

Press Release

InsightsArena with trend-setting ideas for point of sale

- Top-selling trends and suggestions for special shopping experiences
- Creative hands-on activity and new PodcastLounge

A valuable source of information for the trade, up-to-the-minute licensing themes and space for intensive networking: at the eighth Insights-X, the InsightsArena has a broad and varied range of information, activities and services to offer. With a new design and a wholly revised concept, between 11 and 14 October including eXtra-Day, this special area in Hall 10.0 will be inviting all participants at the fair to discover and join in.

Inspiring PoS designs and trends

One highlight is the new Retail Inspiration Hub. The name says it all. It provides creative tips for presenting goods at the point of sale. The Retail Inspiration Hub also brings into focus the latest trends in the sector. It introduces the findings of the 'Insights-X Trends' study and brings them to life with the aid of countless examples from exhibitors. Trend scout Gabriela Kaiser set up the survey exclusively for Insights-X. How trade and industry are increasing their sales through licensed goods is demonstrated at the BRANDmate Plaza. The B2B networking event for new licenses and partnerships, from which it takes its name, presents exciting products from the field of licensing. "This makes the InsightsArena a central port of call for retailers," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. "Here they can find trending sales drivers for their range and discover how to create impressive shopping experiences in their own stores."

Creativity wanted

The InsightsArena underlines its own particular character with a special activity in which trade visitors themselves can participate, by getting creative and producing artistic designs on the walls of a photobox. Across the whole Insights-X event, this will generate a unique work of art. Participants will be able to take home with them photos of their own artistic contributions as souvenirs. A few metres further on, the PodcastLounge invites visitors in for a listen. Here, participants in the fair will be attending live as the podcast team from Spielwarenmesse gets into discussion with industry representatives on the latest issues. The InsightsArena looks after culinary needs, too. An integral lounge with food and

Press Release

drinks provides a pleasant atmosphere in which to take a short break from the business of the fair. In addition, a MediaPoint offers informative reading with national and international publications.

Full information on the InsightsArena is available at www.insights-x.com/en/insightsarena.

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

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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 and collaborations 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. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.