

Sports, Leisure, Outdoor



DISCOVER THE GLOBAL TRENDS OF THE INDUSTRY
IN NUREMBERG – FROM POPULAR CLASSICS TO
NEW MOVEMENT GAMES.



spielwarenmesse®

Nuremberg 2 – 6 Feb 2022

Visitor

“The Spielwarenmesse sets the trends in my industry. It is the only event that unites my most important suppliers, customers and competitors. Only at this fair do I get the information I need to plan my annual strategy.”

Leluliike Casagrande AG, Renato Casagrande, CEO

Exhibitor

“For us, the Spielwarenmesse has always been the ideal platform to welcome guests from all over the world with products, new trends and concepts for the future. Here we meet visitors, who are enthusiastic about the industry and who motivate us time and again to develop innovative products and also to break new ground. For 66 years in a row we have been using the possibility to move people not only physically but also emotionally and to take them to a journey into a new HUDORA year. And we will continue to do so.”

HUDORA GmbH, Ben Walter, Marketing Director

12 product groups in **18** halls

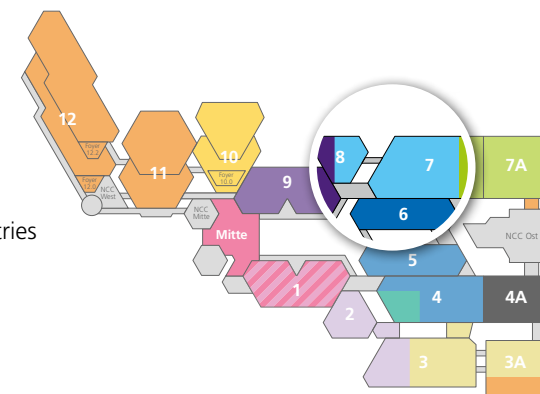
2,843 exhibitors from **70** countries

62,357 trade visitors from **136** countries

1,367 bloggers and journalists from **38** countries

1 million products

120,000 innovations



All figures refer to the Spielwarenmesse 2020.



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Sports, Leisure, Outdoor

The product group

- Important market leaders are represented
- Playground equipment is increasingly important
- Toys for outdoor use are among the top sellers in the toy trade
- Sports and outdoor toys are in vogue globally and are often a source of inspiration for the entire toy industry

Leisure

Bicycles, children's vehicles, inline skates, boards, ball sports articles, throwing games, water toys, billiards and darts, table soccer, juggling articles, trampolines, gymnastic articles, hover boards

Outdoor winter

Winter sports articles (sleds), ice sports articles and accessories

Outdoor summer

Beach and bathing articles, camping supplies, playground equipment, play tents and play houses

License articles



Visitor groups

- Toy shops
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order business, online shops
- Sporting goods shops, lifestyle stores
- DIY stores
- Fun and leisure parks, event agencies

Exhibitors in this product group

284 Exhibitors 35 Countries 14,000 m² Exhibition space

Would exhibit again: Yes, certainly – Yes, probably **87.7 %**

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix. **91.1 %**



Registration

Register conveniently online from 1 March 2021 here:
www.spielwarenmesse.de/en/application

The ways you can participate

- Exhibiting fee excl. stand construction package
- Marketing package 649 €
- AUMA fee 0.60 €/m²
- Waste disposal fee 2.70 €/m²

Prices

(without stand construction or equipment, per m² of floor space)

Row stand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
184 €/m ²	224 €/m ²	241 €/m ²	245 €/m ²
Minimum stand size: 9 m ²			

A registration fee of 400 € must be paid. The registration fee will be deducted in full from the exhibiting fee. Registration can only be processed once the registration fee has been received. The registration fee will be reimbursed in the case of non-admission.

Marketing package

The obligatory marketing package includes the following services:

- Compulsory entry in the official Spielwarenmesse print and online media, including Smart-Package at Spielwarenmesse Digital 2022
- LicenseGuide entries
- Trade fair calendar entries
- Invitation vouchers for ten one-day tickets

All prices are subject to statutory VAT.