

Press Release**Insights-X – a creative source of inspiration for the stationery sector this autumn**

- Opportunities to test innovations during short, hands-on promotions
- InsightsArena Lounge lends itself to productive business networking

Insights-X gives top priority to providing trade and industry with opportunities to engage and do business in a relaxed atmosphere. The InsightsArena in Hall 3 creates the perfect hub for doing just that. It features a whole host of free, hands-on promotions that deliver valuable inspiration for presenting products at the point of sale. So far, 289 exhibitors from 39 countries have booked their space for the fourth edition of the stationery expo which is being staged at Nuremberg's Exhibition Centre from 4 to 6 October.

Exciting promotions in the Atelier

Located in the InsightsArena, the Atelier is all about getting involved, testing products and being creative. Every day, numerous exhibitors will be staging small workshops and special sessions. Ernst Kick, CEO Spielwarenmesse eG, the organiser behind Insights-X, states: "The Atelier allows retailers and buyers to familiarise themselves with the diverse applications of the products on display and they can try them out at their leisure. They are also shown how innovations can be presented to maximum effect in-store." The programme in the Atelier is rounded off with continuous promotions staged by exhibitors. During the fair, the popular camper van photo booth will enable visitors to capture lasting memories to take home with them.

Relaxed networking

The InsightsArena also boasts a Lounge, creating a pleasant networking environment for exhibitors and visitors. The trade associations and buying groups partnered with Insights-X once again have access to the exclusive PartnerLounge in the InsightsArena. It provides association members with a comfortable space for conducting business and engaging in productive talks. The expo's 17 national and international partners include names such as Soennecken, PRISMA and EK/servicegroup. Among this year's new additions are the British BOSS Federation as well as EBEN from France. This area also accommodates one of two MediaPoints, containing free copies of the trade magazines published by the expo's media partners bit Verlag, Chmielorz GmbH and Zarbock Medien. Other national and international

Press Release

trade publications are also available free of charge from the second MediaPoint, located in the foyer in front of Hall 1. The InsightsArena is, likewise, big on hospitality. The Food Court offers participants an attractive selection of food and beverages.

Industry gathering in Nuremberg

Insights-X generates a range of other synergies, with various associations hosting events at the exhibition centre during the stationery expo. On 4 October, the German Handelsverband Büro und Schreibwaren will be holding its autumn meeting. A day later, PBS-Markenverband, another German association, will host its board meeting, whilst German buying group duo schreib und spiel will stage its autumn conference from 5 to 6 October. Finally, German trade organisation Vedes AG will be holding the Vedes Buying Days for its members at its Nuremberg headquarters from 28 September to 7 October.

The promotions in the InsightsArena Atelier can all be viewed at www.insights-x.com/en/events from mid-September. To assist visitors in planning their trip to Nuremberg, the online catalogue has already been made available at www.insights-x.com/en/online-catalogue.

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Note for editors: Reprint free of charge. Images are available at www.insights-x.com/media.

Please provide us with a voucher copy on publication.

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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

Press Release

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.