

Points List: Spaceback – Your Bonus System of Spielwarenmesse eG



Spaceback is the bonus system for exhibitors at Spielwarenmesse that rewards the bookings of special services – and thus their active participation in the fair – with the accumulation of ‘SpacePoints’.

1,000 SpacePoints equate to the price of one square meter row stand space.

For further information please see www.spielwarenmesse.de/en/spaceback.

Marketing activities for Spielwarenmesse 2021 Summer Edition

| | | |
|-----------------------------------|---|-----------------|
| Invitation Vouchers | per one day and/or permanent pass exchanged | 25 SpacePoints |
| Additional Media Services | per net amount of invoice | |
| | 1 – 150 € | 50 SpacePoints |
| | 151 – 250 € | 150 SpacePoints |
| | 251 – 350 € | 250 SpacePoints |
| | 351 – 450 € | 350 SpacePoints |
| | 451 – 550 € | 450 SpacePoints |
| | more than 550 € | 500 SpacePoints |
| Indoor Banner* Outdoor Banner* | per booking | 150 SpacePoints |
| Illuminated LightBox | per booking | 200 SpacePoints |
| Stair Advertising | per booking | 300 SpacePoints |
| Large Posters (GF) | per booking | 400 SpacePoints |
| Large Awnings (GP) | per booking | 500 SpacePoints |

Press activities for Spielwarenmesse 2021 Summer Edition

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|-------------------------|---------------|-----------------|
| Electronic Press Boxes* | per press box | 100 SpacePoints |
| Press Boxes | per press box | 50 SpacePoints |

*Are awarded for max. 3 bookings per exhibitor.

Participation activities for Spielwarenmesse 2021 Summer Edition

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|--|-----------------------------|-----------------|
| New Product and Trend Presentation in the TrendGallery | showcase 40 x 40 x 40 cm | 200 SpacePoints |
| | showcase 60 x 60 x 60 cm | 250 SpacePoints |
| | showcase 100 x 100 x 100 cm | 300 SpacePoints |

Participation for Spielwarenmesse 2022

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|--|-----------------|-----------------|
| Early Booking Applications by 15.2.2021 | per application | 500 SpacePoints |
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Participation in events within the World of Toys programme

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|------------------|-------------------|-----------------|
| Kids Russia 2021 | per participation | 300 SpacePoints |
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Status: November 2020

Heiko Röschlein will be pleased to help if you need more information:

Tel. +49 911 99813-38

h.roeschlein@spielwarenmesse.de



Spielwarenmesse eG

... your cooperative partner

Herderstraße 7 · 90427 Nürnberg · Deutschland · www.spielwarenmesse-eg.de