

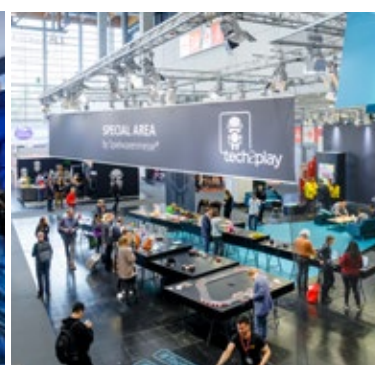


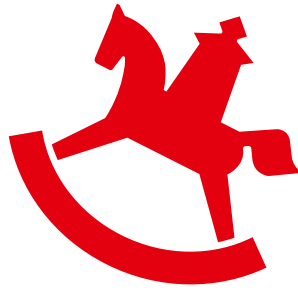


Nuremberg  
27 – 31 Jan 2021



Lay the foundations  
for your success at the  
**Spielwarenmesse**





spielwarenmesse®

2021







Plan your  
international expansion

# Wide variety of top international buyers and visitors at the Spielwarenmesse

**The Spielwarenmesse has long established itself as the world's leading trade fair for the industry, making it the ideal platform for building and maintaining international business relationships for major manufacturers and startups alike.**

You too can invest in your success and start the new business year with us in Nuremberg. Meet existing partners and network with potential new customers from all over the world. This brochure provides compelling reasons for you to take part. Find out about the many ways to participate, tailored to your specific needs.

**62,357**

trade visitors from  
136 countries\*

**2,843**

exhibitors from  
70 countries\*

**1,367**

bloggers and  
journalists from  
38 countries\*

**1 million  
products**

including 120,000  
innovations\*

\* All figures refer to the Spielwarenmesse 2020.





The world's biggest playground –  
and you at the heart of it!

Discover the incredible diversity of the Spielwarenmesse and  
be inspired!

**12 product groups**

**18 halls**

**170,000 m<sup>2</sup>**

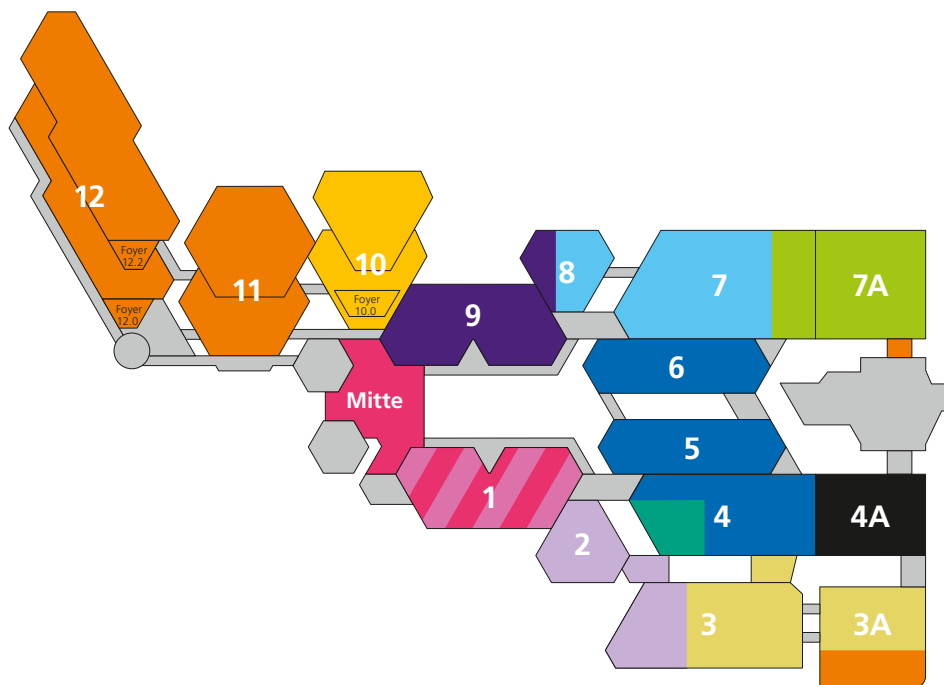
**91.7 %**

of exhibitors plan to take part  
again in 2021\*

**91 %**

of trade visitors want to come  
again in 2021\*

\* All figures refer to the Spielwarenmesse 2020.



Originator: NürnbergMesse/Heiko Stahl



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



# We bring you together with the top buyers in the industry

Trade fairs are intended to connect people to each other. We offer you numerous services that support your own marketing activities in order to ensure a successful exchange with existing business partners and also valuable prospective customers. For example, you benefit from our very close collaboration with purchasing cooperatives, the media and multipliers as well as from our comprehensive visitor marketing, which includes the following services:

- ➔ **Global advertising campaign in trade magazines**
- ➔ **Newsletter sent to the world's largest trade distribution list in the industry**
- ➔ **Global media relations activity**
- ➔ **Multi-stage mailing campaigns**
- ➔ **Social media and online campaigns**
- ➔ **Telemarketing**
- ➔ **10 free voucher codes for your customers**
- ➔ **Visitor information flyer in various languages**

"If you are a company specialized in toys you need to come here. The toy fair is strong, new and full of hot items. Here you find the next level of toys in the world."

**Shay Muqraby**  
CEO, HOT STUFF TOYS group

"Every category you need is here. The toy fair makes you happy. It is perfect feast for your eyes, for your mind and for your business."

**Ahmed Darham**  
Sales Manager, SAMACO – Toys Division



## Our top 15 visitor countries\*

- |                        |                     |                            |
|------------------------|---------------------|----------------------------|
| 1. Germany (22,754)    | 6. UK (2,006)       | 11. USA (1,272)            |
| 2. Italy (3,771)       | 7. Russia (1,513)   | 12. Czech Republic (1,266) |
| 3. France (2,400)      | 8. Poland (1,340)   | 13. China Mainland (1,141) |
| 4. Netherlands (2,169) | 9. Austria (1,338)  | 14. Switzerland (1,117)    |
| 5. Spain (2,126)       | 10. Belgium (1,303) | 15. Ukraine (1,020)        |

**By focusing our marketing on target groups, you have access to the most important buyers in the following fields:**

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

\* All figures refer to the Spielwarenmesse 2020.





## ToyAward

Submit your star innovations for the coveted ToyAward that is awarded by an international jury of experts in the categories Baby & Infant, PreSchool, SchoolKids, Teenager & Adults and Startup.

The winners and nominees can use the coveted seal in their marketing activities and enjoy increased media interest and additional marketing support.

„Der internationale ToyAward ist nicht nur Würdigung für ein innovatives Produkt, sondern verschafft [dem Produkt] auch sehr viel Aufmerksamkeit. Dies hat die ausgesprochen positive Resonanz auf der Messe bestätigt.“

### Thorsten Koss

Senior Vice President, Gollnest & Kiesel GmbH & Co. KG



**Sustainability, environmental protection and social awareness are increasingly the focus of manufacturers and end consumers.**

**This means it is important to promote social values in companies and communicate them to the public. After all, our Earth is unique and irreplaceable.**

We cannot start early enough to make even the very young aware of these topics. And toys made of various ecological materials not only protect the environment but are also great fun.

We have already dedicated a trend to this industry development in 2020 and received a great response from visitors, exhibitors and the international press. For the Spielwarenmesse 2021, we are therefore giving the subject of sustainability an extensive digital platform. The focus is on the categories Natural raw materials, Biobased plastics, Re-/Upcycling, Games and learning contents.

# Enjoy success at the Spielwarenmesse with the right services

## How to calculate your participation

Use the free Fair Calculator ([www.spielwarenmesse.de/en/fair-calculator](http://www.spielwarenmesse.de/en/fair-calculator)) and plan all relevant costs.

## Online Service Center – our shop for your services

You can book all services for your successful participation in our shop around the clock.

## Product Launch Package

Are you about to launch a new product? Get professional support and benefit from this complete package of marketing measures, tailored directly to you.

## Remain in the loop all year round

The Spielwarenmesse newsletter keeps you up to date on the most important developments. From tips and tricks for your participation at the trade fair through to news from the toy sector.

## Advertising by experts – Die roten Reiter

As experts in all aspects of marketing, our subsidiary is a competent partner. Benefit from its close links with the trade fair organiser and enjoy professional support.

## How to tell visitors what you've planned

Our free EventGuide makes child's play of communicating interesting events, talks and activities at your stand. And the FairGuide keeps you informed of key dates and deadlines.

## Your basis for successful trade fair follow-up

With the new lead tracking app VCtrack, developed together with exhibitors for their needs, we offer you a digital solution for the recording of your trade fair contacts on site.



# An overview of your costs

Have you decided to participate in the Spielwarenmesse? Then register conveniently online at [www.spielwarenmesse.de/en/application](http://www.spielwarenmesse.de/en/application).

Your participation costs:

- Participation fee: per m<sup>2</sup> of floor space depending on stand type (without stand construction and equipment)
- Marketing package: 549 €
- AUMA fee: 0.60 €/m<sup>2</sup>
- Waste disposal fee: 2.50 €/m<sup>2</sup>



Inline stand  
Open on 1 side

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**184 €/m<sup>2</sup>**



Corner stand  
Open on 2 sides

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**224 €/m<sup>2</sup>**



Head stand  
Open on 3 sides

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**241 €/m<sup>2</sup>**



Block stand  
Open on 4 sides

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**245 €/m<sup>2</sup>**

The registration fee is 400 €. We can only process your registration after receipt of the fee.

The registration fee is deducted in full from the participation fee on approval. The registration fee is returned to you in the case of non-approval. All prices are subject to the addition of statutory VAT.



Would you like to easily estimate the costs of your trade fair participation?

You can calculate your participation using the Fair Calculator at

**[www.spielwarenmesse.de/en/fair-calculator](http://www.spielwarenmesse.de/en/fair-calculator)**. Not only factors such as stand size and equipment are taken into account, but also your travel and accommodation costs.



# Marketing package

The obligatory marketing package includes the following services:

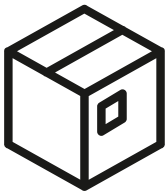
- Obligatory listing in the official print and online media for the Spielwarenmesse
  - **NEW** Any number of product directory listings
  - Listing of your social media addresses
  - **NEW** Mention of two contacts from your company
- Mention in the LicenseGuide
- Trade fair calendar entries
- Invitation vouchers for 10 free one-day tickets for your customers



# The introductory package for your participation in the Spielwarenmesse

**We help you to simplify your preparations for the trade fair.**

Book our Basic or Premium StarterPackage and get all of the basics needed – from stand construction to stand cleaning – for a successful trade fair.



## **StarterPackage**

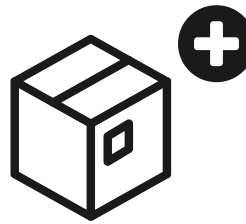
### Basic

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Stand height: 2.5 meters

#### **Complete stand, incl. furniture**

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



## **StarterPackage**

### Premium

---

Stand height: 3 meters

#### **In addition to the Basic StarterPackage:**

- 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)





# This is what makes the Spielwarenmesse unmissable!

**1**

## **THE central platform for the toy world**

Professionals working in the fields of toys and hobby/leisure articles see this trade fair as the most important date of the year for meeting up with all the relevant decision-makers.

**2**

## **Your statement in the market**

As an exhibitor, you will have the opportunity to show the whole sector your company's key areas of focus are and make it clear how you stand out from the competition.

**3**

## **The perfect trade fair environment for you**

Product groups are arranged with retailing in mind, keeping related products near each other in order to be optimally used by your visitor potentials.

**4**

## **Size + quality = world's leading trade fair for toys**

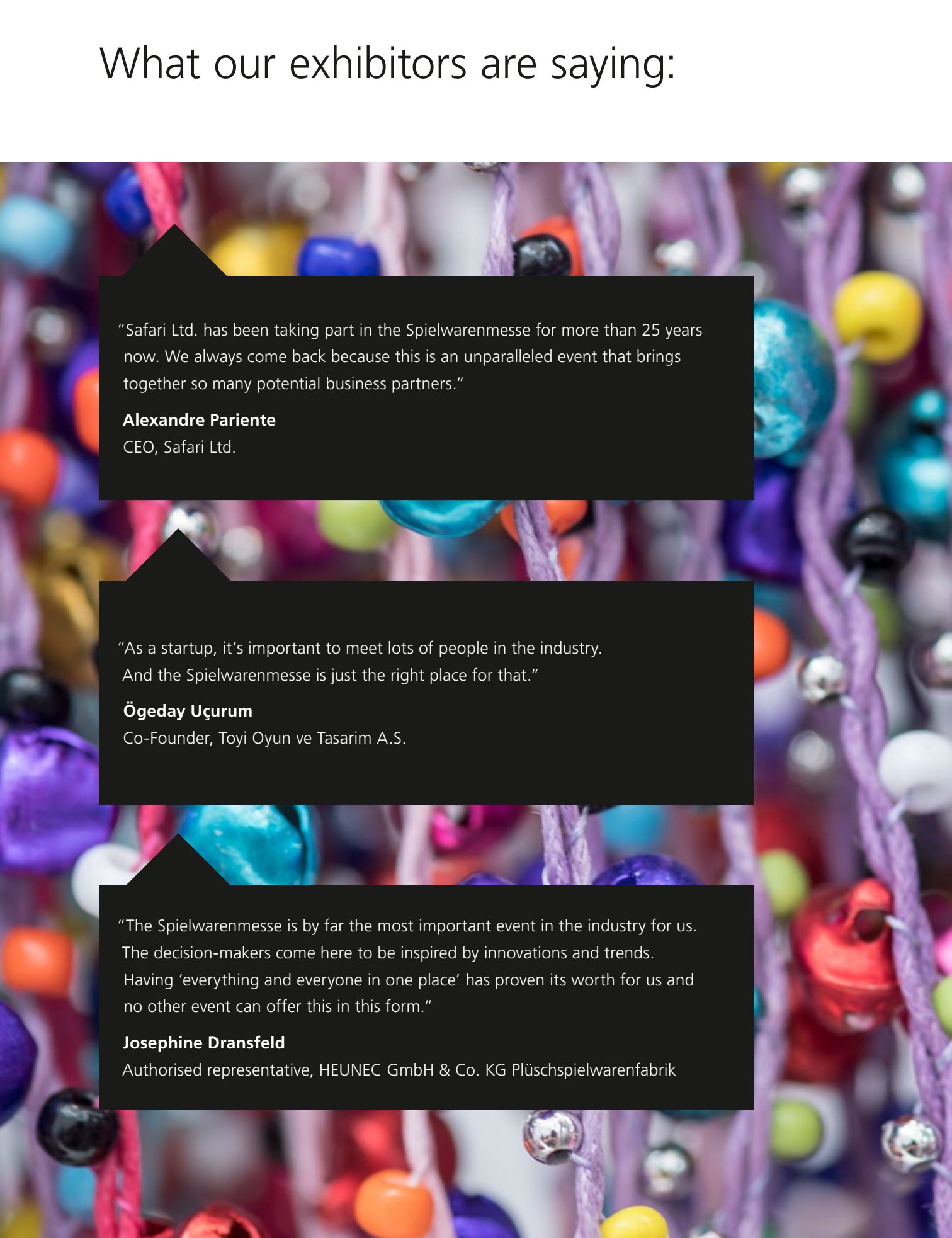
The international diversity of our visitors is unrivalled, likewise the number of decision-makers we attract.

**5**

## **The focus is on you**

Our 360-degree service transforms your participation in our trade fair into a highly efficient marketing tool.

# What our exhibitors are saying:

The background of the entire page is a close-up, slightly blurred image of several colorful beaded necklaces. The beads are in various colors including blue, yellow, orange, purple, and silver, and are strung on thin, light-colored cords. The necklaces are draped and overlap, creating a vibrant and textured background.

"Safari Ltd. has been taking part in the Spielwarenmesse for more than 25 years now. We always come back because this is an unparalleled event that brings together so many potential business partners."

**Alexandre Pariente**

CEO, Safari Ltd.

"As a startup, it's important to meet lots of people in the industry. And the Spielwarenmesse is just the right place for that."

**Ögeday Uçurum**

Co-Founder, Toyi Oyun ve Tasarım A.S.

"The Spielwarenmesse is by far the most important event in the industry for us. The decision-makers come here to be inspired by innovations and trends. Having 'everything and everyone in one place' has proven its worth for us and no other event can offer this in this form."

**Josephine Dransfeld**

Authorised representative, HEUNEC GmbH & Co. KG Plüschspielwarenfabrik





You can trust in our experienced, committed team of genuine expo 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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## **Your global network – our representative in your country**

A strong network of representatives who provide you with great advice when planning your time at the trade fair is behind the success of Spielwarenmesse eG. Contact our representative in your country:

**[www.spielwarenmesse.de/en/representatives](http://www.spielwarenmesse.de/en/representatives)**

## **More on the Spielwarenmesse**

Date: 27 – 31 January 2021

Opening hours: 9 am to 6 pm daily

Venue: Messezentrum Nürnberg (Nuremberg Exhibition Centre)  
Messezentrum 1, 90471 Nuremberg, Germany





# spielwarenmesse®

Subscribe to our newsletter:

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

Stay up to date at all times with our industry news:

[www.twitter.com/spielwarenmesse](https://www.twitter.com/spielwarenmesse)

Download our app, which is updated throughout the year:

[www.spielwarenmesse.de/en/app](http://www.spielwarenmesse.de/en/app)



Follow us on social media:



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