



### **Set out to conquer international markets at the Spielwarenmesse**

- The toy community is meeting up again in Nuremberg
- Worthwhile first-time participation packages for new exhibitors

By tradition, the international toy industry comes together at the start of the year for the Spielwarenmesse in Nuremberg. After a two-year break imposed by the pandemic, the world's leading toy fair will be opening its doors again at the Nuremberg Exhibition Centre from 1 to 5 February 2023. For the industry as well as the organisers, more attention than ever will be paid to the physical fair with its live events. The associated new online platform, Spielwarenmesse Digital, will continue to provide useful additional services. For companies participating for the first time, interesting and relevant packages are available.

### **A bricks-and-mortar fair with the personal touch**

The focus is very clearly on the physical event, as Christian Ulrich, Spokesperson of the Executive Board of Spielwarenmesse eG, explains: "This business depends on live experiences – there is simply no substitute for person-to-person communication. Only by being there on site can one make use of all the senses to discover the products in all their diversity." The Spielwarenmesse Digital platform, launched in 2022, will also be there as a network for participants, offering additional online services. And participation in the fair promises unmatched business efficiency with savings in costs and time. Exhibitors, co-operative partners and the trade all come together and enjoy the uncomplicated opportunities for discussion that it affords. Companies get direct feedback on their products and services, allowing them to optimise their business cycles and product developments.

### **From Nuremberg and out into the rest of the world**

For new participants – whether new to the Spielwarenmesse or to the industry – the event organisers have a suitable participation package. The New Exhibitor Package, in addition to the previously available 9 m<sup>2</sup> stand, also offers new exhibitors the option of a 12 m<sup>2</sup> area. This package includes full basic equipment, from the stand area to stand construction and comprehensive



marketing services. Additional services such as webinars are also being planned to provide companies with support in preparing for their first appearance. Every exhibitor has a specified personal contact who is available from registration right up to the fair itself for any questions about the event. Newcomers to the industry have their own area at the Spielwarenmesse: the StartupArea is especially effective at directing visitors' attention to participating exhibitors. A subsidy is available for young businesses from Germany. Booking for stands has already started. New exhibitors can register until 31 July 2022.

Christian Ulrich is certain that everyone will enjoy being able to get together again: "We received a large number of bookings from all over the world within a short time of registration opening, which shows the high level of interest and attachment. We are already looking forward to meeting everyone again in 2023."

Text length: 2,925 characters

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.

31 May 2022 – sr

#### **Spielwarenmesse®**

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. A new addition for 2022 is the multifunctional platform Spielwarenmesse Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.  
Fair date: Spielwarenmesse®, Wednesday to Sunday, 1 – 5 Feb 2023