

Wooden Toys, Toys made from natural materials



THERE IS NO COMPARABLE TRADE FAIR WITH
A DEDICATED FOCUS ON THIS PRODUCT AREA.

Visitor

“As an SME, we’re not in a position to be on the lookout for new products everywhere and at all times. Because of this, events such as the Spielwarenmesse present a special opportunity for us as they allow us to meet new vendors and get ideas for our range in a short space of time.”

Le Bonhomme de Bois, Jean-François Vezia, CEO

Exhibitor

“Wooden toys are traditional and it is hard to imagine the toy industry without them. Tradition comes first here, combined with modern aspects. Thousands of new products are presented in various theme segments every year. Beleduc is more than 50 years old and the world’s leading trade fair in Nuremberg is still the ideal meeting place for us and a key platform for international contacts.”

Beleduc Lernspielwaren GmbH, Sabine Handstein, CEO

12 product groups in **18** halls

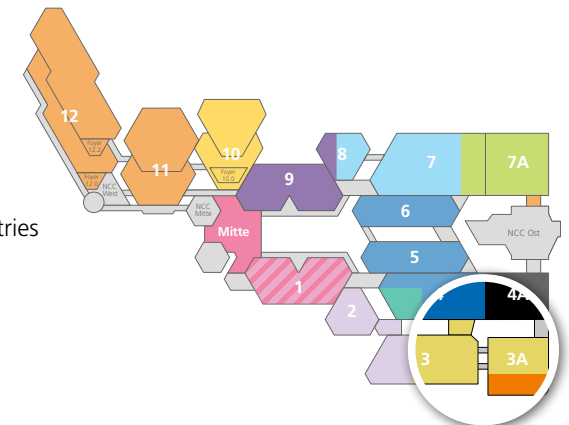
2,843 exhibitors from **70** countries

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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The product group

- Growing visitor interest through supplier diversity – from small craft workshops through to big players with a high degree of internationality
- Wooden toys are the classics among toys, which makes the product group an integral part of the Spielwarenmesse
- Additional dynamics through the combination of design, functionality and sustainability

Wooden Toys and Articles

Toy shops, games, wooden construction kits, wooden vehicles, rocking horses, wooden musical instruments, children's furnishings, wooden animals and figures

Toys Made of Natural Materials

Toys made of paperboard, cardboard, cork and other natural materials

Craftworks

Handcrafted toys, porcelain and ceramic items, music boxes, handcrafted accessories, miniatures

License articles



Visitor groups

- Toy shops
- Gift shops, promotional items trade
- Furniture stores, retailers of decorations
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order business, online shops
- Social and public institutions, nursery/school outfitters

Exhibitors in this product group

281 Exhibitors **41** Countries **11,800 m²** Exhibition space

Would exhibit again: Yes, certainly – Yes, probably **86.0 %**

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix. **85.8 %**



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.