



## **Spielwarenmesse BrandNew – the digital product preview 2021**

- Virtual presentation of innovations in January
- Attractive pricing models for exhibitors

In July, exhibitors, trade visitors, buyers and media representatives will finally gather again for the Summer Edition of the Spielwarenmesse. In the run-up to the event, its organiser will be exploiting the huge potential of its digital platforms, offering companies a unique chance to present their new products to the specialist trade around the world through Spielwarenmesse BrandNew. During the fair's original time slot at the end of January, they can use the highly frequented Spielwarenmesse website ([www.spielwarenmesse.de](http://www.spielwarenmesse.de)) in conjunction with an extensive digital promotion package. Companies of all sizes, from major industry players to small start-ups, can register for the new service and seize the opportunity to come into direct contact with their international target groups.

### **High-impact coverage**

The figures speak for themselves: Around 70,000 subscribers receive the Spielwarenmesse newsletter on a regular basis. The website of the world's leading toy fair records more than a million visits every year and more than four million page impressions. In addition, the Spielwarenmesse has many followers on its social media channels. This extensive coverage, which can be attributed to the high-quality international content featured, will now also benefit the toy companies. The definitive concept comprises three Spielwarenmesse BrandNew packages starting from EUR 500. They include product presentations in newsletters and on the website – incorporating product descriptions, image and video material as well as contact details. In-house events showcasing new products can be added to the Events Preview which is likewise located on the website. All this will be complemented with social media posts and advertorials in the Spielwarenmesse Visitor Newsletter, generating huge interest among the industry's target groups.



### Five days of live action

The entire fair management team is now available to discuss Spielwarenmesse BrandNew with exhibitors and to take bookings. Visitors can use the new service in both English and German from 25 January 2021. In the week from 25 to 29 January 2021, they will be introduced to the latest innovations at additional live promotions. Appearing on a live video stream on the Facebook and Instagram channels of the Spielwarenmesse, suppliers can unveil their products, conduct tours of their own showrooms or offer Q&A sessions. Ernst Kick, CEO of Spielwarenmesse eG, comments: "We stay connected to our customers all year round by offering them an extensive range of services. Spielwarenmesse BrandNew adds to this spectrum by revealing the innovations for 2021 and providing the industry with a valuable offering before we meet again in Nuremberg from 20 to 24 July."

Contact for exhibitors interested in appearing at Spielwarenmesse BrandNew:

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<https://www.spielwarenmesse.de/for-exhibitors/contact/spielwarenmesse-contacts-for-exhibitors/language/1/>

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Note for editors: Reprint free of charge. Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media). Please provide us with a voucher copy on publication.

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### Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable

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**spielwarenmesse**<sup>®</sup>

Nuremberg 20 – 24 July 2021

pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse<sup>®</sup> has also been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse<sup>®</sup>, Tuesday to Saturday, 20 – 24 Jul 2021