



Report 2018

Nuremberg, 4-6 October 2018

Insights 

Your stationery expo

# The brand among stationery expos – the meeting place of top decision makers

In 2018, Insights-X attracted even greater numbers of leading brands and new manufacturers in the stationery sector, thereby further expanding its quality standard in the trade fair landscape.

Besides its perfect autumn timing for showcasing product innovations and the high quality of its trade visitors, Insights-X also impresses with its personal touch. Exhibitors actively contribute to the further development of the expo concept, playing a very dynamic role in shaping the future.

311

selected exhibitors  
from 39 countries

5,512

top trade visitors  
from 92 countries

200

invited journalists  
from 15 countries



*“I would recommend Insights-X because I can meet all suppliers in the paper, office supplies and stationery sector in a very compact space and check out all of their innovations at just the right time of the year.”*

**Staples (Deutschland) GmbH, Cynthia Gisel**

*Trade Manager Office Supplies Retail&Online, visitor, Germany*

# Key exhibitor and trade visitor figures

The trade visitor quality is excellent, with high-calibre buyers attending, and the high percentage of decision-makers is particularly positive for discussions and order activities.

Exhibitors benefit from the many effective business discussions with purchasing decision-makers, the expo's perfect timing and the individual and personal support provided by the professional team.

80%

## High agreement

... of retailers and buyers are (very) happy with the offering at Insights-X.

74%

## Confirmed concept

... of exhibitors consider Insights-X a highly important element of their marketing activities.

82%

## Verified contacts

... of trade visitors plan to return for Insights-X 2019.

93%

## Service at it's best

... of manufacturers are (very) satisfied with the expo team's level of organisation and support.

86%

## Right order quality

... of trade visitors are involved in purchasing decisions.

The data basis: The visitor and exhibitor survey at the trade fair was conducted by the independent market research institute Gelszus Messe-Marktforschung GmbH, Dortmund, on all days of the expo.

*"You get to meet the relevant target group within a short space of time, without feeling rushed or harried. The relaxed atmosphere really helps when holding discussions with key decision-makers in the stationery sector."*

**Da Vinci Künstlerpinselfabrik Defet GmbH, Michael Zeitler**  
Sales Manager Germany/Austria, exhibitor, Germany





## Industry distribution of top retailers and buyers

(Specialist) retailers

29.9%

Wholesalers/foreign traders

23.8%

Manufacturers

19.9%

Online retailers

14.6%

Importers

12.8%

Retail chains

12.8%

Supermarkets/department stores/discounters

6.3%

Exporters

5.4%

Drop shippers

3.8%

Commercial consumers

3.7%

The data basis: Electronic visitor registration. Multiple selections possible.



## New service: vouchers for trade visitors

Trade visitors enjoyed exclusive expo benefits with the new Voucher Booklet. Participating exhibitors offered attractive discounts and gifts in order to welcome new and familiar business contacts to their stand. The Voucher Booklet was available during Insights-X and could be downloaded in advance.

# Insights Arena

## Inspiration for retailers

Productive exchanges between retail and industry representatives in a relaxed atmosphere were a priority at Insights-X 2018. The InsightsArena in Hall 3 offered the perfect venue for this. Countless join-in activities organised by exhibitors provided valuable inspiration for product presentation at the point of sale. The programme was rounded off in the Atelier by permanent activities arranged by exhibiting companies. The popular Fotobulli photo booth was again stationed in this area during the expo. The adjacent lounge with catering proved an inviting place to relax and talk business.



To underline the expo's emphasis on active participation, numerous exhibitors held interesting activities at their stands. In total, approx. 20,000 innovations were presented at Insights-X, offering a comprehensive look at the season ahead.

## The stationery sector is behind Insights-X

The comprehensive supporting programme for Insights-X created further synergy effects for exhibitors, visitors and journalists. The numerous events being held in parallel by the various associations included the autumn conference of duo schreib + spiel and autumn meeting of the Office and Writing Culture Trade Association (Handelsverband Büro und Schreibkultur, HBS) as well as the Executive Board Meeting of the Paper, Office and Stationery Brands Association (Verband der PBS-Markenindustrie) and the VEDES summer trade fair.

The PartnerLounge in the InsightsArena created a relaxed environment for networking. Members of all associations and purchasing cooperatives that partner with Insights-X could access this exclusive area for building relationships and exchanging information.

These strong partners supported Insights-X 2018:



## International bloggers promote exhibitors of Insights-X

The press team organised a blogger meet-up at Insights-X on the Saturday of the expo. Selected participants met in the Press Centre before a guided tour of the exhibition halls has started. Leading companies from various product groups showcased their broad product range and exciting innovations to them. And to finish up with a highlight: rock star Peter Maffay presented the trailer and related licensed products for the new Tabaluga movie at the stand of duo schreib & spiel.



*"We have seen through our participation how strongly Insights-X is associated with quality and how it can offer new inspiration in close cooperation with exhibitors. The high-quality supporting programme is especially crucial to this."*

**Wacom Europe GmbH,  
Stefan Kirmse**

*Senior Vice President Brand & Corporate  
Communication,  
exhibitor, Germany/Japan*



# Insights-X 2019 expanding its qualities with you

The overwhelmingly positive response from all sides confirms the concept of pushing further ahead with a premium stationery expo for the top exhibitors and buyers in Nuremberg.

But this aspiration is not enough. Insights-X will continue to evolve into a valuable platform for the industry's trends, focusing on the real substance as well as conveying practical tips and insights.

Relevant business partners, decisive trends and useful expertise – quality will remain the glue that binds all of the offerings of this exceptional expo. So that our exhibitors and visitors not only do good deals in Nuremberg but also return home inspired and in good spirits!

*“You have to experience Insights-X for yourself. We held many interesting discussions with international trade visitors and also journalists. That is why Insights-X is a good way to present your company to the public at large.”*

**BLOOM your message, Sjoerd van Dijk**  
*CEO, exhibitor, Netherlands*



# 2019: even more Insights-X

## One additional day!

Insights-X will be held over four days again next year: from Wednesday, 9 October, to Saturday, 12 October 2019. The inclusion of an additional weekday offers more time for high quality business discussions. Furthermore, international trade fair visitors with long distances will have the possibility to extend their stay.

At the same time, postponing the expo by one week will mean avoiding the scheduling issues with the German public holiday on 3 October.

Another change: in 2019, the newly erected Hall 3C will be used instead of Hall 3. It is perfectly connected to Halls 1 and 2, which means even shorter distances to cover.

Save the date for Insights-X

Wednesday to Saturday,  
9 – 12 October 2019



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## Organiser Spielwarenmesse eG

Spielwarenmesse eG, based in Nuremberg is a trade fair organiser and marketing service provider for the toy and stationery sectors. Besides Insights-X and the Spielwarenmesse® in Nuremberg, the company also organises Kids India in Mumbai, Kids Turkey in Istanbul and Kids Russia in Moscow. Its Nuremberg-based subsidiary Die roten Reiter GmbH acts as a communication agency for the consumer and capital goods industries and provides communication and company positioning support. The Spielwarenmesse eG's full company profile can be viewed online at [www.spielwarenmesse-eg.de](http://www.spielwarenmesse-eg.de).

Spielwarenmesse eG

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