection will be organised by the Toy Fair team and invoiced to the exhibitor after the show. Should more than one stand require an independent sign off, **the cost of the engineer will be split between the stands.** Contact Majen@btha.co.uk for further details.

SPECIAL FEATURES

Subject to prior written approval by the Organisers and, where appropriate, Olympia and the local authority, special features of limited area in relation to total site may extend 6.0m above the hall floor, provided they stand at least 3.0m clear of gangways and other stands.

DOUBLE DECK STANDS

Double deck stands are not currently permitted at Toy Fair.

CONSTRUCTION AND SAFETY REGULATIONS

All constructions must comply with Olympia regulations and the venue eGuide (see the online Show Manual).

Exit doors should be provided with panic bolts or latches, and private rooms/office or kitchens should have simple fastening, i.e. Yale latch. Internal offices and external doors must have a vision panel in the door.

There must be an alternative means of escape every 12 metres. External doors should be remote, i.e. at either end of the stand and must not open into the gangway.

Any stand with a 'maze-like' interior must have vision panels or similar between each section or from the enclosed area to the main stand, and internal signage to prevent disorientation.

It is a requirement of the local authority that reasonable vision panels/grills etc. provide sufficient visibility from each stand on to the main exhibition floor. All glass thickness must comply with current standards; thickness increases in relation to the size of the pane.

All large stands with internal corridors/sections or any stand which has enclosed rooms with ceilings, must have emergency lighting fitted in addition to primary lighting. A minimum of 0.2 lux (moon light) must be maintained for 3 hours should the power fail to the primary lighting.

All fire exit doors are to be recessed and clearly indicated by 'EXIT' boxes illuminated by primary and secondary system. The exit routes must be clearly identified and directional signs positioned where necessary. Sufficient clear glazing to be provided in any door or partition separating a kitchen or ancillary office from the open floor, giving clear visibility on and off the stand, in line with safety requirements.

FINISHING OFF:

Other construction visible off the stand must be properly faced-up and decorated. The backs of walls etc. erected on boundaries of adjoining stands need not be finished for the first 2.5m of height, but **all surfaces lying above this must be faced-up and decorated white only, and this must be void of any marking or fixture.**

ENCLOSURE AND FINISH OF STANDS

STAND DESIGN – IMPORTANT

Toy Fair incorporates the Grand and National Hall Galleries so it is a requirement that **all stands viewable from the balcony must have the tops of their stand presentable, hiding any unsightly cables, structure or equipment. This should be done in white or matching the stand's colour scheme.**

Please note that ground floor private meeting rooms may also be viewable from the balcony so if a gauze roof is applied for privacy please ensure the additional health and safety precautions are adhered to.

Storage rooms where visible must be covered appropriately too.

Contractors/exhibitors will be mandated to include details of where finishing/ capping off will be required and how it will be carried out and with which materials.

The 3m visibility stand design rule

It is understood that some areas of stands need to be kept private. In the design of stand walls over 1.5m in height, a minimum of **1 square-metre** vision panel must be built into the walls **every 3 linear metres**.

The stand design should ensure that all vision panels are made from completely clear material (glass or acrylic sheets in accordance with specific Health and Safety information in the use of materials, i.e. suitability, thickness), all viewpoints must be designed with appropriate dimensions and heights suitable for the average person in mind (built between 1m and 1.8m from the floor – vision panels outside of these heights will not be accepted) and the surrounding stand structure should not then obscure the site lines limiting the field of vision.

Blinds are not permitted except at the discretion of the Organisers. The use of gauze as a “wall” will be permitted as long as the material is partially see-through, and a minimum of a 50mm gap between the edge of the gauze and the frame it is attached to. Each section of gauze must be no more than 3 metres long and must be decorated. All stand designs will be checked by the stand vetting company Abraxys in accordance with the Toy Fair rules. It is at the Organiser’s discretion to pass alternative stand designs.

NB: ANY stand design alterations or deviation from the approved designs found on site will be asked to be returned to the original approved design at the exhibitor’s expense.

DRAFT PLANS MUST BE SUBMITTED TO ABRAXYS NO LATER THAN 4th NOVEMBER 2026 for approval. Failure to submit your plan by the due date may result in the stand not being passed for construction. Please be aware that floor plans must have had **final approval** by **4th December 2026** for the stand to be permitted to be

built. Please allow adequate time for necessary changes to the stand to be made and final permission granted by this date.

RISK ASSESMENT/METHOD STATEMENTS/CPP

All stand contractors must submit a Risk Assessment, Method Statement and Construction Phase Plan in addition to technical drawings and calculations where applicable. Deadline to send a draft version to Abraxys: 4th November 2026

MOST IMPORTANT – should a stand FAIL to conform with the regulations and approvals then the construction may be condemned on site and must be removed or modified before the fair opening, at the exhibitor's expense.

The Organisers welcome the opportunity to discuss proposals at the design stage in order to avoid costly site errors.

PLATFORM FLOORS

All space-only stands must be covered with a suitable floor covering complying with the Venue's regulations. Fixing of floor coverings may only be done with the **industry standard tape**; other forms of fixing such as cable clips nails or bolts are **strictly prohibited**.

Carpet tape /double sided tape is not all the same – **some leave a nasty residue that will be charged back to the exhibitor post event for its removal**. If you are unsure, please check with the Organisers.

It is advised that service requirements e.g. water/waste/power are positioned over a duct to reduce the requirement for a platform. However, if this is unavoidable, the change in floor level and/or platform edge must be clearly highlighted to prevent slips/trips and assist those who may have impaired sight. The edges of any platform must be highlighted in a contrasting colour and the use of the platform must be included in the Risk Assessments. The corners must be rounded, filed smooth or have a protective measure over the join to prevent cuts. Sharp metal edging must not be used. If there is any floor covering with metal finish, you must arrange with the appointed electrical contractor to have the area adequately bonded to earth, if necessary.

Due consideration must be given to the needs of disabled visitors. If a platform incorporates a wheelchair ramp please ensure the

gradient does not exceed 1:12 and is a minimum of 1m wide and that the ramp is in a contrasting colour to the rest of the stand floor. Handrails should be applied to either side of the ramp to assist the less mobile and prevent slips/trips. If a ramp is not practical or safe, then please ensure compliance to the DDA is included in the open period Risk Assessment; to include if applicable: products are clearly displayed on the perimeter of stands, a portable ramp is available for use if required, stand staff are available, seating with arms is provided, large format print etc.

SIGNAGE ON SPACE-ONLY SITES

Exhibitors must display prominently to each aisle frontage their Company Name and Stand Number, as detailed on the Toy Fair final invoice dated 1st October 2026.

No official stand signs are supplied by the Organisers.

It is imperative that each stand has its number on all aisle frontages to assist buyers with orientation and in locating stands. This is a common complaint by visitors to the show. Failure to provide this signage will necessitate standard signage being installed by the Organisers, at the Exhibitors cost. This may not be in keeping or colour with the stand design.

Signage must be detailed in the submitted plans.

FLASHING LIGHTS, NOISE, PROJECTION EQUIPMENT ETC.

Exhibitors should avoid installations, which may inconvenience neighbouring stands. Flashing lights and signs are prohibited except for demonstration. Nothing may project beyond the perimeters of the allocated space.

Noise producing exhibits and equipment may be used at timed intervals and volumes approved by the Organisers. The Safety Manager will monitor noise levels throughout the duration of the show, to ensure that no stand exceeds the Venue's maximum noise level. On site, please discuss and demonstrate to your immediate neighbours to ensure a happy balance is found.

CARPET

Exhibitors/contractors must insert a clause in their contract with their contractor/sub-contractor that any carpet laid by their contractors/sub-contractors must be removed by them. **Any costs**

incurred by the Organisers in removing carpet tiles or tape/residue will be invoiced to the exhibitor.

NOTE: No carpet is supplied by the Organisers on Space-Only stands.

ACCOUNTS

Please refer to the Toy Fair Terms and conditions for all payment terms

There will be no access to the sites 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.

DILAPIDATIONS

IMPORTANT: Please be aware that ANY damage to the fabric of the venue, including carpet tape or carpet tape residue left at the end of the tenancy will be charged to the exhibitor. Therefore, please check your site carefully on arrival and report any existing damage to the Organisers immediately and before any building work begins.

ALL stand materials and waste must be either taken away from the venue during breakdown by the stand contractor or by arrangement with the venue cleaning team – they will charge accordingly.

Contractors will need to detail their waste removal processes in the mandatory information submitted.

An online 'shop' will be available to view waste removal fees and to book in advance.

The removal of any waste remaining will be billed directly to the exhibitor.

Your site must be left how it was found!

STAND RELEASE FORMS – Every Space-only stand will be required to complete and have signed by a Toy Fair floor manager (Abraxys) a stand release form before they leave the site. These short A5 forms will be available on site from the floor managers and the Organiser's office and will also be sent out electronically in advance. Once you have completely dismantled and almost finished loading your stand material onto your vehicle, find a floor manager (or come to the Organiser's office upstairs) so your stand space can be checked and stamped to allow exit. Floor managers will be handing out their contact info on build up. The form

needs to be shown to the traffic team on departure. One form per stand.

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