



Toy Fair showing strong returnee rate for 2018

23rd March 2017: Less than two months after the close of the 2017 show, Toy Fair has already welcomed 142 applications for the 2018 event. This equates to 63% of the number of exhibitors that showcased their products at Olympia in January.

Toy Fair will once again follow a three-day Tuesday to Thursday format, taking place at London's Kensington Olympia from 23rd-25th January 2018. The event welcomes companies of all sizes, from established brands through to those that are brand new to the industry and looking to make their mark.

Majen Immink, Head of Toy Fair Operations and Sales said, "It's really pleasing to see such a high number of bookings at this early stage of the year. We look forward to speaking further to returning companies and prospective new exhibitors over the coming months with a view to creating the best possible platform for the industry to do business over a busy three days.

The strong returnee rate reflects the fantastic continued support given to the show and cements the importance of Toy Fair in the industry's calendar. We very much look forward to welcoming the industry back in 2018."

Companies that are keen to exhibit at the 2018 fair are encouraged to submit their online applications via www.toyfair.co.uk as soon as possible. Prospective exhibitors are reminded to send in applications by the end of March in order to qualify for the **early booking discount**.

For all questions regarding exhibiting and more generally about the event, please contact Majen Immink or Christine Baxter on 020 7701 7127 or e-mail Chris@btha.co.uk