



Tickets go on sale: all aboard for the 74th Spielwarenmesse in Nuremberg!

- New travel options for the worldbeating event
- Range of services to optimise preparations for the fair

Inspiring theme worlds, a multitude of different networking opportunities, the trends of tomorrow and informative toy-related expertise – all of these await the international toy industry between 28 January and 1 February 2025. From today, visitors from purchasing and the trade can secure their tickets for the Spielwarenmesse, which once again runs from Tuesday to Saturday. Day tickets and event tickets for the 74th edition can be obtained exclusively from www.spielwarenmesse.de/en/tickets. It will not be possible to buy tickets on site at the Nuremberg Exhibition Centre. A wide range of services is on offer to all participants to help them plan their travel and their visit efficiently.

To the world's leading fair by bus, rail and air

Guests at the fair have many options for travelling to Nuremberg. Between Munich Airport and the Nuremberg Exhibition Centre, the exclusive Spielwarenmesse buses will be running a shuttle service several times a day from Sunday 26 January to Sunday 2 February, at €35 each way. Tickets can be booked at www.spielwarenmesse.de/en/bus, where information on departure times can also be found. The options are further enhanced by a new direct rail connection between Munich and Nuremberg via Regensburg. Special tariffs also apply for travellers on ICE trains. In addition, for the duration of the event, the Spielwarenmesse ticket will also serve as a travel ticket on public transport within the Greater Nuremberg area, including the surrounding towns. The web page www.spielwarenmesse.de/en/travel offers a concise summary of all the travel options.

Optimising preparations for the fair

A key tool for planning a visit to the fair is the business platform Spielwarenmesse Digital. This offers buyers and retailers not only interactive hall plans but also a database of exhibitors, with filtering options that make



searching for companies, products, brands and licences a simple process. Following registration, appointments can be set up with exhibitors in advance through the platform. Private chats, audio and video calls contribute further to efficient networking. Buyers and retailers will have all information constantly to hand with the free Spielwarenmesse app, which also includes valuable tips for their visit to the ToyCity of Nuremberg.

The web page www.spielwarenmesse.de/en/visit offers an overview of all topics related to visiting the Spielwarenmesse.

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

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Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse® Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 28 Jan – 1 Feb 2025