

# Games, Books, Learning and Experimenting



FOR 1/3 OF ALL SPIELWARENMESSE® TRADE BUYERS, THEIR MAIN REASON FOR VISITING THE TRADE FAIR.

## Visitor

*"I come to the Spielwarenmesse every year to meet international suppliers of learning aids with whom I have been working for many years. I take a look at their new products and negotiate new contracts for the next year. I also explore what other exhibitors have to offer to find out about new products and inventions. I regard the Spielwarenmesse as the most important platform for my business."*

**Yesod publishing company, Uri Sela, Co-owner**

## Exhibitor

*"The Spielwarenmesse offers us a very broad range of customers. We meet new people here each year and can maintain important relationships."*

**AMIGO Spiel + Freizeit GmbH, Joachim Ulbrich, COO**

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

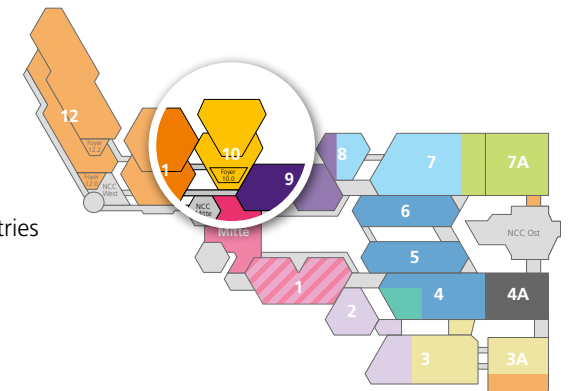
**2,843** exhibitors from **70** countries

**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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### Spielwarenmesse eG

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www.spielwarenmesse-eg.de





# Games, Books, Learning and Experimenting

## The product group

- All market leaders in this product segment exhibit regularly
- Big-name exhibitors showcase their books for children and young adults in Hall 10
- Located centrally, Hall 10 can be quickly reached from everywhere

### Games

Card games, trading cards, dice games, puzzles, knowledge games, strategy games, entertainment games, board games, game accessories, literature on games

### Books (children's and young adult media)

Books, audio books, ebooks, colouring books, manga, comics

### Learning and Experimenting

Educational games, experimental kits, globes

### Non-book

Posters, paper products, stationery, calendars, magnets

### License articles



## Visitor groups

- Toy shops, mail order business, online shops, games shops
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Specialist media, trade publishers, booksellers, museum shops
- Games forums, game designers, game illustrators, game rental shops
- Decision-makers from all education sectors
- Social and public institutions, nursery/school outfitters

## Exhibitors in this product group

**393** Exhibitors      **40** Countries      **14,000 m<sup>2</sup>** Exhibition space

Would exhibit again: Yes, certainly – Yes, probably **89.2 %**

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix. **85.3 %**



## 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.