

BRANDmate 2024: Third edition of the networking festival in preparation

- Event takes place in Offenbach on 19 and 20 June 2024
- Cross-sector symbiosis of trade fair, conference and festival

The B2B networking event for everything to do with partnerships, collaborations and licensing is going into its third round. On 19 and 20 June 2024 in Fredenhagen near Offenbach, BRANDmate takes place again. Two days packed full of networking in an expanded environment await the participants. Exhibiting companies will be coming from a range of fields such as entertainment, toys, food, publishing and fashion. What they have in common is an interest in brand collaboration and licensing deals.

Successful combination of fair and festival

The last edition of BRANDmate brought together over 300 companies and 750 individuals. The event focuses on the gaming & e-sport, food & beverage, home & living and sports sectors – in addition to the familiar experiential worlds of entertainment, toys and stationery. Among the exhibitors are not only German but also internationally renowned businesses such as Super RTL, Paramount, Mattel, Carlsen Verlag and Koziol. Eva Stemmer, Managing Director of BRANDmate GmbH, has high expectations of this creative concept: “At our networking event, there is something for all participants to experience, in the true sense of the word. We create a special atmosphere so that our guests start to think in fresh, forward-thinking ways about collaboration.”

Innovative networking tool

The declared aim of BRANDmate is to facilitate transparent and efficient networking. The matchmaking function on the event’s website will therefore go live a good two weeks in advance. This gives guests plenty of time to arrange speed-dating appointments and generate new business opportunities. All contacts will be visible on the site so that everyone can write to anyone. “Where the event scores is in the ability to communicate on equal terms, which makes it a true creativity hotspot. For top decision-makers in the licensing sector, as well as for companies looking for businesses and partners in other industries, BRANDmate is an absolute must offering a lot of added value,” says Christian Ulrich, Managing Director of BRANDmate GmbH and Spokesperson of the Executive

Board at Spielwarenmesse eG. The disused Fredenhagen steel plant thus once again becomes the backdrop for an event that includes speed-dating, brand showrooms, staged presentations bringing brands to life, speaker podiums and generous outdoor space.

Tickets for BRANDmate 2024 will be available from the beginning of March at www.brandmate.events.

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

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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.