

# Toy Industry Awards 2014 opens retailer entry process

The toy industry will celebrate its 2014 achievements at a ceremony taking place at London's Science Museum in January

**T**he British Toy & Hobby Association (BTHA), organiser of the Toy Retailer of the Year Awards, has announced that the 2014 retailer application process is now open.

Retailers can compete nationally in like-for-like categories (see below) and can apply in more than one category if applicable. Self-nominations are permitted, together with nominations coming from a panel of nationwide industry experts.

## The best in toy retail

Following its success last year, the Science Museum in South Kensington will again provide the spectacular backdrop for the 2014 awards evening, which takes place on Tuesday January 20, 2015.

The prominent venue is easily accessible



for guests also attending the Toy Fair at Olympia and will provide an outstanding setting for the industry to network and celebrate the best in toy retail and product for 2014.

Guests will have the option of free (one-way) coach travel from Olympia to the Science Museum.

The 'Making the Modern World' gallery will host a drinks reception and hot standing buffet from 6.45pm followed by the awards ceremony which will take place in the museum's spectacular IMAX theatre. The evening will finish with a free bar and desserts for guests to continue networking and celebrating.

The Toy Industry Awards evening provides the perfect opportunity to mix with industry colleagues, partners and employees at a key industry gathering during Toy Fair.

Commenting on their win as Overall Toy Retailer of the Year at the 2013 Awards, Vanessa Frances, head of marketing at Bantalls (Part of Fenwick Group), said: "We are thrilled to be awarded the prestigious Toy Retailer of the Year Award and General Multiple Toy Retailer of the Year.

"As an independent store that prides itself on our traditional values it is a true accolade to be recognised for our efforts. Our buyer spends much time researching the newest and latest toys as well as ranging the classics we all love. Making Bantalls Toy Department a fun place to be and easy to shop with helpful staff is our aim and it is very refreshing to be judged on these aspects."

**Entry into the Toy Retailer of the Year awards has been designed to be a straightforward online process. All applications should be supported by photos.**

**Shortlisted retailers will be announced in December and winners will be unveiled alongside the Toy of the Year Awards taking place on January 20, 2015 - the first night of Toy Fair.**

## Category definitions

### Independent Toy Retailer of the Year

A category for:

- An independent toy retailer with no more than two stores OR
- An independent retailer that runs no more than two toy departments within a larger store.

### Specialist Multiple Toy Retailer of the Year

A category for:

- Specialist multiple retailer (up to five stores)
- Specialist multiple retailer (up to 30 stores)
- Specialist multiple retailer (over 30 stores)

Specialist multiple retailers should select the appropriate sub category depending on the size of their business.

### General Multiple Toy Retailer of the Year

This is for non-specialist toy retailers with toy departments or aisles. It includes entries from supermarkets, grocers and department stores.

### Online Toy retailer of the Year

Companies can enter this category if their main business is through online sales OR if there are online toy sales which complement main store retailing. This category will be judged on the toy offering of the website alone.

### Best Overall Toy Retailer of the Year 2014 for UK and Ireland

The winner of this award will be selected from the winners of the other categories.

### Special Recognition Award

Judges have the ability to make a Special Recognition Award at their discretion after considering all entries. This is not a category for which retailers can submit an entry.

**TOY**  
INDUSTRY  
AWARDS  
2014

For more details or to enter simply visit:  
[btha.co.uk/awards/toy-industry-awards](http://btha.co.uk/awards/toy-industry-awards)