



Spielwarenmesse 2020: Visit with added value

- Extensive services and attractive features for trade visitors
- New Visitor Experience Zone between Halls 3A and 4A

The team at the Spielwarenmesse is poised to welcome tens of thousands of international retailers and buyers to Nuremberg Exhibition Center from 29 January to 2 February. To help maximise visitor success, Spielwarenmesse eG offers trade buyers and retailers an extensive range of services and content-related features. The services are designed to support visitors both in the preparation phase ahead of the fair and during the event itself.

Digital preparations

The online services are a valuable aid when organising a visit to the fair. Even buying a ticket can be completed well in advance of the fair. Attendees can store their e-ticket on their smartphone so that it is always close to hand. This not only helps visitors avoid long queues at the ticket office on arrival, but it also gives them immediate use of their ticket for free travel to the exhibition center on public transport. The ticket is valid on all local public transport within the VGN network (local trains with no surcharge: 2nd class) in zones 100/200 (Nuremberg, Fürth, Stein). Trade visitors will find additional useful services both on the Spielwarenmesse website and the app. The interactive hall plan, for example, provides a good overview of the site. The online catalogue, featuring every exhibitor and brand represented at the world's leading toy fair, is likewise an important and valuable information tool.

Inspiring theme worlds

The various special areas at the Spielwarenmesse create considerable added value at the venue itself. Hall 3A revolves around on-trend products, new ideas, innovative exhibitors and knowledge transfer. The TrendGallery shows next season's trends, exemplified by related products and spanning all product groups, as well as innovations and the nominees and winners of the ToyAwards. The New Exhibitor Center and the Innovation Made in Germany Pavilion reflect the dynamism and ingenuity of emerging companies. At the



daily Toy Business Forum, experts talk about current industry-related topics, trends and challenges facing the trade. The LicenseTalks offer valuable industry insights into the licensing business. The special areas Toys meet Books, Showtime, Baby and Infant Articles and Tech2Play are a great source of inspiration and ideas, particularly for retailers looking to extend and remodel their product ranges to maximum effect.

An eventful stay

The visitor area at the Spielwarenmesse, located in the passageway between Halls 3A and 4A, will be a real experience: The participants can look forward to an interactive Social Media Station, entertaining and fun games as well as a catering area with plenty of seating. The exhibition center contains five additional quiet zones or VisitorLounges with free water dispensers and mobile charging stations. The catering at the Spielwarenmesse contains an increased number of vegetarian and vegan meals which are clearly labelled on the site plan. Once the fair has closed for the day, Nuremberg offers plenty of options for an entertaining evening in the ToyCity. On the Saturday, trade visitors can bring the day to an enjoyable close, marvelling at the spectacular fireworks display whilst indulging in a free mug of mulled wine.

Christian Ulrich, Director Marketing Spielwarenmesse eG, concludes: "In our role as organiser, we'd like our visitors to get the best out of their time at the fair. The range of available content and services, which we're constantly extending, is designed to help them do precisely that."

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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spielwarenmesse®

Nuremberg 29 Jan – 2 Feb 2020

Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,900 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 67,000 buyers and toy traders from 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 29 Jan – 2 Feb 2020