



## **Spielwarenmesse 2021: New exhibitors in prime location**

The Spielwarenmesse is the most important toy industry gathering for international exhibitors and specialist retailers. First-time exhibitors at the event, scheduled to run from 27 to 31 January 2021, can enjoy special terms and conditions. The New Exhibitor Center supports newcomers from both home and abroad as they take their first tentative steps into the world of trade fairs. Participants receive plenty of organisational assistance from the Spielwarenmesse team right from the start. Working in collaboration with the venue operator NürnbergMesse and the local health authorities, Spielwarenmesse eG has developed a safety and hygiene concept specifically for this area.

The New Exhibitor Center at the Spielwarenmesse provides first-time exhibitors with a perfect spot at the world's leading toy fair. The prime location in Hall 3A is a popular attraction for retailers and buyers looking for innovations. Registered newcomers benefit from the Ready-to-go Package, which includes particularly favourable terms and conditions. The package comprises a prestigious 6m<sup>2</sup> exhibition stand with free WiFi as well as complementary marketing measures in the Spielwarenmesse's print and online media. The companies booked for 2021 include MTM-GIFTS from Belgium, SmartBee Club from Poland, Ukrainian company Uma&Umi and PSC Games – The Plastic Soldier Company from the UK.

Details about the New Exhibitor Center, the terms and conditions and registration can be found at [www.spielwarenmesse.de/en/newexhibitorcenter](http://www.spielwarenmesse.de/en/newexhibitorcenter).

Text length: 1,518 characters

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



**spielwarenmesse®**

Nuremberg 27 – 31 Jan 2021

26 August 2020 – lg

**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