



Spielwarenmesse 2021 to take place with a detailed Health & Hygiene Concept

- Comprehensive regulations based on several safety pillars
- Encouraging exhibitor numbers with a large selection of products

As the world's leading toy fair, the Spielwarenmesse in Nuremberg is a firm annual fixture in the diaries of all industry experts – it is an opportunity to forge new customer contacts, to strengthen long-standing business relationships and to discover a unique diversity of products. To enable exhibitors and visitors to take part in the upcoming event from 27 to 31 January 2021, Spielwarenmesse eG has collaborated with venue operator NürnbergMesse and the relevant health authorities to develop a Health & Hygiene Concept. Based on the requirements of the Bavarian State Government, the concept will be continually updated to reflect any changes as they emerge.

Follow the rules, keep your distance

Ernst Kick, CEO of Spielwarenmesse eG, underlines: "In all our efforts to stage Spielwarenmesse 2021, the health and safety of the participants is our top priority." The most important pillars of the concept are social distancing, hygiene, and track and tracing. According to current regulations, it is essential to maintain a social distance of 1.5m between individuals across the entire exhibition site and at meetings. As a result, the layout of the halls is being improved, wider aisles are being created, whilst the Special Areas and stand parties are being put on hold. Despite the restrictions brought on by Covid-19, retailers and buyers at the Spielwarenmesse can expect a high level of innovation as well as a diversity of products that can only be appreciated properly "in the flesh". Compared to last year's figures, almost 90 percent of exhibitors have booked their space and have familiarised themselves with the Health & Hygiene Rules for the Spielwarenmesse, which have already become an integral part of our everyday lives. They include the wearing of face masks indoors, thorough handwashing and the observance of coughing and sneezing etiquette. At the exhibition site itself, the public conveniences, and surfaces such as tables and door handles will be cleaned and disinfected at short and



regular intervals. Modern ventilation systems will supply the halls with fresh air, whilst ensuring that the air is exchanged completely several times an hour.

Taking a responsible approach

Participants will only be admitted to the Spielwarenmesse if they are in good health. Attendees who have had contact with someone infected with Covid-19 in the past 14 days, are displaying symptoms of a respiratory illness or are running a raised temperature may not enter the fair. A qualified team of medical staff will be on site to provide any necessary emergency care. Safety will be given top priority even before the fair opens its doors. The aim is to enable participants to experience and enjoy the unique flair and diverse offering at the tradition-rich Spielwarenmesse even in unusual times such as these. As a result, all exhibitors, visitors, media representatives and service providers must register in advance of the event to receive their personalised tickets and passes. This is the best way to ensure that everyone can be contacted retrospectively, if necessary. For this reason, exhibitors will also be required to keep a contact list for all customer appointments held at stand tables where masks are removed.

Acting safely

Until the fair opens for business at the end of January, the teams working on the Spielwarenmesse will keep a close eye on developments, continually adapting plans to reflect any new findings and communicating any changes as soon as possible. The detailed Health & Hygiene Concept will, as Ernst Kick states, allow everyone to focus on the main point of the event: "When it comes to personal encounters and sound buying decisions, trade fairs are more important than ever. Particularly in our industry, they are an indispensable driver of growth. That is why we're doing all we can to stage Spielwarenmesse 2021 – the most important industry hub of the year – whilst ensuring that it is as safe and enjoyable as possible."

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spielwarenmesse®

Nuremberg 27 – 31 Jan 2021

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®

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 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 around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 27 – 31 Jan 2021