

Seventh Insights-X with new networking platform for the worldwide stationery sector

- Expanded presentation opportunities for exhibitors
- The only independent trade fair in Germany for the stationery community

Planning for the seventh Insights-X trade fair is in full swing. After a two-year 'pandemic break', the event organised by Spielwarenmesse eG will be back at the Nuremberg Exhibition Centre in the autumn at the ideal time for ordering. Between 5 and 7 October 2022, Insights-X – the only independent trade fair in Germany for the international stationery industry – is going live again. At the event, qualifying trade visitors will meet with leading brand manufacturers and suppliers of all sizes to discover innovations and trends. What participants value above all is the relaxed atmosphere, which makes networking easier and creates the space in which inspiration and new knowledge-sharing thrive. For the forthcoming edition, the organisers will be adding a new platform to complement the physical fair: Insights-X Digital. This platform is targeted specifically to the needs of industry and trade, and combines a wide range of product and company presentations with interactive networking opportunities.

Product presentation and interaction

For trade visitors, access to Insights-X Digital is included in the ticket to the fair. All exhibitors are listed on the platform with their own company profile. Alongside information about suppliers, it will also include entries on brands and licenses, as well as product presentations in text, images and video. In addition, Insights-X Digital will provide a number of networking functions. Participants at the fair are included on the platform with a personal profile. Based on the interests recorded there, relevant business contacts will be suggested with whom they can network quickly and easily. With a wide range of communication tools such as private chats, group chats, audio calls and video meetings, Insights-X Digital provides the facility for extensive discussion across the international stationery industry even before the event itself takes place. Appointments can be made in advance for meetings with business partners at the fair.

Press Release

Efficient participation at the fair

For exhibitors at the physical fair, use of Insights-X Digital is already included in their media package. By upgrading to the 'Connect' or 'Premium' package, they can further expand their digital company profile. And companies that cannot be present in person at the physical Insights-X fair have the option of participating on a purely digital basis. "With Insights-X Digital, we are bringing the worldwide stationery community together on an innovative networking platform," says Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. "With the wide-ranging presentation options, we are creating better reach for exhibitors in the virtual sphere and thus providing them with the opportunity to participate even more efficiently in the Nuremberg fair."

A more detailed overview of the services included in all the media packages, together with prices, can be found at www.insights-x.com/en/exhibitors/insights-x-digital.

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

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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 5 to 7 October 2022. 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-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg and the complementary **Spielwarenmesse® Digital**, as well as the **Internationale Spieltag SPIEL** event in Essen, **Kids India** in Mumbai 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, Russia and the USA. 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. 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.