



## **Spielwarenmesse 2022 announces high exhibitor levels and attractive Special Areas**

- Closing date for first-time exhibitors set for 31 July
- New special zone: Area for Service Providers in Hall 3A

Trade fairs are all about finding new business partners, meeting customers face to face and experiencing products with all the senses. Opening its doors from 2 to 6 February 2022, the Spielwarenmesse will once again provide industry participants with the best possible parameters for business and networking. The 72<sup>nd</sup> edition of the Spielwarenmesse has already received plenty of support from international exhibitors. Innovative special areas dedicated to specific themes are among the attention-grabbing presentation formats offered to companies by event organiser Spielwarenmesse eG. The Area for Service Providers is a new feature in Hall 3A.

### **Market leaders in Nuremberg**

The toy industry is full of anticipation at the prospect of gathering again at Nuremberg's Exhibition Centre. So far, more than 1,400 companies from 57 countries have already booked their place at the fair – including all the industry's key players. This means that the current exhibitor numbers are only marginally down on those recorded at the same point in the registration phase for Spielwarenmesse 2020. Florian Hess, Executive Board Member Fair Management, Spielwarenmesse eG, feels upbeat about the current booking levels: "The figures underline the extremely high standing enjoyed by the trade fair around the world." The international composition of the exhibitors is also seen as a positive sign. "The high number of countries bears witness to the expo's lasting international pull," emphasises Christian Ulrich, Executive Board Spokesperson. Companies, wanting to appear at the Spielwarenmesse for the first time, can still register through the website at [www.spielwarenmesse.de/en/application](http://www.spielwarenmesse.de/en/application) until 31 July. The process is both quick and uncomplicated. Newcomers can benefit from the affordable New Exhibitor Package, which includes a 9m<sup>2</sup> exhibition stand with basic fixtures and



furnishings as well as special marketing measures for first-time exhibitors and the Smart Package for Spielwarenmesse Digital.

### **Dedicated Area for Service Providers**

When shaping the exhibition concept, the organiser attaches much importance to continuity. Both the hall allocation and product groups will, therefore, remain unchanged. As in previous years, the Tech2Play area in Hall 4A will place the spotlight on innovations from the Electronic Toys sector. The upcoming Spielwarenmesse will, however, have plenty of new ideas in store for the industry. The Area for Service Providers in Hall 3A, for example, will be celebrating its debut. This zone will be devoted to independent testing institutes, suppliers of production technologies, EPOS systems and packaging, as well as marketing and advertising specialists who will be offering their services to both trade and industry. Other highlights include a revised presentation of the latest product innovations and the topic of sustainability which will be cast a central role.

Detailed information on the new Area for Service Providers can be found on the website at [www.spielwarenmesse.de/en/service-providers](http://www.spielwarenmesse.de/en/service-providers).

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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