

# Application

for the World of Toys by Spielwarenmesse eG Pavilion  
at Tokyo Toy Show 28–29 August 2025 (Business Days)

**The deadline for application is 25 April 2025**



**Please return to:**

Spielwarenmesse eG  
Niklas Renner  
Tel. +49 911 99813-57  
n.renner@spielwarenmesse.de



**WORLD  
OF TOYS  
TOKYO**

**Exhibitor in the World of Toys by Spielwarenmesse eG Pavilion (contractual partner)**

**Contract/invoice address:**

(no P.O. Box address)

Company \_\_\_\_\_

Street \_\_\_\_\_

Postcode, town \_\_\_\_\_

Country \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

VAT ID number (EU countries only!):  
\_\_\_\_\_

Email for invoice dispatch \_\_\_\_\_

**Type of business**    Manufacturer/Industry    Wholesale    Craft trade    Publisher

**General manager/CEO:**

Name, Surname \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Language    German    English

**Correspondence address:**

(only if different to contract address, no P.O. Box address)

Company \_\_\_\_\_

Street \_\_\_\_\_

Postcode, town \_\_\_\_\_

Country \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

**Contact:**

Name, Surname \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Language    German    English

## Application for the World of Toys by Spielwarenmesse eG Pavilion

### Please state product categories for assigning your exhibits:

Baby/Intellectual Toys  
Ride-on/Animal Toys  
Character Toys  
Stuffed Toys  
Games/Puzzles

Hobbies/Models/RC  
Seasonal  
Dolls/Play house  
Card Games  
Digital Toys

Arts & Crafts  
Jigsaw Puzzles  
Others

**Registration fee\*:** 400 € per exhibitor

**Exhibiting fee with stand construction:** 370 € per sqm

- Partition walls (h = 2.70 m)
- Red carpet
- Stand fascia with brief company name
- Labelling with World of Toys logo
- 1 table with 3 chairs
- 3 shelves\*\*
- 1 power socket
- 3 LED spotlights\*\*

### Desired space in sqm

**(possible stand sizes: 9/18/27 sqm):** \_\_\_\_\_

\* The registration fee is deducted in full from the exhibiting fee on approval. We can only process your registration after receipt of the registration fee. The registration fee is returned to you in the case of non-approval.

\*\* the amount changes with stand size

### Additional orders:

Optional storage cabin with door (1 x 1 m): 175 €

Additional shelves (25 € each); Quantity: \_\_\_\_\_

We would like to participate 4 days (incl. Public Days): additional 70 € per sqm

Public days 30–31 August, only Japanese families on-site, hand sales not permitted according to the rules of the Organizer

### Further services:

- Entry in the organiser's media
- Extensive press work
- Overall advertisement and publicity of the fair organiser
- Overall security and safety management of the fair organiser
- Selection and recommendation of professional service partners for logistics, travel, translation services, etc.
- Support from the team of Spielwarenmesse eG before, during and after the event



## Information for participation

Company Name on the stand fascia: \_\_\_\_\_

Sample stand fascia:



**Spielwarenmesse eG**  
シュピールヴァーレンメッセ

### Company data for publication:

Contract address (mentioned above)

Different data:

Website \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Street \_\_\_\_\_

Telephone \_\_\_\_\_

Postcode, town \_\_\_\_\_

With how many people are you planning to staff your stand? \_\_\_\_\_

Country \_\_\_\_\_

### The exhibitor declares:

We hereby acknowledge the Rules for Exhibitors for the World of Toys by Spielwarenmesse eG Pavilion at Tokyo Toy Show 2025 and accept these rules as an integral part of the contract to exhibit.



x

**Place, date, company stamp, authorised signature**

The exhibitor hereby agrees to the storage, processing or transfer of personal data by Spielwarenmesse eG in accordance with the German Data Protection Act using automatic or other data processing methods, provided such data is used exclusively for business purposes.

