

Nuremberg  
30 Jan – 3 Feb 2019



spielwarenmesse®

Information  
for exhibitors

the spirit of play

# THE WHOLE WORLD IN ONE PLACE. THE MEETING OF THE YEAR IN THE INDUSTRY'S LARGEST SHOWROOM.

Whether you are an established toy vendor looking to grow your sales and customer network, or a startup eager to expand, the leading international trade fair in the ToyCity Nuremberg warmly welcomes you to the industry's largest gathering of the year. Be there when the toy frenzy begins again in the city of Nuremberg in January 2019!

More than **70,000** trade visitors from **130** countries, **30,000** of whom only come to Nuremberg

Over **2,900** exhibitors from more than **60** countries

Approx. **1,800** journalists from **37** countries

**1 million** products, including approx. **120,000** innovations





# chart breaker

THE SPIELWARENMESSE®  
AS A MULTIPLIER FOR YOUR  
INTERNATIONAL BUSINESS.

The Spielwarenmesse® is the ideal platform for both, startups and established manufacturers, looking to maximise contact with wholesalers, retailers and the top buyers from leading chains. Start your new business year here!



Sylvie Lacroix, CEO, Les Skewies

Francois Dispaux, CEO, Les Skewies

## **Startup Les Skewies explains how the Spielwarenmesse® is an effective platform for achieving business goals.**

The Belgian design company exhibited lifestyle products in Nuremberg in January 2018 for the third time and is planning its further expansion with the Spielwarenmesse®.

Owner and Executive Partner Francois Dispaux shared his experiences and unique success story with us:

“We wanted to expand our brand in Europe, and the Spielwarenmesse® was our first choice for making a successful transition onto the international market.

Less than 20 % of visitors at other trade fairs are interested in children's products. It's a totally different story here. At the Spielwarenmesse®, 100 % of the visitors we meet are interested in children's items! And there is a very large international contingent.

Thanks to our repeated participation in the Spielwarenmesse®, we have definitely achieved our main goal of expanding the brand in Europe. We now have numerous brick-and-mortar stores all over Europe, as well as in the Middle East and the Philippines.”



“ What I find particularly great about this trade fair is not only that you get to connect with new customers and retailers from all over the world in five days, but that you also meet people with whom you can cooperate and share experiences.

”

# showcase

## 2019: WHAT'S NEW



### **New Electronic Toys product group**

Innovative tech devices have long been part of the toy sector. With the Tech2Play activity area having proved so popular with our visitors to date, the Spielwarenmesse® will offer a brand new Electronic Toys product group in Hall 4A from 2019.

Impress your tech-savvy customers with the latest web-based applications. Have them test out remote-controlled toys or discover other worlds with virtual reality. There will now be an entire hall dedicated to this.





## **Consolidation of the Model Railways and Accessories and Model Construction, Hobbies product groups**

We bring together what belongs together: the Model Railways and Accessories and Model Construction, Hobbies product groups will be combined in Hall 7A to the Model Railways and Model Construction product group at the Spielwarenmesse® from 2019 onwards. This will allow you to maximise the synergies offered by the overlapping target groups.

Benefit as an exhibitor from the draw of model railway and model construction offerings under one roof.

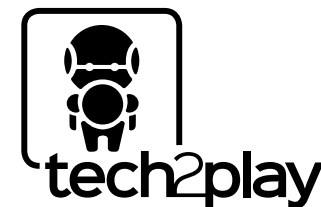


## **Expansion of the Festive Articles, Carnival, Fireworks product group**

People love an excuse to party, get dressed up and slip into different roles, whether that be for Carnival, Halloween or New Year's Eve. It is no surprise then that industry sales keep growing. Spielwarenmesse eG is responding to the rising demand by increasing the presentation area at the Spielwarenmesse®. Accordingly, products in this group will now also be showcased in part of Hall 8, with an inviting activity area, in addition to Hall 9 from 2019 onwards.

# Focus

YOUR  
HIGHLIGHTS  
DESERVE A  
**SPECIAL SHOW.**



## **Prove your technical skills**

It is impossible to imagine a toy world without RC toys, robots, virtual play and electronic learning toys. That is why we will again be offering the trendy Tech2Play special area next year in addition to the Electronic Toys product group in Hall 4A. Encourage potential customers to try out your tech toys on the spot!





## Special area Baby and Infant Articles

**The perfect showcase for your supplementary range for new additions to the family**

Benefit from the lovingly designed and much-frequented special area Baby and Infant Articles between Halls 2 and 3. Present your products in the segments baby toy, baby textile, travel system, care and nutrition, home and safety, and licensed products in the area as a free secondary placement.

## Toys meet Books

**Forge new business links with the book trade**

Would you like to exhibit non-book products that would be a good fit for booksellers at the Spielwarenmesse® 2019? The new special show at Entrance Mitte, which already proved very popular in 2018, offers you the unique opportunity to target visitors in the book trade very specifically and sell them on the idea of adding toys to their range.



## Activity area for festive articles, Carnival and fireworks

**Go full blast with your range**

Use the brand new special show in Hall 8 to set the scene for your festive products. Whether you are thinking of a catwalk show, fashion event or promotional activity – we will help you bring your ideas to life.

# 170,000 m<sup>2</sup> PLAYGROUND FOR YOUR BUSINESS.

Make unique and valuable contacts at the Spielwarenmesse®. Meet potential business partners and customers from all over the world, thereby paving the way for your business future. Exhibitors from 12 product groups present their products in 18 halls. Enjoy the unique product variety and pick the product group that best fits your range.

**90 % of exhibitors plan to participate again in 2019.**



Lifestyle Products



Dolls, Soft Toys



Baby and Infant Articles



Wooden Toys,  
Toys made from natural materials



School Articles, Stationery,  
Creative Design



Technical Toys,  
Educational Toys,  
Action Toys



Electronic Toys



Model Railways and  
Model Construction



Sports, Leisure, Outdoor



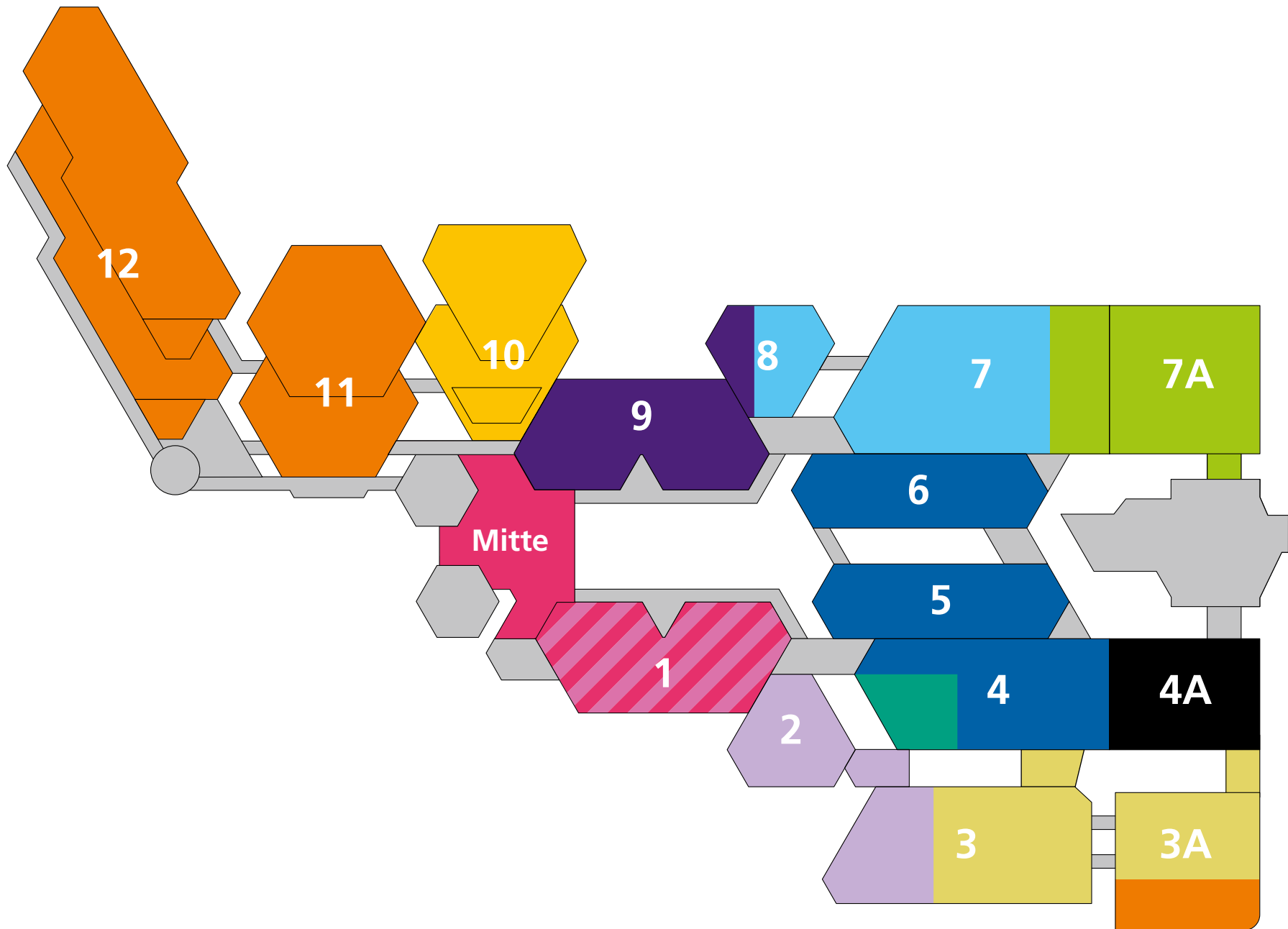
Festive Articles, Carnival,  
Fireworks



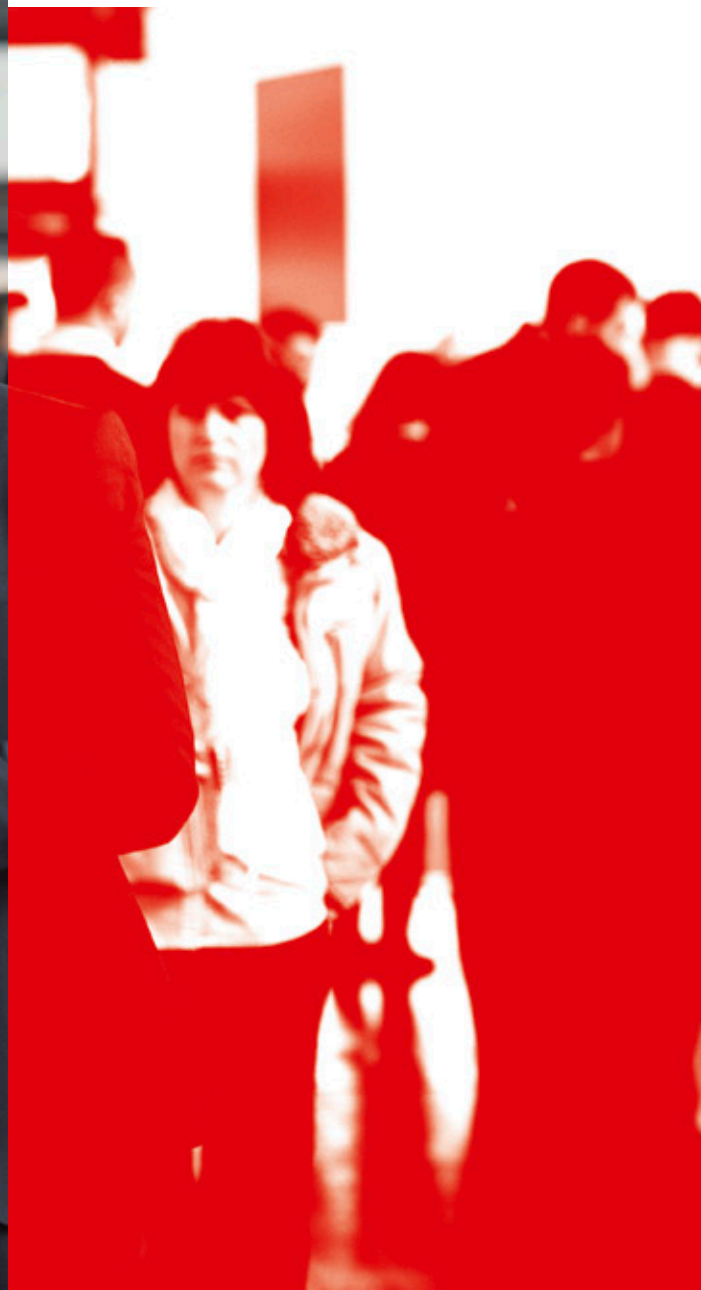
Games, Books, Learning  
and Experimenting



Multi-Product Group







## Showcase your innovations in the best light

Thanks to the many different ways we stage innovations, you can shine a spotlight on your products for trade visitors and international media representatives. Choose which mix works best for you.

### PressPreview

Use the exclusive event for journalists and top buyers to present your products and attract the attention of the media a whole day before the trade fair opens.

### TrendGallery

Present your trade fair innovations effectively together with interesting industry trends in the trade fair's most architecturally spectacular exhibition hall.

### ToyAward

The most innovative new products at the trade fair are recognised each year. As a winner or nominee, benefit from free secondary placement and use the quality seal exclusively for your marketing activities.





# TOP 15 VISITOR COUNTRIES:

Germany, Italy, France, Spain, Netherlands, United Kingdom,  
Russia, Poland, China, Czech Republic, Belgium, Austria,  
Switzerland, USA, Israel

**93 % of trade visitors plan  
to visit again in 2109.**





## We get you the customers you need



**Telephone marketing**



**Social media and  
online campaigns**



**PR work**



**E-mail campaigns and  
newsletter marketing**



**Advertising campaigns  
in trade magazines**



**Associations and  
cooperation partners**



## Your customers await you

Thanks to our comprehensive visitor marketing and close cooperation with purchasing cooperatives, the media and multipliers, the right visitors come to you at the trade fair. You can look forward to a broad target group, from independent retailers to top buyers.

- Booksellers
- Craft stores
- Department stores
- DIY stores
- Drugstores
- Electronics retailers
- Furniture shops
- Gift shops
- Hypermarket chains/  
supermarkets/discounters
- Licensors, licence agencies
- Model construction shops
- Model railway shops
- Nursery/school/  
playground outfitters
- Promotional items trade
- Retailers of decorations
- Specialist baby product  
trade
- Sports stores
- Stationery trade
- Toy sellers

# benefits

## **Boost your trade fair impact with the right services**

We help you extensively with planning and implementing your trade fair participation in order to really crank up your success.

### **Online Service Center**

From registration and stand construction to advertising – conveniently book online all of the services you need for your trade fair involvement.

### **Tutorials and checklists**

Maintain an all-time overview with our free offerings and get useful tips for a successful trade fair.

### **Invitation vouchers**

Invite your customers to visit you at the trade fair and cover the cost of a one-day or permanent ticket. And best of all, you get ten redeemed one-day tickets for free!

### **Visitor information flyer**

Provide your visitors with valuable information in advance. We offer you a visitor information flyer in 17 languages in both, print and electronic versions.

### **Newsletter**

Make sure you stay informed about the trade fair and the toy sector all year round.

### **Die roten Reiter – advertising agency**

Optimise the effectiveness of your trade fair marketing through this specialist agency, which offers you tailored print, promotion, film and stand signage solutions.







## There is no better investment for your success

Register conveniently online from 31 January 2018 here: [www.spielwarenmesse.de/en/application](http://www.spielwarenmesse.de/en/application)

### An overview of your investment

- Exhibiting fee
- Marketing package 300 €
- AUMA fee 0.60 €/m<sup>2</sup>
- Waste disposal fee 2 €/m<sup>2</sup>

### Participation prices without stand construction and equipment per m<sup>2</sup>



**Inline stand**  
Open on 1 side

174 €/m<sup>2</sup>



**Corner stand**  
Open on 2 sides

212 €/m<sup>2</sup>



**Head stand**  
Open on 3 sides

227 €/m<sup>2</sup>



**Block stand**  
Open on 4 sides

231 €/m<sup>2</sup>

The registration fee is 400 €. The registration fee is fully deducted from the exhibiting fee on approval. We can only process your registration after receipt of the fee. The registration fee is returned to you in the case of non-approval.

### Marketing package

The obligatory marketing package includes the following services:

- Company listing in the official print and online media for the Spielwarenmesse®
- Trade fair calendar entries
- Link to the company website and e-mail address in the online catalogue
- Invitation vouchers for ten free one-day tickets

(All prices are subject to the addition of the statutory rate of VAT.)



## Our special recommendation

### StarterPackage

You plan to exhibit at the Spielwarenmesse® but are not sure which services will best set you up for your trade fair participation? Our StarterPackage provides you with the basic equipment you need to successfully participate in the trade fair. We have thought of everything, from stand construction and a power supply to a company listing in the catalogue. You simply decide between the BASIC or PREMIUM version.



#### StarterPackage **BASIC**

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- Complete stand, incl. furniture
- Additional services such as WiFi, stand cleaning, etc.
- Plus package for enhanced presentation in the catalogue (print and online catalogues, and in the app)



#### StarterPackage **PREMIUM**

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##### **In addition to the BASIC:**

- PREMIUM furniture and wall design, without visible profiles, ideal for graphics and wall wraps
- Power package as an enhancement to the marketing package to ensure you get greater attention (print and online catalogues, and in the app)



## Networking and events held during the Spielwarenmesse®

During the 70th Spielwarenmesse®, you will get to revel in the opening ceremony with the prestigious ToyAward presentation, the exuberance of the ToyNight and the spectacular fireworks on the Saturday of the trade fair. There is a lot to offer for you and your customers.

Not to mention the incredible atmosphere that awaits in the ToyCity Nuremberg. You would be hard pressed to find another city that gets behind its toy fair quite like Nuremberg.

## Spielwarenmesse eG... your cooperative partner

As a company organised along cooperative lines, we play an active role in the toy sector and lobby for your interests worldwide. Our team does its utmost to give you useful business ideas all year round.

Our portfolio includes not only the established Spielwarenmesse® and the young, fast-growing Insights-X stationery expo in Nuremberg, but also Kids India in Mumbai, Kids Russia in Moscow and Kids Turkey in Istanbul.



"This was our first time exhibiting and we were very impressed by the size of the trade fair. We were also delighted that we got to meet and exchange information with so many international visitors."

Scribble DownTM, Sarah Hendrickx, Director, UK





experience





## Your personal point of contact

You can trust in our experienced, committed team of genuine trade fair professionals, who will support you personally according to your particular needs.

We would be pleased to advise you on all aspects of your participation in the trade fair:



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Arthur Wagner  
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Fax +49 911 99813-846  
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## Your global network – our representatives in your country

A strong network of representatives who provide you with great advice when planning your time at the trade fair is the key to success of Spielwarenmesse eG.

Contact our representative in your country:

[www.spielwarenmesse-eg.de/representatives](http://www.spielwarenmesse-eg.de/representatives)



**spielwarenmesse®**

## More on the Spielwarenmesse®

Date:	30 January–3 February 2019
Opening hours:	daily from 9 am to 6 pm
Venue:	Exhibition Centre Nuremberg, Messezentrum 1, 90471 Nuremberg

## Subscribe to our newsletter:

[www.spielwarenmesse.de/en/exhibitor-newsletter](http://www.spielwarenmesse.de/en/exhibitor-newsletter)



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