



Spielwarenmesse 2022: New “Fit For Fair” webinars for exhibitors

- Webinar series supports exhibition planning
- Closing date for new exhibitor registrations set for 31 July 2021

As the next Spielwarenmesse approaches, the sense of anticipation is becoming ever more palpable. Exhibitors, trade visitors, buyers and media representatives are already busy planning the most important time of the year for the toy industry. To ensure that first-time and established exhibitors are well prepared for the world’s leading toy fair, which opens its doors in Nuremberg from 2 to 6 February 2022, organiser Spielwarenmesse eG is offering its new “Fit For Fair” webinar series from 9 June. The webinars give companies valuable advice on presenting products and innovations as well as on networking with retailers and buyers.

Compact knowledge for exhibitors

The “Fit For Fair” webinars provide potential and registered exhibitors with important tips for a perfect exhibition appearance. Drawing on its experience in staging and marketing trade fairs, the Spielwarenmesse team is using this new service to support firms as early as during the planning phase. The live webinars last around 45 minutes and will be offered in English and German. Afterwards, the webinars will be available on demand at www.spielwarenmesse.de/en/fitforfair. The participating firms will have access to important information on topics such as the Hygiene Concept at Spielwarenmesse 2022, the Special Areas, visitor marketing and the supporting programme. In September, they will learn everything they need to know about the new platform Spielwarenmesse Digital and how to use it to their best advantage before, during and after the fair. “The webinars are an excellent way to get ready for the next Spielwarenmesse. Exhibitors attending the webinars will receive extra help over and above our existing services – with everything from stand construction to digital opportunities and marketing measures,” states Ernst Kick, CEO of Spielwarenmesse eG.



Perfect preparation for first-time exhibitors

Basic Needs, the live webinar specifically designed for newcomers, covers the fundamentals of showing at the fair for the first time. Besides numerous tips for the perfect exhibition appearance, the webinar also sheds light on the services offered by the Spielwarenmesse, its various service providers, the StarterPackages and the city of Nuremberg. The other webinars in the “Fit For Fair” series explain the full offering at Spielwarenmesse 2022. Companies wishing to show at the Spielwarenmesse for the first time can register at www.spielwarenmesse.de/en/application until 31 July 2021.

Further details can be found at www.spielwarenmesse.de/en/fitforfair.

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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®

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