



Tickets to consumers on sale: Spielwarenmesse opens up Model Railways and Model Construction hall for weekend

- 'Model Railways & Model Construction OPEN DAY': 4 and 5 February in Hall 7A
- Digital day tickets on sale from 5 December 2022

For 72 years, the Spielwarenmesse has held a distinct fascination for young and old. The organiser, together with well-known firms from the model railways and model construction sector, is now giving interested consumers, too, the opportunity to experience the 'Spirit of Play' live, in Hall 7A of the Nuremberg Exhibition Centre. Everyone with an enthusiastic interest in the subject can apply online for a ticket for 4 and 5 February 2023. And on the day before the Spielwarenmesse opens, as part of the PressPreview, media representatives will be given an early foretaste of the products on show at the 'Model Railways & Model Construction OPEN DAY'.

Exhibitors give the green light

In opening up the model railway and model construction hall, the Spielwarenmesse team has fulfilled a major wish of the suppliers in the sector. "As a long-term exhibitor at the Spielwarenmesse, we thoroughly welcome this innovation and are already looking forward to getting direct feedback from our consumers," says Märklin boss Florian Sieber emphatically. Alongside this market leader from the model railways area, companies including Faller, Kato, Noch, Tillig and Viessmann will also be available between 10 am and 6 pm on the Saturday and Sunday, for an open discussion with their target groups. In the model construction sector, firms such as Italeri, IXO-IST, Tamiya Carson, Schuco, Solido and Wilesco will be represented. A shared action area complete with miniature show, which will provide another focal point, rounds off this very special experience for the visitors.

Track is clear for consumers

Digital tickets will be available at a price of €6 from 5 December through the Spielwarenmesse website, at www.spielwarenmesse.de/en/openday. Tickets will

not be sold on site. Over the weekend of the fair, Hall 7A will be open to children aged 6 and over – entrance is free up to the age of 17 years. No products will be on sale. Consumers will be admitted on the 'Model Railways & Model Construction OPEN DAY' only via the Entrance Ost. A shuttle bus will be available to take visitors there from the Entrance Mitte and from the nearby 'Messe' U-Bahn station.

Full steam ahead for the PressPreview

Hall 7A will be open to trade visitors and press representatives for the full duration of the fair from 1 to 5 February. Additionally, media representatives will have the opportunity to cast an eye over the new products in the model railways and model construction sector on the day before the fair opens. At the PressPreview, which takes place on the morning of 31 January in NCC Ost, the plan is to provide a further shared area for suppliers from this product group.

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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