

Press Release

Eighth Insights-X: Attractive opportunities to take part in international trade fair

- Dedicated hall area for eXtra-Day exhibitors
- Attractively priced attendance for first-time exhibitors

Preparations for the forthcoming Insights-X are in full swing. The trade fair team will shortly begin allocating stands for the eighth edition, which takes place at the Nuremberg Exhibition Centre from 11 to 14 October 2023, including eXtra-Day. Many well-known producers and innovative brands from home and abroad have already joined the list of exhibitors at this international trade fair for Stationery, Office, Bags and more, which is organised by Spielwarenmesse eG. Companies seeking to exhibit at Insights-X for the first time will benefit from an attractively priced participation option.

Best business opportunities

With the fair's tailored structure and design, Insights-X creates the ideal conditions for industry and trade for networking and product presentations. All exhibitors have the option of extending their presence to the Saturday, an attractive day for the specialist retail trade. Companies that choose to include this eXtra-Day will be allocated stands in their own dedicated exhibition area. "This allows us to create the ideal framework for productive business discussions with customers on all days of the fair," promises Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. More than half of the firms that have registered so far will be presenting their innovations and highlights to the trade on the eXtra-Day as well. They include businesses such as writing implement producer Edding and Goldbuch Georg Brückner, as well as two returning companies, Helit and da Vinci Künstlerpinselfabrik from Germany. Nors Tekstil will be celebrating its premiere: the Turkish company from the bags and rucksacks sector is using Insights-X to expand into new markets. Also on the list of exhibitors is Seven. This bag manufacturer is the market leader in Italy and will be exhibiting jointly with Incall.

Appearance at the fair made easy

To facilitate entry for first-time exhibitors to Insights-X, Spielwarenmesse eG is offering an attractive participation option. The eXperience Package makes it possible to appear at the

Press Release

fair on especially favourable terms. The offer includes not only a stand with essential equipment but also a multifaceted media package.

Businesses that are interested can find further information on the eXperience Package at www.insights-x.com/en/application. A continuously updated preview of exhibitors is available on the web page www.insights-x.com/en/exhibitor-preview.

Images are available at www.insights-x.com/media.

17 April 2023 – kk

Insights-X

Insights-X is the trade fair for the stationery sector. Every year in October, the event brings the leading brand manufacturers and suppliers of all sizes together at the Nuremberg Exhibition Centre. The trade will find a comprehensive range of products in stationery, office, bags and more. The next event takes place from 11 to 14 October 2023 incl. eXtra-Day. More information is available 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, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. Expanded coverage of the topic of licensing comes with **BRANDmate** in Offenbach. 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 and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **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 found on the Internet at www.spielwarenmesse-eg.com.