

Dolls, Soft Toys



THE ONLY INTERNATIONAL TRADE FAIR PLATFORM
FOR DOLL AND SOFT TOY MANUFACTURERS WHERE
THE RELEVANT TOP BUYERS ARE REPRESENTED.

Visitor

“As a specialist toy retailer, it has been essential for us to visit the Spielwarenmesse over the last forty years. The complete and ever-growing range and the presence of exhibitors with innovations in the dolls and soft toy segment mean it is crucial that trade visitors attend the fair. Without doubt, for me it is the fair where we find the widest range and innovations for our industry.”

Nap-Buf, Elizabeth Mingels, Owner

Exhibitor

“It is important to us to showcase our new products to all customers worldwide, make contacts and then assess the market. This is also reflected in the number of exhibitors. I don’t believe there is any brand-name company in the toy industry that does not exhibit here in Nuremberg. I consider this the number one industry gathering in the world.”

NICI GmbH, Thomas Pfau, CEO

12 product groups in **18** halls

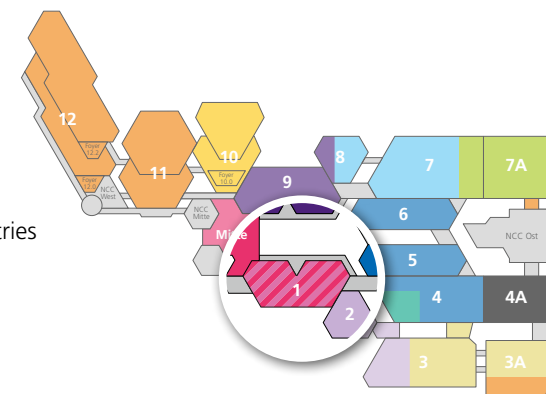
2,843 exhibitors from **70** countries

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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Dolls, Soft Toys

The product group

- Central exhibition space
- Integrated into the surrounding Fashionable and Trendy Articles, Baby and Infant Articles, and Wooden Toys, Toys Made of Natural Materials product groups, it provides an excellent means of orientation for trade visitors/buyers
- Large number of key players and competitors represented

Dolls

Baby/fashion dolls, hand puppets, doll accessories, toy shops, domestic appliances and articles for children, hairdressing/vanity/doctors' sets, interactive functional dolls

Soft Toys

Plush/fur/fabric toys, teddy bears, plush and fabric articles for babies and infants, collectors' articles, functional plush

License articles



Visitor groups

- Toy shops, baby shops, gift shops
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order business, online shops
- Social and public institutions, nursery/school outfitters
- Leisure parks, funfair businesses

Exhibitors in this product group

251 Exhibitors 36 Countries 9,500 m² Exhibition space

Would exhibit again: Yes, certainly – Yes, probably 90.9 %

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix. 92.5 %



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.