



Largest media event: PressPreview focuses on more innovations, campaigns and networking

- Exclusive innovation show for press representatives and content creators
- ToyAward winner to be announced live

It's the media highlight of the sector – the PressPreview. In 2023, the event returns with more power than ever following the pandemic break. On 31 January, the day before the Spielwarenmesse starts, in NCC Ost at the Nuremberg Exhibition Centre all press representatives and content creators can expect an exclusive presentation of new products and ideas from exhibitors, along with a broad supporting programme. It will include a particular focus on startups and young businesses who will provide a joint presentation of their innovations. The highlight will be the presentation of the respected prize in the sector, the ToyAward.

Everything at the PressPreview revolves around one topic: the toy industry's most important innovations. Exhibitors will attract media attention by bringing their product ideas to life at their own stands, with street theatre acts, models and celebrities. This will give journalists, together with bloggers, influencers and YouTubers from around the world, a unique overview of the variety of products and trends at the 72nd Spielwarenmesse. Alongside the well-known exhibitors and brands, organiser Spielwarenmesse eG will be placing particular attention this time on young businesses. The newcomers and startups will present their innovations alongside one another in a compact space of their own.

Photographers and camera teams will capture emotive images throughout the morning. It all gets going at 8:55 am, when a rousing marching band announces the start of the PressPreview with kettledrums and trumpets. Attracting further attention will be the Spielwarenmesse ToyTrends (to be announced in mid-October), the original Spielwarenmesse Selfie-Spot and the ToyCocktail competition, which for the first time will be taking place as part of the PressPreview. Under the critical eyes of the expert jury, Nuremberg

bartenders will be there in person to mix their creations, from which three winners will be selected.

The announcement of the winner of the ToyAward, with the atmospheric commemorative photo, represents another highlight of the event. The award to the winners takes place at 11:30 am at the heart of the activities in the Sydney Hall. Ahead of this, press representatives will have the opportunity to examine on stage the three products nominated in each of six categories. The action-packed preview day will be rounded off by the BusinessLunch with all the important press representatives in the industry – on Level 1 at NCC Ost.

Interested exhibitors can register now for the innovation show. Further information and a film giving an impression of the event can be found on the website at www.spielwarenmesse.de/en/presspreview. The unmissable moments from the forthcoming event will be available to view as a clip on Spielwarenmesse Digital – as will be the live-streamed presentation of the ToyAward.

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

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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