



Nuremberg 30 Jan – 3 Feb 2024

Conquer the market with the world's leading trade fair for toys

- New schedule to optimise the benefits of the fair
- Exhibitor registration and offers for newcomers

After a successful restart for the Spielwarenmesse, planning for the 73rd edition is in full swing. It will for the first time follow the newly agreed daily schedule. In its customary timeslot at the start of the year, the world's leading trade fair will be displaying innovations and trends from the sector from Tuesday 30 January to Saturday 3 February 2024 at the Nuremberg Exhibition Centre. The adjustment to the schedule has received much positive feedback from exhibitors and visitors alike. Registration is open until the end of May for returning businesses and the end of July for new exhibitors. For newcomers to the sector and to the fair, there are some special offers.

The perfect time of year for an effective appearance at the fair

The Spielwarenmesse, at the start of the year, represents the perfect opening to the sector's season for the placing of orders worldwide. In making its new choice of dates for the fair, the organiser is responding to current market conditions while at the same time taking into account the needs of the different national and international target groups, as Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, explains: "The availability of an additional weekday has been much appreciated, as has the retention of the Saturday for the German specialist retailers." Participation in the fair continues to offer unmatched business efficiency, with savings in costs and time. Registration is still open to existing exhibitors until 31 May. New exhibitors have until 31 July to submit their applications for stands.

Taking advantage of offers for new entrants

Participating in a trade fair in addition to the everyday work of running a business is challenging to many young businesses in terms of time and money. For new entrants in the sector, the Spielwarenmesse is an important event for getting their business off to a flying start in the global toy market. Special subsidies and participation packages are therefore on offer to smooth their



entry into the field. The attention-grabbing StartupArea in Hall 3A, for example, continues to operate, including the 'Young Innovators' promotional programme. In addition, following a successful launch in 2023, the New Exhibitor Package is again available. This now offers new exhibitors the ability to book a stand of up to 20 m², compared with the previous limit of 12 m². The package includes full basic equipment, from the stand area to stand construction and marketing services. Webinars are also available to help the companies prepare for their first appearance. A personal contact is there from registration right up to the fair itself to answer any questions concerning the event. "The full-service package can be booked three times in succession," explains Christian Ulrich. "We provide this to help newcomers establish themselves step by step in the industry." Exhibitor registration can be found at www.spielwarenmesse.de/en/application.

Images are available at www.spielwarenmesse.de/media.

15 May 2023 – 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®, Tuesday to Saturday, 30 Jan – 3 Feb 2024