

retailPR PRESENTS

the TOY FAIR

PR MANUAL

21ST - 23RD JANUARY 2025

OLYMPIA EVENTS, LONDON



FOLLOW TOY FAIR @TOYFAIRUK #TOYFAIR25 #BTHA



retailPR

BRITISH
toy & hobby
ASSOCIATION

 **the TOY FAIR**

- 1 ★ WELCOME TO TOY FAIR 2025 - GENERAL INFORMATION
- 2 ★ EXPLAINING THE PR FORMS
- 3 ★ KEY DEADLINES
- 4 ★ PRE-SHOW OPPORTUNITIES
- 5 ★ PREPARING FOR THE SHOW
- 6 ★ AT THE SHOW – PRESS OFFICE
- 7 ★ AT THE SHOW – KEY MOMENTS
- 8 ★ CHILD POLICY



retailPR

BRITISH
toy &
hobby
ASSOCIATION

the
TOYFAIR

GENERAL INFORMATION

Welcome to the Toy Fair 2025 PR Manual. We cannot wait to embark on this journey with you in the lead up to Toy Fair. This is your guide to the PR opportunities available to you as a Toy Fair exhibitor. As Toy Fair's PR agency, our main aim is to secure coverage about Toy Fair, its exhibitors and their products in the trade, regional and national media before, during and after the event.

KEY TOY FAIR 2025 DATES & TIMINGS

Tuesday 21st: Press Day 09.00 – 18.00

Wednesday 22nd: 09.00 – 18.00

Thursday 23rd January: Influencer Day 09.00 – 16.30

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 Fleur Price or Ellie Truscott, from Retail PR, on the main Toy Fair email below.

Retail PR: toyfair@retailpr.co / 0207 952 5061

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

BTHA Operational queries: rebecca@btha.co.uk
/ amelia@btha.co.uk / 020 7701 7271

PRESS DAY

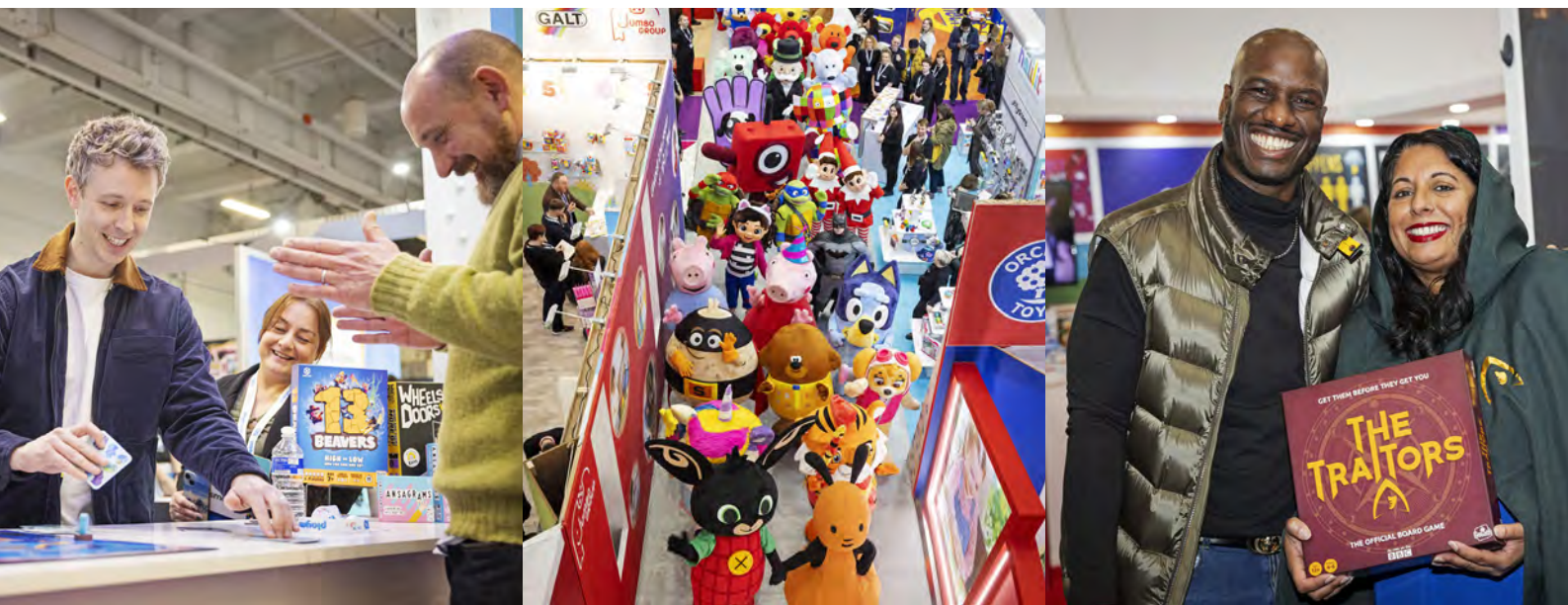
Press Day will take place on **Tuesday 21st January 2025** and BTHA announcements, regarding the unveiling of industry stats and winners etc, will take place then also.

INFLUENCER DAY

The Influencer Day will take place on **Thursday 23rd January 2025** and will follow the new amended timings from 9.00-16.30.

The entry requirement for influencers to attend Toy Fair 2025, is 15,000 followers. You will be able to distinguish influencers from members of the press by the details on their badge, so you can tailor your pitch accordingly.

Please inform Retail PR if you will have any celebrities or high profile influencers on your stand, by filling in **PR Form 4**. If you are bringing an influencer who is younger than the school leaving age, please complete all relevant licensing for each child and send it over to Rebecca Deeming from the BTHA (rebecca@btha.co.uk).



EXPLAINING THE PR FORMS

PR FORMS

There are **four forms** available to you, please fill out as much information as possible in the PR survey forms - the more proactive you are, the more likely you are to be featured and be able to take advantage of all the opportunities available to you. The PR Forms are embedded into the PR manual in a survey format and the information will be used to tell the media what is happening at Toy Fair, who will be exhibiting and what products will be on show.

We ask you to fill in these forms and return to us by their individual deadlines, as this will allow us to promote you properly in the run-up to the show and discern all the information we need about your stands and activations.

Please note all forms are optional, apart from Form 1 which is compulsory for all exhibitors.

There will be opportunities throughout the individual forms, whereby we may ask you to provide imagery or assets. Please submit your imagery or assets via a link, e.g. Dropbox or WeTransfer when asked to do so on each of the forms. Please note, if sending images via WeTransfer, ensure you extend the expiry to 9 days instead of 3. We also cannot accept imagery sent to us via email, due to the sheer volume of emails received.

Following the success of last year's adaptations to the forms which enable you to keep a copy for your records as well as being able to re-enter information at a later date if needed, we have retained this process this year. Please note, the deadline for form submissions and adaptations remains strictly the same and no changes will be able to be made after this date.



★ **FORM 1: General PR Information** – complete ASAP or by 23rd October 2024 - We use this information to pitch press before the show and to create on-site documents for the press office. This form is compulsory.

★ **FORM 2A: Monday Toy Fair Blog** – complete by 23rd October 2024 to be featured.

★ **FORM 2B: Friday Toy Fair Blog** – Please complete by 23rd October 2024 to be featured.

*Exhibitors can either take part in the Monday Toy Fair blog **Form 2a** OR the Friday Toy Fair blog on **Form 2b**. Please only fill in one and note that featuring is on a first come first served basis. See the section below called 'Toy Fair Blog' for more information on the two types of blog.*

★ **FORM 3: Submit Product Information For Toy Fair's Hero Toys & New Toys for 2025 Guide** – complete by 15th November 2024. Please complete this form multiple times for each of your products and ensure your embargo is clearly stated, please note we are only accepting one image per product entry.

★ **FORM 4: Company Stand Activations, Celebrities & Live Events at Toy Fair 2025** – complete by Friday 20th December 2024. This is super important to fill in, if you have exciting activations / celebrities on your stand, as we can add this to the media and influencer schedules that we share ahead of time.



KEY DEADLINES

DEADLINE DATE	PR ACTIVITY
1 ST OCTOBER 2024	Launch of Media, Influencer and Visitor Registration Portal
7 TH OCTOBER 2024	Launch of PR Manual & PR Forms
22 ND OCTOBER 2024	Retail PR will host a webinar briefing on PR opportunities for Toy Fair 2025 on Zoom at 2.00pm, invites to register will be sent in due course.
23 RD OCTOBER 2024	Send Media Invitations to your media contacts
23 RD OCTOBER 2024	Form 1: General PR Information
23 RD OCTOBER 2024	Form 2a OR 2b: My Toy Fair Blog
15 TH NOVEMBER 2024	Form 3: Product Information For Toy Fair's Hero Toys & New Toys for 2025 Guide
2 ND DECEMBER 2024	Deadline for ToyWorld trade releases for January Issue Deadline for Toy 'n' Playthings trade releases for January Issue
6 TH DECEMBER 2024	Deadline for Progressive Preschool trade releases for January issue
4 TH DECEMBER 2024	Toy Fair TV: If you have highlighted in Form 1 your interest in Toy Fair TV, please inform toyfair@retailpr.co of your stand number, available spokesperson and their job title.
20 TH DECEMBER 2024	Form 4: Company Stand Activations, Celebrities & Live Events on your stand at Toy Fair 2025
3 RD JANUARY 2025	Send child licensing forms to Rebecca Deeming at the BTHA via rebecca@btha.co.uk
W/C 13 TH JANUARY 2025	PressFix page up-to-date with all the key information and products you will be showcasing at the show
W/C 14 TH JANUARY 2025	With a week to go until the show, the team will send over to all exhibitors a list of titles and publications who have registered for Toy Fair 2025
20 TH JANUARY 2025 / 08:00 – 16:00	Press packs can be delivered to the press office address on this day only: Ellie Truscott, Toy Fair Press Office, Olympia Grand Hall (balcony), Olympia Way, Kensington, W14 8UX. (Please note that press packs should be delivered to the Press Office on this setup day and not before)
20 TH JANUARY 2025 / 16:00	Onsite PR briefing, held at the Press Office at 16.00
THROUGHOUT TOY FAIR	In the lead up to, throughout and post- Toy Fair 2025, please feel free to tag us in social media content and post throughout the show. Please tag: @toyfairuk
23 RD JANUARY 2025 / 10:00	Send spokespeople quotes for post-show press release to Rebecca Deeming from the BTHA via rebecca@btha.co.uk
23 RD JANUARY 2025 / 16.30	Pick up unused media packs, toy samples and Hero Toys from the Press Office

PRE-SHOW OPPORTUNITIES

PRESSFIX

As an exhibiting company at Toy Fair 2025 you will have complimentary access to PressFix, a digital image library which media has access to 365 days a year. PressFix is an easy to use, year-round tool that will help support your PR outreach during and following the show. You will be able to upload products, hi-res imagery, press releases and key PR information that journalists and influencers can download with a click of button.

If you would like to take advantage of the PressFix platform, you will have an opportunity to provide your email address on **Form 1**, which is all we need to help activate your account. Please note if you will be representing multiple exhibiting companies at the show, you will need to use a separate and unique email address for each company, the same email cannot be used more than once. When your account is activated, you will then have the ability to create your page, upload your products and add all your exciting information from there on!

This is a super helpful tool and one we recommend you get set up with in the latter half of 2024, to give you time to get used to it and then ensure all the products you are showcasing are uploaded to the platform by the W/C 13th January.

MEDIA INVITATIONS

Retail PR is working hard behind the scenes to invite all of your top media wishlist contacts as well as our own extensive media database. We have worked alongside the BTHA to create engaging media invitation templates which we will send to you following the webinar on the 22nd October 2024 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 also 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 2025, to be published in December/January. If you are interested in being featured, please contact the below contacts by the listed dates:

Toys N Playthings: Anthony Clarke (ant@tnpmedia.co.uk) and Claire Naish (claire@tnpmedia.co.uk)
Deadline: 2 December 2024 (January issue)

Toy World: Rachael Simpson-Jones (Rachael@toyworldmag.co.uk | 01442 502 406)
Deadline: 1 November 2024 (December issue)
Deadline: 2 December 2024 (January issue)

Progressive Pre-school: Samantha Loveday (saml@max-publishing.co.uk | +44 7778 292 194)
Deadline: 6 December 2024 (January Issue)

VIP GOODY BAGS

Following the success of the VIP guestlist at this year's Toy Fair, we want to once again curate some special VIP Goody Bags for the select VIPs who attend the show. If you wish to submit products to go in the VIP goody bags please highlight your interest in **Form 1**. Please note large, heavy toys cannot be accepted as the goody bags are A3 size.

SOCIAL MEDIA COVERAGE

Our Instagram is full of fun and engaging content, join the community and tag us in your posts in the build up to and of course at and following Toy Fair 2025. We want to see your nostalgic posts and videos, what you are doing to prepare for the show and everything you do at the show! You can tag us at [@toyfairuk](https://www.instagram.com/toyfairuk) and use the following hashtag [#toyfairuk2025](https://www.instagram.com/toyfairuk2025)

We will also be sharing regular updates via our [X](#), [Instagram](#) & [Linkedin](#) pages. If you would like to take advantage of the social media opportunities available, including dedicated company posts, giveaways & blogs, please fill out the relevant questions in **Form 1**. Please contact toyfair@retailpr.co if you have any further social media content ideas or enquiries.



TOY FAIR BLOG - PLEASE FILL OUT FORM 2A OR 2B

In the lead up to Toy Fair 2025, we will run the Toy Fair Blog content series on the Toy Fair website and social media channels.

There will be two blogs a week, starting in October – the blogs will be published on a Monday and a Friday each week.

Exhibiting companies can take part in ONE blog, by submitting content for either the Monday Toy Fair blog (**Form 2a**) OR the Friday Toy Fair blog (**Form 2b**). **Only ONE blog submission per exhibitor will be published and it is evaluated on a first come first serve basis.**

FILL OUT FORM 2a Monday Toy Fair Blog

Monday Blog: 300–500 word article, written by exhibitors, focussing on their Toy Fair story. Please share any past experiences with Toy Fair, any stand-out memories of the show, important trends for 2025, what you're most looking forward to and your journey to Toy Fair 2025. Please use **Form 2a** to upload your finished article and image to be featured.

FILL OUT FORM 2b Friday Toy Fair Blog

Friday Blog: Shorter, quick fire Q&As all about the people behind the exhibiting companies. Please fill out the questions provided and attach an image via **Form 2b** to be featured.

Please note: Slots for My Toy Fair blogs are limited and submissions will be accepted on a first come first served basis. Once we have reached the quota limit for blogs, the Retail PR team will send an email informing exhibitors that all spaces have been filled.

Please submit your copy by the deadline 23rd of October 2024 and ensure you keep to the word limit – if you are over it you may have to resubmit with a shortened version. Retail PR has permission to edit any blogs over 500 words without approval and to use the copy and images on the Toy Fair UK social media accounts.



PREPARING FOR THE SHOW

TOY FAIR'S HERO TOYS 2025

Toy Fair's Hero Toys showcases the most exciting and innovative new toys launching in 2025 and on display at Toy Fair 2025. Both exhibitors and retailers can nominate products for the Hero Toys list, please fill out **Form 3** and return by **15th November 2024** to submit your nominations. Each exhibitor can submit 5 entries. We will only be accepting ONE image per product entry.

The final winners will be chosen by a panel of independent industry experts and the BTHA. Products featured in the Toy Fair's Hero Toys list are big draws for the media and are more likely to receive coverage.

When considering products to nominate, think about your newest, most exciting and unique toy to have a better chance of winning. The panel wants game changing and crowd-stopping toys! [CLICK HERE](#) to view the winners from Toy Fair 2024.

Winning companies will be contacted before Christmas under embargo, sent a logo, given a certificate on site at Toy Fair and are required to supply a sample product for display at Toy Fair. The BTHA will announce the winners at a VIP ceremony, open to VIP media, and a press release distributed in the morning of the first day of the show. All Hero Toy winners will be displayed at the front of the press office for media, influencers, retailers, other visitors and fellow exhibitors to see.

NEW TOYS FOR 2025 GUIDE

Journalists consult the New Toys for 2025 Guide (previously the New Product Guide) for information on new products & stand locations. Toys entered into Toy Fair's Hero Toys via **Form 3** will be used to populate the New Toys for 2025 Guide. **Please complete Form 3 by 15th November 2024.**

TOY FAIR TV

Toy Fair TV is an opportunity for your stand and products to be broadcast on the range of screens around the Olympia.

If you would like to be involved, please fill out the relevant section in **Form 1**, by the deadline **23rd October 2024**. Please inform toyfair@retailpr.co of your stand number, available spokesperson and their job title by 5th December 2024.

You will be contacted by Retail PR & the BTHA in January regarding the Toy Fair TV schedule. [CLICK HERE](#) to watch last year's highlights!



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 21st January).

HOLDING MEETINGS WITH JOURNALISTS

On press day, please use your stand to hold meetings with journalists. Please check with reception on days two and three for availability in the press office.

As mentioned Retail PR are sending out invites to the media all the way up until the show. We advise you to pre-arrange meetings with your media contacts where possible, and send out 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 helps to engage them and get time booked in their busy diaries.

INTERNET ACCESS

The press office has a Wi-Fi network available for journalists.

COMPANY MEDIA PACKS

If you have a digital press pack, please provide details on where press can download the pack, by contacting toyfair@retailpr.co

You can provide printed or USB press packs, whichever option you prefer. We will replenish media packs throughout the show, but please label them with PR contact details and stand information so that we can contact you if they run out.

Please note: Media packs need to be delivered to the Toy Fair Press Office at Olympia by 4pm on **Monday 20th January 2025**.

Please retrieve unused media packs from the press office from 16.30 on Thursday 23rd January 2025. Any packs remaining after 18:00 will be disposed of.

Exhibitors are not permitted to take copies of other companies' press packs.

PRESS CLIPPINGS

We recommend that you book a press clippings agency such as Kantar Media, Onclusive, or Cision to track your coverage at Toy Fair 2025, as Toy Fair is unable to track clippings.



AT THE SHOW – KEY MOMENTS

ONSITE PR BRIEFING

Retail PR will hold an onsite PR briefing at **4:00pm on Monday 20th January 2025**, where we will brief you on press in attendance, key event communications and show you round the press office. We would 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 2025 eg: a press conference, photo call, celebrity appearance, prize giveaway, flash mob, competition, demos, etc. then please fill out **Form 4** by **20th December** so we can promote your company on social media, inform the media and include the activation in the event timetable that will be posted in the Press Office.

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 shots of your stand, please contact Rebecca@btha.co.uk 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 2025, please contact toyfair@retailpr.co by **10am on Thursday 23rd January 2025**.

COSTUME CHARACTER PARADE

The character line up returns for 2025 and will kick off on **Tuesday 21st January 2025 at 11:15am**. The parade takes around half an hour, before gathering for a photocall at 11:45am.

Toy Fair welcomes you to bring costume characters to the show free of charge.

All costume characters must be pre-registered. Please book an exhibitor pass for them and their minder so that they can gain access to Toy Fair before 9:00am when the show opens.

If you are bringing a character, please fill in the relevant section in **Form 4**, so that the team can add it to the schedule of events taking place on the day and can be added to the annual photoshoot. Please inform us in advance if you need space in the changing area for your character.

If you would like a character created, please contact Simon Foulkes from Rainbow Productions Simon@rainbowproductions.co.uk



CHILD POLICY

Toy Fair operates a strict trade only policy and is restricted by health and safety regulations. In light of this, children between 5 and 16 are prohibited from entering the fair. Exceptions are made for child performers under the age of 16, but they must hold a child performance licence.

All children below the age of five can attend The Toy Fair without a licence under the supervision of a guardian or chaperone, but please note a chaperone will still require a licence. If a child under five is attending in a performing capacity, a completed Toy Fair registration form must be emailed to Rebecca Deeming, rebecca@btha.co.uk, before applying for a press badge. You can find this form in the Child Policy area on the Toy Fair website.

Please note: Toy Fair will not be able to provide children for press events. Any press children hired by Toy Fair will only be available for Toy Fair specific activities.

No children between 5 and 16 will be allowed into Toy Fair without the required licence. The Toy Fair has a legal responsibility to uphold this requirement.

