



## **New Exhibitor Package: A chance for newcomers to hit the market at the Spielwarenmesse**

The Spielwarenmesse is the most important business hub for the international toy industry. When the fair opens its doors from 2 to 6 February 2022, first-time exhibitors can benefit from the innovative New Exhibitor Package. The declared goal of trade-fair organiser Spielwarenmesse eG is to enable this group to step into the exhibition arena at particularly attractive rates. Companies will be given the opportunity to appear in one of twelve product groups and to unveil their new products and innovations to both buyers and retailers at the perfect time for placing orders.

The New Exhibitor Package is an excellent stepping-stone for enterprises showing at the Spielwarenmesse for the first time. The advantages of this comprehensive solution are clear: The inexpensive full-service package includes a completely furnished 9m<sup>2</sup> exhibition stand which is located in the right product group and is, therefore, guaranteed to grab the attention of international trade visitors. Special marketing measures, such as listings in the Spielwarenmesse's print and online media, the "New" icon to highlight newcomers and intensive visitor advertising, are all designed to maximise exposure. The Spielwarenmesse team will be on hand to share their expertise and lend support from start to finish.

Also included in the New Exhibitor Package is the Smart Package for Spielwarenmesse Digital 2022. This allows first-time exhibitors to showcase their products not only at their exhibition stands but also on the new online platform. Manufacturers interested in booking this option can register now at [www.spielwarenmesse.de/en/application](http://www.spielwarenmesse.de/en/application). Ernst Kick, CEO of Spielwarenmesse eG: "We want to help first-time exhibitors be as successful as possible. Our New Exhibitor Package gives them the kind of valuable support they need."



**spielwarenmesse®**

Nuremberg 2 – 6 Feb 2022

Further information on the New Exhibitor Package, the Terms & Conditions and the registration process can be found online at [www.spielwarenmesse.de/en/nep](http://www.spielwarenmesse.de/en/nep).

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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.

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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, 2 – 6 Feb 2022