

School Articles, Stationery, Creative Design



THE IDEAL COMPLEMENT TO TRADITIONAL
TOY RANGES, GIVES BUYERS KEY STIMULI FOR THE
POPULAR "DO IT YOURSELF" TREND.

Visitor

"The Spielwarenmesse is very important to me as I can discover and understand current trends and innovations from all over the world. As a result, I can find things ideally suited to satisfy increasingly demanding younger customers in particular."

KM2 S.r.l., Rosalba Capurro

Exhibitor

"The atmosphere at the Spielwarenmesse is terrific. Being in Hall 4 and therefore positioned closely to the educational toys, we benefit from greater visitor traffic. This means we can forge new and interesting business contacts."

**duo schreib & spiel Verwaltungsgesellschaft mbH & Co. Vertriebs KG,
Hans Jörg Iden, CEO**

12 product groups in **18** halls

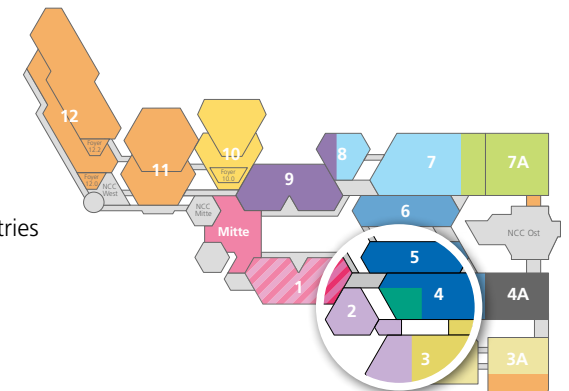
2,843 exhibitors from **70** countries

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

- Constant enhancement of the product diversity in the area of creative design is ensuring increasing number of visitors
- Large number of key players and important brands represented

School Articles

Cones for sweets on the first day of school, school bags/satchels and accessories, exercise books, folders, drawing instruments, colours, water bottles, lunch boxes

Stationery

Writing utensils, jotters, file binders, labels, stickers

Creative Design

Painting and art supplies, craft supplies, glues, plasticine, textiles, beads

License articles



Visitor groups

- Toy shops, craft stores
- Stationery trade, gift shops and promotional items trade
- Drugstores, supermarkets, department stores
- Mail order business, online shops
- Nursery and school outfitters
- Licensors, license agencies

Exhibitors in this product group

154

Exhibitors

31

Countries

3,900 m²

Exhibition space

Would exhibit again: Yes, certainly – Yes, probably



89.5 %

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



89.2 %



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.