

Press Release

Fourth Insights-X supports start-ups in the NewcomerArea

- Excellent T&Cs for first-time exhibitors at stationery expo
- All-round package for carefree appearance

Trade fairs are among the most important marketing tools for companies wanting to grow their business. In a move to help young stationery firms gain a foothold in the marketplace, the team behind Insights-X has created the innovative NewcomerArea. This new feature enables start-ups from both Germany and abroad to benefit from excellent terms and conditions, put in place by organiser Spielwarenmesse eG. The fourth edition of Insights-X, which opens its doors at Nuremberg's Exhibition Center from 4 to 6 October 2018, has already attracted 258 company registrations.

The NewcomerArea is located in the InsightsArena, the vibrant activity zone in Hall 3, and is the perfect platform for presenting innovative products. Opting for a 6m² or 9m² stand, up to 20 start-ups will have the opportunity to exhibit their wares in the newly created area. The team at Insights-X is offering an all-round, carefree package, comprising among others a high-quality stand concept with furnishings as well as a communal area, featuring a lounge for meetings with customers. The participating companies likewise benefit from a comprehensive marketing package, including an unlimited number of free customer invitations, various marketing materials as well as entries in the Insights-X print and online media.

The NewcomerArea provides start-ups with an affordable way to exhibit at the fair. As part of the Pavilion for Young German Companies which is integrated within the new area, the German Federal Ministry for Economic Affairs and Energy (BMWi) reimburses 60 percent of the costs borne by German enterprises for stand construction and rental. Companies based abroad will receive the same financial support but from the trade fair's organiser Spielwarenmesse eG. The sponsorship is limited to one year. Companies wanting to present their innovations in the NewcomerArea have to meet certain criteria. To be eligible to take part and receive sponsorship, enterprises must have been trading for less than ten years, employ fewer than 50 members of staff and be operating under a specified turnover and profit ceiling. In addition, they must exhibit new developments in relation to products or

Press Release

processes, or significant improvements to existing products. The closing date for applications for the NewcomerArea is 30 June 2018. Further information can be found at www.insights-x.com/en/highlights/newcomerarea.

Text length: 2,397 characters

Note for editors: Reprint free of charge. The logo for the NewcomerArea is available at www.insights-x.com/media. Please provide us with a voucher copy on publication.

19 April 2018 – kk

Insights-X – Your Stationery Expo

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors from 4 to 6 October 2018. Further information can be found online at www.insights-x.com.

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai, **Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a majority stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com.