

# Baby and Infant Articles



NEW VISITOR GROUPS NOT FOUND AT  
TRADITIONAL BABY TRADE FAIRS ANYWHERE  
IN THE WORLD.

## Visitor

*"The Spielwarenmesse is the most dynamic platform within the world market for children's goods and infant and baby articles."*

**Detskaya Gallereya Yakimanka, Dmitry Buekly, General Director**

## Exhibitor

*"The Spielwarenmesse is simply an absolute must if you wish to exhibit products in the baby and infant segment and gain a foothold in the markets. You simply can't neglect the Spielwarenmesse for this. That is why I would recommend the Spielwarenmesse to anyone looking to do business in this area."*

**Lässig GmbH, Claudia Lässig, CEO**

**12** product groups in **18** halls

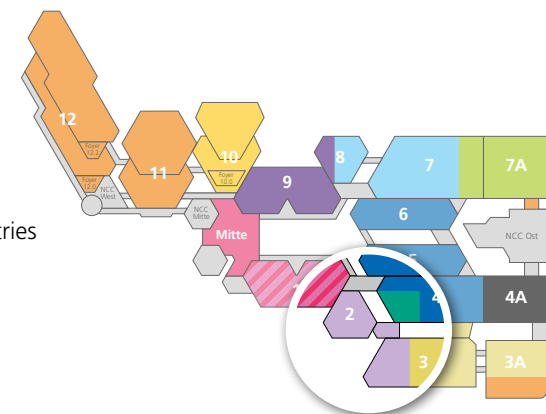
**2,843** exhibitors from **70** countries

**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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# Baby and Infant Articles

## The product group

- In keeping with buyer interests, integrated between the Soft Toys, Wooden Toys and Educational Toys product groups
- An attractive add-on range for visitors to the Spielwarenmesse
- The focus of interest for more than 8,000 trade visitors

### Baby Toys

Bath toys, teething, walkers, mobiles, rattles, blankies

### Baby Textile

Baby fashion, everything to do with sleep, warmers

### Travel Systems

Car and baby seats, prams and accessories, travel cots, carriers and bags, slings

### Food and Care

Bathing accessories, bottles and accessories, crockery and cutlery, body care articles, bibs, potties and accessories, support cushions, swaddling accessories

### Home and Safety

Baby furniture, baby phones, measuring sticks, safety guards, other equipment and accessories for nurseries, socket covers, room decorations and wall stickers

### License articles



## Visitor groups

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

## Exhibitors in this product group

150

Exhibitors

28

Countries

8,900 m<sup>2</sup>

Exhibition space

Would exhibit again: Yes, certainly – Yes, probably



87.0 %

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



84.0 %



## Registration

Register conveniently online from 1 March 2021 here:

[www.spielwarenmesse.de/en/application](http://www.spielwarenmesse.de/en/application)

## The ways you can participate

- Exhibiting fee excl. stand construction package
- Marketing package 649 €
- AUMA fee 0.60 €/m<sup>2</sup>
- Waste disposal fee 2.70 €/m<sup>2</sup>

## Prices

(without stand construction or equipment, per m<sup>2</sup> 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 <sup>2</sup>	224 €/m <sup>2</sup>	241 €/m <sup>2</sup>	245 €/m <sup>2</sup>
Minimum stand size: 9 m <sup>2</sup>			

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.