

Nuremberg  
29 Jan – 2 Feb 2020



## Spielwarenmesse 2020

The Spielwarenmesse  
enters a new decade.

**Be a part of it.**





 2020





# The Spielwarenmesse as a Multiplier for your international business!

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After 70 successful and eventful years, the Spielwarenmesse is now, more than ever, the world's most important meeting place for the industry!



Approx. 67,000  
trade visitors from  
132 countries

Approx. 2,900  
exhibitors from 68  
countries

Around 1,500  
journalists from 39  
countries

1 million  
products, including  
approx. 120,000  
innovations

Invest in your success – get your business year off to a flying start with us in Nuremberg and soak up the unique trade fair atmosphere. Whether you are a well-established manufacturer or a startup

eager to enter new markets and raise your profile – with us, you can take full advantage of the possibilities available to you at the world's biggest platform!





# What our exhibitors are saying

“The Spielwarenmesse is the hub of the toy world. Everyone who’s anyone meets here each year, which obviously makes it unmissable.”

**Andreas Stadlbauer**  
CEO, The Stadlbauer Group

“The Spielwarenmesse in Nuremberg is our most important trade fair and also the most international one, since 70 percent of our sales come from exports. That makes this the time of year when we can also meet all of our international customers. In that sense, I don’t see any danger of it becoming less important in the future, either. Indeed, it will continue to be one of the key elements in our trade fair activities.”

**Paul Heinz Bruder**  
Managing Partner,  
BRUDER Spielwaren GmbH + Co. KG

“My grandfather first exhibited at the Spielwarenmesse in 1950. So, we are very pleased, grateful and proud to take part in the Spielwarenmesse for a 70th time. The Spielwarenmesse is THE trade fair for us. If a toy company is represented here, there is no need for it to exhibit at any other trade fair.”

**Franz R. Schneider**  
Managing Partner,  
Franz Schneider GmbH & Co. KG

“The hours we spend at the Spielwarenmesse in Nuremberg are the most important hours for our business in the entire year.”

**Larry Shaw**  
President, Astrojax

“We would like to express our appreciation for this year’s close and effective cooperation. The trade fair was organised fantastically well and we really value the considerable flexibility, fast responses and great support. On behalf of LEGO GmbH, I would like to warmly congratulate the Spielwarenmesse once again on its 70th anniversary and thank it for the more than 60 years of effective and trustful partnership.”

**Frédéric Lehmann**  
Senior Vice President, LEGO GmbH

“We are delighted with the new Showcase activity area. We were able to present many of our new costumes to trade visitors several times a day on the catwalk. We couldn’t have managed that at our stand. The activity area is a real gain for the Festive Articles, Carnival, Fireworks product group.”

**Manuela Pfeiffer**  
Managing Director, Rubies Deutschland GmbH



# Prepared for the next season

Shine a spotlight on your trends and innovations – select from our multitude of presentation options

Do you have product highlights worthy of special attention? In addition to your stand you can present your products as well in vibrant themed worlds at the numerous special and activity areas dotted around the Spielwarenmesse.

## Tech2Play

### Impress with tech

Get your technological innovations noticed by visitors! Grab attention by presenting your innovations in the robot toys, RC toys, virtual play and electronic learning categories and demonstrate them to your (potential) customers directly at the highly frequented Tech2Play activity area covering 300 m<sup>2</sup>.

## Baby and Infant Articles

### Showcase your add-on range for the very youngest

Benefit from a free secondary placement in the lovingly designed zone between Halls 2 and 3 and showcase your products in the baby toy, baby textile, travel system, care and nutrition, home and safety, and licensed product segments.

## Toys meet Books

### THE special show for booksellers

Do you have non-book products that are specifically suited to the book trade and would you like to stand out from the variety of the trade fair with your targeted products? Our Toys meet Books special area offers you a unique opportunity to specifically target booksellers and introduce them the world of toys as an effective means of adding interest to their product portfolios.

## Showtime

### The stage is yours!

Following its successful début, our activity area is set for a second appearance! Demonstrate your innovations in the Festive Articles, Carnival, Fireworks product group and grab attention through presentations and fashion shows or at our themed islands. There are no limits to your creativity – go big and bold or classic and elegant!

With so many ways to showcase your new products, you can ensure your innovations get the media attention they deserve! Choose which mix works best for you.

## PressPreview

Would you like to present your new products to the world even before the official opening of the Spielwarenmesse? Then do not miss out on the PressPreview on the day before the trade fair! Get your innovations noticed by the around 400 media representatives attending from all over the world.

## TrendGallery

Do you have innovations you really want to highlight to visitors? Then use one of the coveted showcases in the very popular TrendGallery in Hall 3A. The experts of our international TrendCommittee also identify three trends each year which will make their mark in the toy year ahead. You can effectively exhibit your products that fall within those trending themes on our trend islands.

## ToyAward

The Spielwarenmesse's renowned and intentionally recognised prize is awarded to the best trade fair innovations in five categories each year. A dedicated "Startup" category was added in 2019 to support new businesses even more. It is free to take part – all winners and nominees enjoy an exclusive secondary placement at the trade fair and can use the coveted quality seal for their marketing activities!





# Licenses

## as a growth factor

Dive into the interesting world of licenses – we have just the platform you need



Licensed toys represent an increasingly important element for manufacturers and retailers. The Spielwarenmesse, in collaboration with LIMA and other cooperation partners, offers you a comprehensive oversight of international licensed products and popular licensed themes, all consolidated in one place.

### LicensePreview

As a LIMA member, you can present your latest licenses directly at the Spielwarenmesse. Invite selected guests to a gathering at the trade fair and use our specially designated area for an exclusive preview!

### LicenseTalks

This knowledge platform in the Toy Business Forum in Hall 3A, supported by LIMA and License Global, is the place to go for valuable industry knowledge on the licensing business. Industry experts present current market themes and global trends to retailers and manufacturers and illustrate how licenses impact the toy industry.



“The LicenseTalks puts the licensing business on a professional footing. This is a superb forum for anyone looking to find out about using licenses in their business. The LicenseTalks is therefore the ideal way to gain an initial insight into the whole area of licenses.”

**Joachim Knödler**

Managing Director Central Europe,  
Copyright Promotions Licensing Group





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

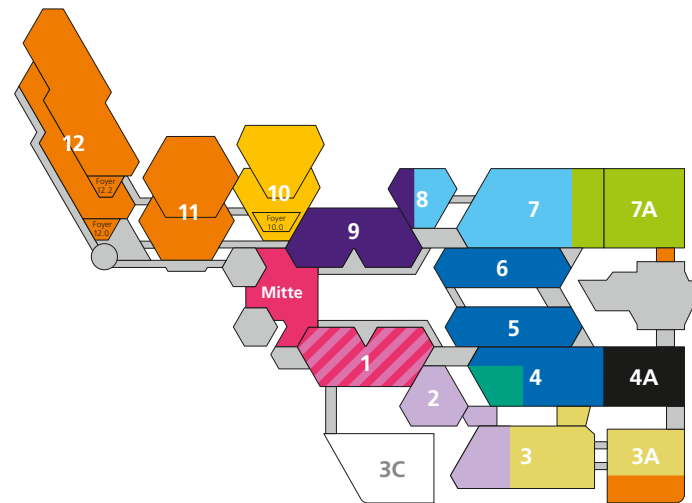


Games, Books, Learning and Experimenting



Multi-Product-Group

12 product groups  
18 halls  
**170,000 m<sup>2</sup>**



Toy manufacturers have only one goal in mind at the end of January: getting to the Spielwarenmesse in Nuremberg. After all, this is THE platform for building exceptional business relationships and meeting existing and potential customers from all over the world. Enjoy the unique product variety and pick the product group to present in that best fits your range.



87% of exhibitors plan to participate again in 2020





# Meet the top buyers

## Rely on our support to acquire new customers

Thanks to our visitor marketing and close cooperation with purchasing cooperatives, the media and multipliers, the Spielwarenmesse welcomes thousands of trade visitors, buyers and decision-makers from all relevant target groups each year. We offer you all kinds of support to ensure you meet the right customers.

- Telemarketing
- Social media and online campaigns
- Global press work
- Email campaigns and newsletter marketing
- Advertising campaigns in trade magazines
- Promotional activities before, during and after the trade fair
- Visitor information flyer in several languages
- Invitation vouchers for your customers

## Marketing that fits the target group

Take advantage of the fact that the Spielwarenmesse is the most important point of contact for all relevant customers – from top buyers to independent retailers around the world.

- Booksellers
- Craft stores
- Department stores
- DIY stores
- Drugstores
- Electronics retailers
- Furniture shops
- Gift shops
- Licensors, license 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
- Supermarkets / Discounters
- Toy sellers



Approx.  
90% of trade  
visitors plan to visit  
again in 2020




## Our top 15 visitor countries

- |                           |                            |
|---------------------------|----------------------------|
| 1. Germany (25,653)       | 9. Russia (1,451)          |
| 2. Italy (4,404)          | 10. Czech Republic (1,405) |
| 3. France (2,575)         | 11. Belgium (1,314)        |
| 4. Spain (2,278)          | 12. Austria (1,253)        |
| 5. Netherlands (2,166)    | 13. Switzerland (1,197)    |
| 6. UK (1,739)             | 14. Greece (1,072)         |
| 7. Poland (1,547)         | 15. USA (1,066)            |
| 8. China Mainland (1,474) |                            |



# Optimise your trade fair presence with the right **services**

 We provide comprehensive planning and implementation support to you for your trade fair participation. You can avail of our services and get advice from your personal point of contact at all stages – before, during and after the trade fair.

## Fair calculator

You are thinking of taking part in the trade fair and would like to estimate how much it might cost you? Then let our Fair calculator figure it all out! The calculator not only looks at factors such as stand size and equipment, but also your travel and accommodation costs.

## Marketing experts – Die roten Reiter

Our subsidiary, the Die roten Reiter agency, is fully versed in the market and trade fair business, and is pleased to offer you customised solutions for your print, promotional, press event, film and online marketing needs. You can trust in its fantastic support and make the most of its close links with the trade fair organiser.

## Online Service Center

Book all of the services for your involvement in the trade fair very conveniently online – from stand construction and media entries through to advertising options. The booking system is available to you at all times after you have been approved.

## Product Launch Package

With our Product Launch Package, we offer you a complete package of measures designed to help you professionally launch a new product. Use this effective communications mix to target retailers and reach national and international media representatives. Simply decide between the BASIC and PREMIUM versions.

## Serviceletter

Our serviceletter keeps you up to date on the Spielwarenmesse and the toy sector all year round. It also gives you valuable tips on participating in the trade fair, all summarised in a compact format.

## Tutorials and checklists

Our free offerings give you useful tips on what you need to do before, during and after the trade fair, so that you always maintain an overview. Additionally, the new tutorial on the voucher administration area not only makes it easier for you to independently manage your customer invitations but also shows you how you can check at any time which of your customers have already redeemed their voucher codes and with whom you should follow up.

## Valuable guides

Do you plan to hold events or activities at your stand that you would like to let everyone know about? Then list them free of charge in our EventGuide. In addition, our FairGuide helps you to keep track and not miss any tips and important deadlines.

## Voucher booklet

Offer visitors a special trade fair highlight in the form of a voucher with appealing discounts or giveaways and attract visitors directly to your stand.











# Invest in your success

Do not miss your opportunity! Take part in the Spielwarenmesse 2020 and register conveniently online at [www.spielwarenmesse.de/en/application](http://www.spielwarenmesse.de/en/application).

## An overview of your investment

Participation fee, marketing package 300 €, AUMA fee 0.60 €/m<sup>2</sup>, waste disposal fee 2 €/m<sup>2</sup>

 <p>Inline stand Open on 1 side</p> <hr/> <p>179 €/m<sup>2</sup></p>	 <p>Corner stand Open on 2 sides</p> <hr/> <p>218 €/m<sup>2</sup></p>	 <p>Head stand Open on 3 sides</p> <hr/> <p>234 €/m<sup>2</sup></p>	 <p>Block stand Open on 4 sides</p> <hr/> <p>238 €/m<sup>2</sup></p>
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Participation fee without stand construction or equipment, per m<sup>2</sup> of floor space. 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.)

## 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 email address in the online catalogue
- Invitation vouchers for 10 free one-day tickets for your customers





# Check out our particularly attractive recommendation

Have you decided to participate in the Spielwarenmesse but are not yet sure how best to lay the foundation for your time there?

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 through to stand cleaning. This is the quick, simple and straightforward way to organise your participation – simply choose between the BASIC and PREMIUM versions.



## StarterPackage BASIC

- Complete stand, including 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

### 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)



# Lay the foundation for your success story now!





## 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 trade fair participation.



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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 Spielwarenmesse

Date: 29 January – 2 February 2020  
Opening hours: Daily from 9 am to 6 pm  
Venue: Exhibition Centre Nuremberg  
Messezentrum 1, 90471 Nuremberg





# spielwarenmesse®

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[www.twitter.com/inttoyfair](http://www.twitter.com/inttoyfair)

Download our app, which is kept updated all year round:

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



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