

PR MANUAL

19TH-21ST JANUARY 2027: **OLYMPIA, LONDON**



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General information

Welcome to the Toy Fair 2027 PR Manual. Whether you're returning to the show or exhibiting for the first time, we're delighted to have you on board and look forward to working with you in the lead-up to Toy Fair.

This guide outlines the PR opportunities available to you as a Toy Fair exhibiting company. As Toy Fair's PR agency, our primary aim is to secure coverage for the show itself, its exhibitors and their products across trade, regional and national media before, during and after the event.

We encourage exhibitors of all sizes to make the most of the opportunities available free of charge and use this manual as a resource to help maximise their visibility and success at Toy Fair 2027.

Key Toy Fair 2027 dates and timings

Tuesday 19th January 2027 (Press Day)

9am - 6pm

Wednesday 20th January 2027

9am - 6pm

Thursday 21st January 2027 (Influencer Day)

9am - 4.30pm

Toy Fair Press Office

The Press Office can be found at stand UN80 on the National Gallery Level.



Key contacts

If you have any questions about PR before the show, please don't hesitate to contact either Ellie Truscott or Izzie Harman, from Retail PR, on the Toy Fair email below.

Retail PR queries

Email: toyfair@retailpr.co /
Phone: 0207 952 5061



Ellie



Izzie

For any questions that you may have that relate to operations, logistics and your stand at the show please get in touch with Emily or Amelia from the BTHA.

BTHA Operational queries

Email: emily@btha.co.uk
amelia@btha.co.uk
Phone: 020 7701 7127

Press Day

Press Day will take place on Tuesday 19th January 2027, where we will welcome hundreds of top tier members of the media. The BTHA will unveil industry insights and statistics to the press in attendance on opening day, as well as unveil Toy Fair's Hero Toy Award winners.

Influencer Day

Influencer Day will take place on Thursday 21st January 2027 from 9am-4.30pm. Please note when inviting any influencers that the entry requirement for them to attend Toy Fair 2027 is **a minimum of 15,000 followers** on a single platform. Please send any specific requests for influencers you are working with on campaigns directly to the Toy Fair inbox (toyfair@retailpr.co).

Please inform Retail PR if you will have any celebrities or high-profile influencers on your stand by filling in the relevant form. If you are bringing an influencer who is between five and 16 years old, please complete all relevant documents relating to licensing and send to Emily Nicholls at the BTHA; emily@btha.co.uk.

Following the success of the Influencer Passport initiative introduced at Toy Fair 2026, we will be building on this initiative at Toy Fair 2027 to drive engagement and build relationships between attending Influencers and Exhibiting Companies.

Explaining the PR forms

There are **four PR forms** available to you. Please complete all forms with as much detail as possible to be included in all PR opportunities available. The more proactive you are, the more likely you are to be featured.

The forms are embedded within the PR Manual for completion and will also be shared by email. Please note you will only be able to upload one image where requested. The information you provide will help us inform the media about what's happening at Toy Fair, who will be exhibiting and which products will be on show.

We kindly ask that you submit each form by its respective deadline. This enables us to promote your company effectively in the run-up to the show and gather the information we need about your stands and activations.

Please note that the **General PR Information Form is the number one priority** for all exhibitors to fill in to maximise awareness throughout the show. However, we do encourage you to fill in all forms to get the most out of the show.

There are **STRICT deadlines** for all submissions and updates; no changes can be made after the stated dates.

1. General PR information form

Deadline: 6 November 2026

This form is the number one priority for exhibitors to fill in and submit. We use the information to pitch to the press ahead of the show and to create on-site documents for the Press Office.

[Complete here](#)

3. Hero Toys and New Toys Guide submissions

Deadline: 13 November 2026

Please complete this form separately for each product you wish to submit. Ensure all embargo details are clearly stated. Please note: we only accept **one image per product entry**.

[Complete here](#)



2. Toy Fair blog submissions

Deadline: 30 October 2026

Featuring on the blog is on a first-come, first-served basis. This is an extremely popular opportunity for visibility across the website and social channels, so we strongly encourage you to prioritise completing this form early to guarantee your place.

[Complete here](#)

4. Activations, celebrities and goody bags form

Deadline: 18 December 2026

If you have any exciting stand activations, celebrity appearances or live events, it is essential to complete this form so we can include the information in the media and influencer schedules shared in advance.

[Complete here](#)



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Key deadlines

Pre-event	PR activity
8 th October 2026	Launch of Media and Influencer Registration
9 th October 2026	Launch of PR Manual
21 st October 2026	<u>'How To Maximise Your PR Impact At Toy Fair 2027'</u> Webinar at 10am
26 th October 2026	Start sending invitations to your media contacts
30 th October 2026	<u>Toy Fair Blog Submissions Deadline</u>
6 th November 2026	<u>General PR Information Form Deadline (mandatory)</u>
13 th November 2026	<u>Hero Toys & New Toy Submissions Deadline</u>
18 th December 2026	<u>Activations, Celebrities & Goody Bags Form Deadline</u>
4 th January 2027	Send child licensing forms to Emily Nicholls at the BTHA via emily@btha.co.uk
14 th January 2027	Retail PR will send exhibitors a list of titles and publications who have registered to attend

On-site	PR activity
18 th January 2027, by 4pm	On-site PR briefing, held at the Press Office at 4pm on set-up day
21 st January 2027, by 4.30pm	Pick up toy samples and Hero Toys from the Press Office
22 nd January 2027, by 10am	Send spokespeople quotes for post-show press release to Emily Nicholls at the BTHA via emily@btha.co.uk



Pre-show opportunities

PressFix

As an exhibiting company at Toy Fair 2027 you will have complimentary access to PressFix, a digital image library which media has access to 365 days a year, please contact the Retail PR team if you'd like to find out more and get set up on PressFix.

Media invitations

Retail PR is working hard behind the scenes to invite all of your top tier media target contacts as well as our own extensive media outreach. We have worked alongside the BTHA to create engaging media invitation templates, which we will send to you following the webinar on the **21st October 2026** for you to send out should you so wish. Please use these invitation templates to invite your own key media contacts directly, encourage them to visit your stand at the show and feel free to tease them with the exciting offerings you have in store for them.

Toy Trade previews

Key Toy Trade publications will be writing previews of Toy Fair 2027, to be published in December / January. If you are interested in being featured, please reach out to the below contacts by the listed dates:

ToyWorld:

John Baulch john@toyworldmag.co.uk
or caroline@toyworldmag.co.uk

Toys N Playthings:

Rhys Thomas rhys@lemapublishing.co.uk

Progressive Pre-school:

Samantha Loveday saml@max-publishing.co.uk

Deadline	Publication	Issue
2 nd November 2026	toyworld The business magazine with a passion for toys	December Issue
10 th November 2026	TOYS N PLAYTHINGS	December Issue
6 th November 2026	Progressive Preschool	December Issue
1 st December 2026	toyworld The business magazine with a passion for toys	January Issue
10 th December 2026	TOYS N PLAYTHINGS	January Issue
3 rd December 2026	Progressive Preschool	January Issue



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Pre-show opportunities (continued)

VIP goody bags

Following the success of the VIP goody bags at this year's Toy Fair, we will again curate special VIP Goody Bags for the select top tier media who attend the show. If you wish to submit products to go in the VIP goody bags, please highlight your interest through the relevant form. Please note that large, heavy toys cannot be accepted as the goody bags are A3 in size.

Social media coverage

Our Instagram is full of fun and engaging content, showcasing what has gone before and the exciting things to look forward to at Toy Fair 2027. Join the community and tag / collaborate with us in your posts in the build-up to, during and following Toy Fair 2027. We want to see your nostalgic posts and videos focussing on what you are doing to prepare for this year's show and everything you do during the show! You can tag us at **@toyfairuk** and use the hashtag **#toyfairuk2027**

We will also be sharing regular updates via our [Instagram](#) & [LinkedIn](#) pages. If you would like to take advantage of the social media opportunities available, including dedicated company posts & blogs, please fill out the relevant questions in the forms. Alternatively, please contact **toyfair@retailpr.co** if you have any further social media content ideas or enquiries.

Toy Fair blog

In the lead-up to Toy Fair 2027, we will be running the **Toy Fair Blog series** on the Toy Fair website and social media channels, which will be commencing in October. This opportunity is offered on a **first-come, first-served basis**, and once all slots are filled, the Retail PR team will notify exhibitors.

How to take part:

- Submit a **300-500 word article** telling your Toy Fair story and plans for 2027. You could include:
 - Past experiences and standout memories of the show
 - Key industry trends you anticipate for 2027
 - What you're most looking forward to in 2027
 - What you hope to achieve at Toy Fair 2027
- Please also include **one image** to accompany your article.

Submission details:

- Deadline: **30th October 2026**
- Upload your article and image via the **Toy Fair Blog Submissions** form in the PR Manual.
- Please keep within the word limit. If your submission exceeds 500 words, Retail PR reserves the right to edit it without approval.
- By submitting, you consent to your copy and images being used on the Toy Fair UK social media accounts.



Preparing for the show

Toy Fair's Hero Toys 2027

Toy Fair's Hero Toys showcases the most exciting and innovative new toys launching in 2027 from exhibitors at the show. The winning products will be displayed outside the Press Office throughout the duration of the show. Both exhibiting companies and retailers alike can nominate products for the Hero Toys Awards and must do so before the deadline on **13th November 2026**.

Each exhibitor can submit five entries, but please only submit products that have launched in 2027, we cannot accept any that were launched in 2026 or before. Early prototypes are unlikely to make the shortlist and will be difficult to showcase at the show. Please submit products that can be displayed on the Hero Toy shelves outside the Press Office.

Please note that for 2027, we will be bringing back the dedicated Gold Zone Award, guaranteeing that at least one exhibitor located within the Gold Zone will be selected as a winner. This gives all Gold Zone exhibitors the opportunity to win an award, be featured in the Hero Toys release and have their winning product showcased outside the Press Office.

The final winners will be chosen by a panel of independent industry experts. Products featured in the Toy Fair's Hero Toys list are big draws for the media and are more likely to receive coverage throughout the year with coverage seen in toy and retail trade publications as well as consumer and national titles.

When considering products to nominate, we would encourage you to enter your most exciting and unique toys for a better chance of winning. The panel wants new, game-changing and crowd-stopping toys!



Click here
to view the winners from Toy Fair 2026

Winners of Toy Fair's Hero Toys 2027

- Winning companies will be contacted and informed of their win on or before the 18th of December under embargo
- You will be required to supply a sample product for the Toy Fair's Hero Toys display, which will need to be brought to the Press Office on set up day.
- The BTHA will announce the winners at a VIP ceremony at **9.50am on 19th January 2027**. We ask that a member of your team attend the ceremony to be given a certificate to display on your stand
- A press release will be distributed in the morning of the first day of the show announcing the winners
- All Hero Toy winners will be displayed at the front of the Press Office for the entirety of the show
- You'll be sent a logo for your royalty-free use

New Toys for 2027 Guide

Journalists will use the New Toys for 2027 Guide (formerly the New Product Guide) to discover new launches and identify exhibitor stand locations at the show. Products entered into the Hero Toys Awards will automatically be included in the guide, giving exhibitors additional visibility with attending media.

The guide is also used by journalists and content creators in the months following Toy Fair as a source of inspiration for future features, gift guides and product round-ups, extending exposure for featured products beyond the event itself.



Preparing for the show (continued)

Media showcase cabinet for 2027

Following the success of the Media Showcase Cabinet over the past few years, we're delighted to be bringing it back for Toy Fair 2027. We'll be in touch via email in December with full details of this year's theme, once we have identified key trends from our data partner, Circana. We'll then invite all relevant exhibiting companies to get involved and showcase their products as part of this initiative.

Gold Zone PR advice

If you would like any further support or would like to learn more about the opportunities we have available for you, please get in touch at toyfair@retailpr.co.

Toy Fair TV

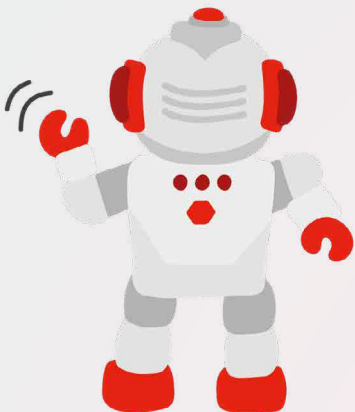
As always, Toy Fair TV will offer exhibitors a valuable opportunity to showcase their stands and products to visitors throughout the event. Content featured on Toy Fair TV is broadcast across a network of screens located around Olympia London during all three days of the show, helping to increase visibility and attract attention from buyers, media and attendees.

If you would like to be involved, please tick the box in the General PR Information Form by the deadline **6th November 2026**. You will then be contacted by Silverstream Productions and the BTHA Team regarding the Toy Fair TV schedule.



Click here

to watch last year's highlights!



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At the show – Press Office

The Press Office is located at stand UN80 on the National Gallery Level. Access to the Toy Fair Press Office is restricted to journalists only on Press Day (Tuesday 19th January).

Toy Fair app

We are launching a new and improved Toy Fair App, serving as the central hub for all visitor information and enabling attendees to schedule and manage meeting appointments with one another.

We have made a number of significant improvements to enhance the user experience and look forward to revealing the updated app in early November when all registered attendees (unless opted out) will be sent logins.

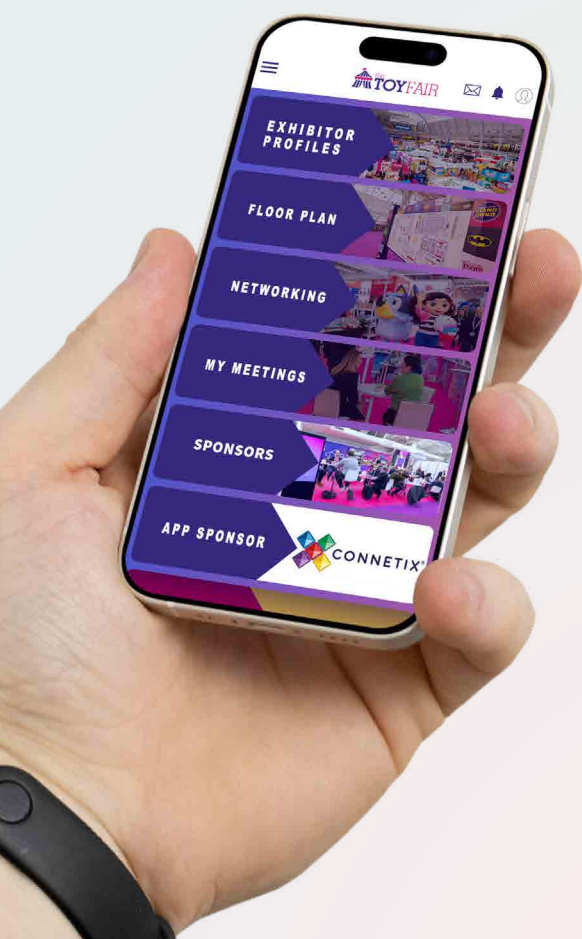
Holding meetings with journalists

On Press Day, please use your stand to hold meetings with journalists. If you would like to use the meeting room in the Press Office, please check with reception for availability.

As mentioned, Retail PR will be sending out invites to the media all the way up until the show. We advise that you pre-arrange meetings with your media contacts where possible, and issue the invites we send to you in advance of the show, letting them know what they can expect to see on your stand. Personal invites and messaging from you to the media help to engage them and get time booked in their busy diaries.

Company media packs

Should you wish to provide a digital or physical media pack, you can deliver it to the Toy Fair Press Office at Olympia by **4pm on Monday 18th January 2027.**



At the show – Key moments

On-site PR briefing

Retail PR will hold an on-site PR briefing at **4pm on Monday 18th January 2027**, where we will brief you on specific press in attendance and key event communications. We encourage communication between exhibitors as much as possible, specifically to notify each other when events are taking place which may disturb neighbouring stands.

Press events schedule

We will send the Toy Fair schedule of events to journalists and influencers ahead of the show. If you are planning a media or influencer activation on your stand at Toy Fair 2027 e.g. a press conference, photo call, celebrity appearance, prize giveaway, flash mob, competition, demos, etc, then please fill out the **'Activations, Celebrities & Goody Bags'** form by **18th December 2026** so we can notify the media accordingly.

Please note: Times are allocated on a first-come-first-served basis and we cannot guarantee that your event will be the sole occupier of a time slot. We will notify you if any event clashes with yours as soon as possible, but we may not know until hours before the show.

Photography

To book the official show photographer to take images of your stand, please contact **sophiebrucewatt@gmail.com** for details.

The post-show press release

We will distribute a post-show release that outlines the success of Toy Fair. If you would like to submit a testimonial from your company's experience at Toy Fair 2027, please contact **toyfair@retailpr.co** by **10am on Thursday 21st January 2027**.

Costume character parade

Toy Fair welcomes exhibitors to bring their costume characters to the show free of charge. We encourage you to bring your characters on both Tuesday 19th January and Thursday 21st January to maximise opportunities to engage with both journalists and influencers.

Tuesday's character line-up parade will take place at 11.15am and run for approximately 30 minutes, followed by a character photocall at 11.45am in the main hall.

A second character photocall will take place on Thursday 21st January at 11.45am outside the Press Office.

All costume characters must be pre-registered. Please ensure you:

- Book an exhibitor pass for both the character and their minder, allowing them to access Toy Fair before the show opens at 9am.
- Complete the relevant section of the activation form to let the team know you are bringing a character.
- Provide details in advance so the character can be included in the daily schedule of events and the annual photoshoot.
- Let us know in advance if you require space in the changing area for your character.

If you would like to have a character created for Toy Fair, please contact Simon Foulkes at Rainbow Productions - **Simon@rainbowproductions.co.uk**.



Child policy for Toy Fair

Toy Fair operates a strict trade-only policy and is subject to health and safety regulations. As such, children between the ages of five and 16 are only permitted to attend the fair with relevant documentation.

If you wish to bring children to Toy Fair to assist with product demonstrations or appear in press activity, please contact Emily Nicholls at **emily@btha.co.uk** to discuss the required performance licence. Licences can take up to 30 days to obtain from your local council, so applications should be made well in advance of the show.

Please note this policy has also been communicated to the media and influencers via our dedicated Media Website page.

