



spielwarenmesse®

# FEEL THE SPIRIT OF PLAY

30 JAN – 3 FEB 2024





spielwarenmesse®

# YOUR SUCCESS IS PLANNABLE!

With the Re-Start 2023, the Spielwarenmesse® has impressively demonstrated, how important personal contact and the haptic experience of the sheer immeasurable variety of products is for all of us. The world's leading trade fair for the toy industry opens up a multitude of new perspectives as well as impulses and opportunities for new sales markets. No comparable event reflects the dynamics of the market in such a timely manner.

According to the motto „Nothing is as constant as change“, it is also our aim to constantly reinvent ourselves without losing sight of what has been. Innovative formats such as the International Game Inventors Convention and the RedNight strengthen even more the opportunity to maintain existing contacts and network with new contacts from all over the world. So be there when, from 30 January to 4 February 2024 the toy professionals from all over the world meet again in Nürnberg.

Yours Florian Hess  
Member of the  
Executive Board

Yours Christian Ulrich  
Spokesperson of  
the Executive Board

Yours Jens Pflüger  
Member of the  
Executive Board





spielwarenmesse®

# IMPRESSIONS 2023

Visitors and exhibitors found many innovations and familiar items at the 72nd Spielwarenmesse®, but above all they felt the pulsating dynamism of the industry. From 1 – 5 February 2023, personal networking, product innovations and making new contacts were the top priorities.



CLICK TO  
WATCH THE VIDEO

“The Spielwarenmesse® is crucial for further developing my business. Where else can you see all innovations in one place?”

**MARKUS DEUBZER**

Owner, Stofftierladen, Germany







# HOTSPOT OF THE GLOBAL INDUSTRY

WITH A DIVERSE RANGE OF VISITORS

- Toy trade
- Model construction shops
- Department stores
- Drugstores
- Specialist baby product trade
- Online retailers
- Sports stores
- Book trade
- Electronics retail
- Promotional items trade
- Gift articles trade
- Decoration trade
- Licensors/licence agencies
- DIY stores
- Nursery/school/playground outfitters
- Model railway shops
- Craft stores
- Supermarkets/discounters
- Paper, office supply and stationery retailers

## MEETING POINT OF INTERNATIONAL TOP DECISION MAKERS

58,000 visitors from 128 countries with 66% internationality

### TOP 10 COUNTRIES INTERNATIONALLY

- |                  |                    |
|------------------|--------------------|
| 1. Italy         | 6. Poland          |
| 2. France        | 7. USA             |
| 3. Spain         | 8. Austria         |
| 4. Netherlands   | 9. Greece          |
| 5. Great Britain | 10. Czech Republic |

All values shown refer to Spielwarenmesse® 2023.

*"The Spielwarenmesse® is the most important event for us - this is where we get off to a great start with the presentation of our novelties. We are very satisfied with our stand and the organization of the fair. We will definitely be back next year. It is a must for us to be there. Only with the Spielwarenmesse® do we reach the number of international contacts, because the whole world is a guest in Nuremberg."*

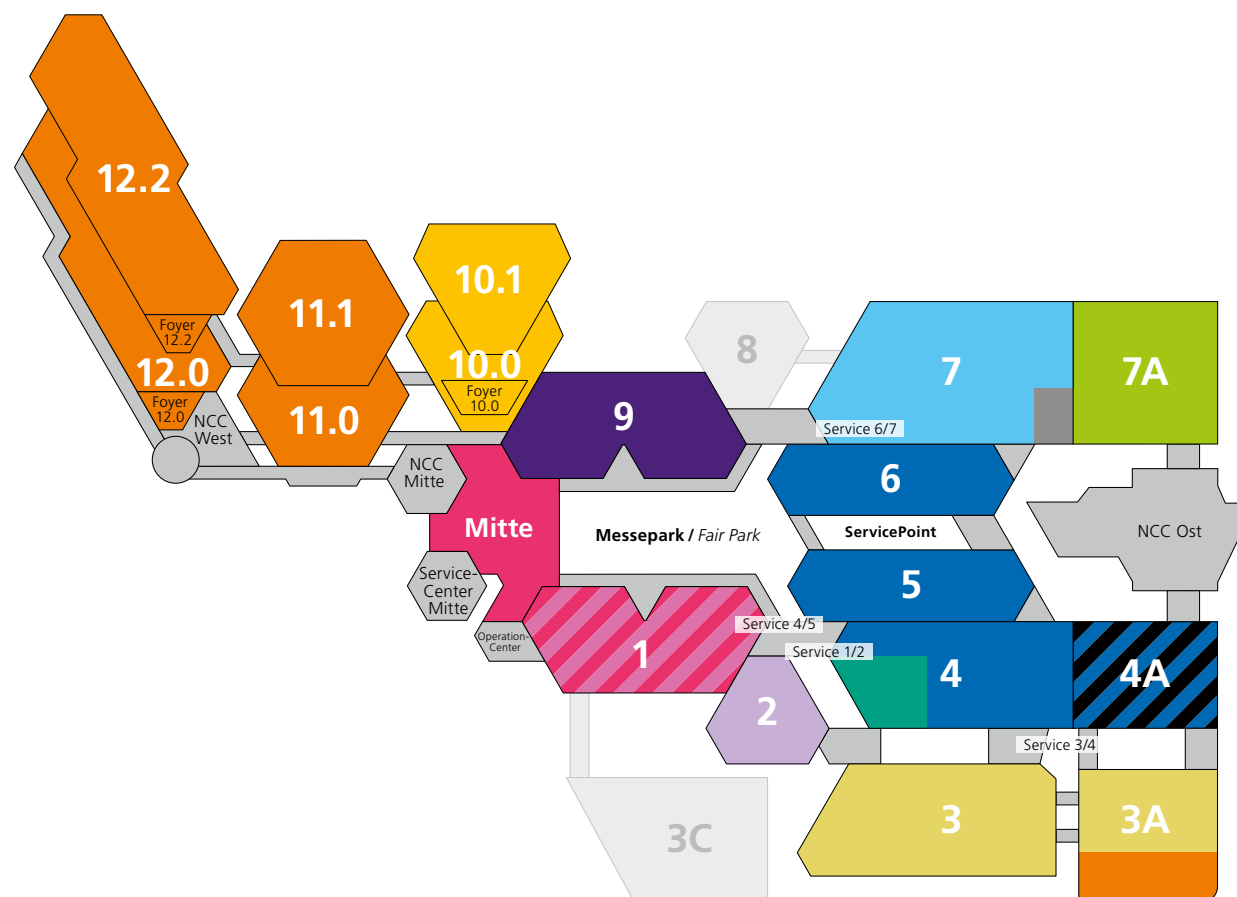
**CHRISTOPH LECHNER**

Head of Sales, Scoot and Ride Vertriebs GmbH, Austria



# A VIBRANT BUSINESS POINT

CLICK THE  
HEADLINES FOR  
MORE INFO!



## THE WORLDWIDE MARKET OVERVIEW IN 13 PRODUCT GROUPS AND 18 HALLS



### LIFESTYLE PRODUCTS

Trends in children's rooms – original gifts, clothing and accessories as well as decorations.



### DOLLS, SOFT TOYS

The classics of the toy industry – traditional dolls and soft toys also with digital and interactive features, plus accessories.



### BABY AND INFANT ARTICLES

For the needs of the very young – a variety of toys and clothing, attractive furnishings for the home and safety, practical care and feeding accessories as well as travel systems.



### WOODEN TOYS, TOYS MADE FROM NATURAL MATERIALS

Materials for the future – sustainable toys made from wood, cardboard, cork and other natural materials as well as special pedagogical concepts.



### SCHOOL ARTICLES, STATIONERY, CREATIVE DESIGN

Back-to-school and do it yourself – useful utensils for starting school, craft materials for creative pursuits and other paper, office supply and stationery products.



### TECHNICAL TOYS, EDUCATIONAL TOYS, ACTION TOYS

An abundant assortment – building, construction and metal toys, educational toys that foster the skills of children of all ages and coveted collectible figures from a variety of themed worlds.



### ELECTRONIC TOYS

Technology meets toys – interactive kits for programmable robots, remote-controlled toys for the young and old, ideas for games in virtual worlds and electronic educational toys.



### MODEL RAILWAYS AND MODEL CONSTRUCTION

Classics and innovations for miniature worlds – complete kits and extensive accessories for beginners, professionals and collectors.



### SPORTS, LEISURE, OUTDOOR

Toys for leisure pursuits in summer and winter – exciting innovations such as bicycles, playhouses and ball sports equipment.



### FESTIVE ARTICLES, CARNIVAL AND FIREWORKS

Everything you need for a celebration – original costumes, decorations and fire-crackers for seasonal events and special occasions.



### GAMES, BOOKS, LEARNING AND EXPERIMENTING

Fostering creativity – board games and innovative new releases with digital functions, plus children's and young adult literature as well as various educational and experimental kits.



### MULTI-PRODUCT GROUP

Comprehensive range of offerings – area for exhibitors with a broad product selection.



### SERVICES FOR TRADE AND INDUSTRY

A showcase for experts – from testing and inspection institutes through to packaging manufacturers and agencies offering various marketing services.







# STRONG SECOND PLACEMENT

Increase the visibility of your innovations with a placement in our topic-specific specials. Trade visitors benefit from a quick overview of the wide range of products and services on offer and will be directly drawn to your stand.



## TOYAWARD

Send your new products in the race for the coveted ToyAward at the Spielwarenmesse®! All finalists products of the 6 categories receive an additional presentation at the ToyAward stand in hall 3A.



## NEW PRODUCT GALLERY

Present your latest products in high-quality showcases of the New Product Gallery in hall 3A and benefit from eye-catching exposure.



## TOYS GO GREEN

Showcase your sustainable products in a special setting. The Toys go Green area in Hall 2 is dedicated to the important topic of sustainability and is therefore particularly in the interest of visitors and the focus of the media.



## TOYTREND

Experts of our international TrendCommittee define trends that shape the coming year for the toy industry.



## INSIGHTS-X AREA

Are you keen to present your paper, office supply and stationery novelties in the best light? With its motto "STATIONERY MEETS TOYS", the Insights-X Area in Hall 4 offers you the ideal environment for a successful secondary placement of your products.

*"The entire Spielwarenmesse® experience has been fantastic from start to finish. Firstly, winning the ToyAward was an amazing accomplishment and incredibly special for HoloToyz. It provided a significant boost to our presence at the Fair. The Toy Trends area also proved to be incredibly valuable. The exposure we received in this area raised huge awareness and brought a significant number of visitors to our stand, helping us to showcase our products and engage with potential customers."*

**KATE SCOTT**  
CEO/Founder, HoloToyz, Irland



# THREE OPTIONS FOR YOUR PARTICIPATION 2024



# 01

## YOUR INDIVIDUAL STAND

Choose between 4 stand shapes and book the desired space for your individual exhibition stand. You can plan the equipment and design of your stand either with your exhibition stand builder or one of our service partners.



### ROW STAND

1 side open

**207 €/m²**



### CORNER STAND

2 sides open

**252 €/m²**



### HEAD STAND

3 sides open

**272 €/m²**



### BLOCK STAND

4 sides open

**276 €/m²**

### YOUR COSTS:

Space price (requested number of m²)

+ Media package: 649 € (contains extensive services and is mandatory for all exhibitors)

+ AUMA fee: 0.60 € per m²

+ waste disposal fee: 3.30 € per m²

## TIP

### Your easy entry into Spielwarenmesse®

After receiving the stand confirmation, book the stand building package **BASIC** or **PREMIUM** and get the basic equipment for your successful performance – from the complete stand construction and electrical supply up to stand cleaning.

# 02

## THE NEW EXHIBITOR PACKAGE

With the New Exhibitor Package, we offer a complete solution for anyone exhibiting at Spielwarenmesse® for the first time. It provides you with everything you need for a successful trade fair: from stand space to stand construction and electrical supply to various marketing measures, everything is included. We take care of the entire process for you.

Take advantage of the **New Exhibitor Package** at a total price of **350 €/m²**:

- Stand size between 9 - 20m²
- Including stand construction, basic equipment and electrical supply
- All services of the media package, AUMA fee and disposal fee included



# 03

## PARTICIPATION IN THE **STARTUP AREA**

Are you a startup that has been on the market for 5 years or less? And want to present your innovative product ideas at the Spielwarenmesse®? Then book your participation within the StartupArea!

A complete package tailored to the needs of young companies makes participation at the fair easier both organizationally and financially and gives you the ideal entry into an international business environment.

Book the **StartupArea package** at a total price of **2,400 €**:

- 6 m² stand space
- Including stand construction, basic equipment and electrical supply
- Meeting lounge for customer meetings
- Free drinks
- All services of the media package, AUMA fee and disposal fee included

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*As a young startup, we are participating for the first time at the Spielwarenmesse®. The StartupArea is for us a great participation opportunity that suits our young company. Whether purchasing manager or managing director - we would never have made these contacts without the Spielwarenmesse® in this time and efficiency.* //

**ANNETTE HÄFELE**

Managing Director/CEO, Schmetterline GmbH, Germany

### REGISTRATION FEE

**The following applies to all three participation options:**

There is a one-time registration fee in the amount of 400 €.

Following a review and approval to the Spielwarenmesse® 2024, the fee is deducted in full of the participation fee. The registration fee is returned to you in the case of non-approval.

**SECURE YOUR STAND SPACE**



**CLICK HERE  
TO REGISTER**





spielwarenmesse®

# OUR SERVICES FOR YOUR SUCCESS

We offer useful services that help you to prepare for and follow up after the trade fair.

## ■ YOUR PERSONAL CONTACT

Simply a bit more human. At the Spielwarenmesse® you have a contact person for all questions and services about your participation in the fair. We support you from the planning to the realization of your appearance.

## ■ FAIR CALCULATOR

Would you like to work out what it will cost you to participate in the trade fair? Then use our free Fair Calculator. The calculator takes all factors into consideration, from stand size and equipment through to travel and accommodation costs.

## ■ BOOK THE SERVICES YOU NEED IN THE ONLINE SERVICE CENTER

From October, you'll be able to book stand construction and equipment, marketing options and other additional services around the clock in our Online Service Center..

## ■ USE THE TRADE FAIR GUIDE

From autumn on, you will find on our website all important timings and deadlines on our website. Import the dates directly into your Outlook calendar for a useful overview.



# OUR GLOBAL REPRESENTATIVE NETWORK

We also offer the best possible support internationally when planning your participation.  
Reach out to the **contact in your country** to ensure a successful trade fair.

## OUR TEAM IS HERE TO HELP



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**BR/ND**  
**M/TE**

**21 – 22 JUN 2023**

The B2B networking event for  
collabs, licenses and partnerships



**5 – 8 OKT 2023**

The world's largest public fair  
for board games



**11 – 13 OKT 2023**

The expo for paper, office supplies  
and stationery



**30 JAN – 3 FEB 2024**

The world's leading toy industry event



**WORLD OF TOYS**

The foreign trade fair program

**365**  
**DAYS**

OF TRADE FAIR EXCITEMENT

**SPIELWARENMESSE EG**

We've been living and breathing the trade fair business  
for more than 70 years and continuously expanding our  
portfolio – to ensure the best possible offering for you!

Become part of the world's biggest B2B network for the  
toy industry and reach your target market all year round!



**MONTHLY NEWSLETTER**



**DAILY NEWS**



**SPIELWARENMESSE® APP**