



spielwarenmesse

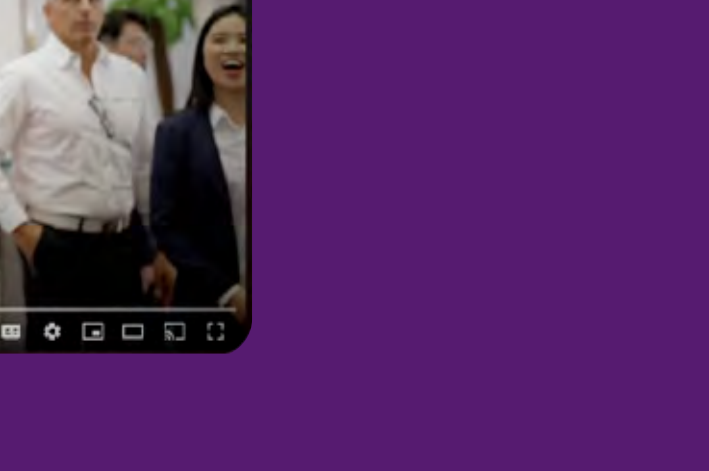
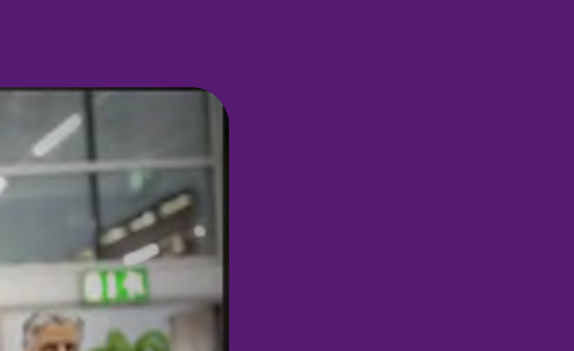
28 Jan - 1 Feb 2025

Mitte Eingang

FEEL THE SPIRIT OF PLAY

As a manufacturer and player in the toy industry you find yourself in one of the most exciting and most dynamic markets in the world. Only the Spielwarenmesse succeeds in providing an up-to-date its complexity and is the only global industry event to offer you access to all relevant sales markets. Here you can meet important buyers, new distributors and maintain your existing network – all in your own branding at your stand. You will experience trends and gain valuable knowledge from numerous expert presentations. But the most important thing: You will return with a good portion of additional inspiration!

We are looking forward to seeing you!



What the participants say

“The Spielwarenmesse is a sensational event. It is huge. It is overwhelming. It's incredible to meet so many new people.”

ALEXANDRA EHRMANN
History Heroes, Visitor

As the leading trade fair, the Spielwarenmesse is the place where everyone from all over the world meets. You won't find these opportunities anywhere else. If you are not here, you do not exist!

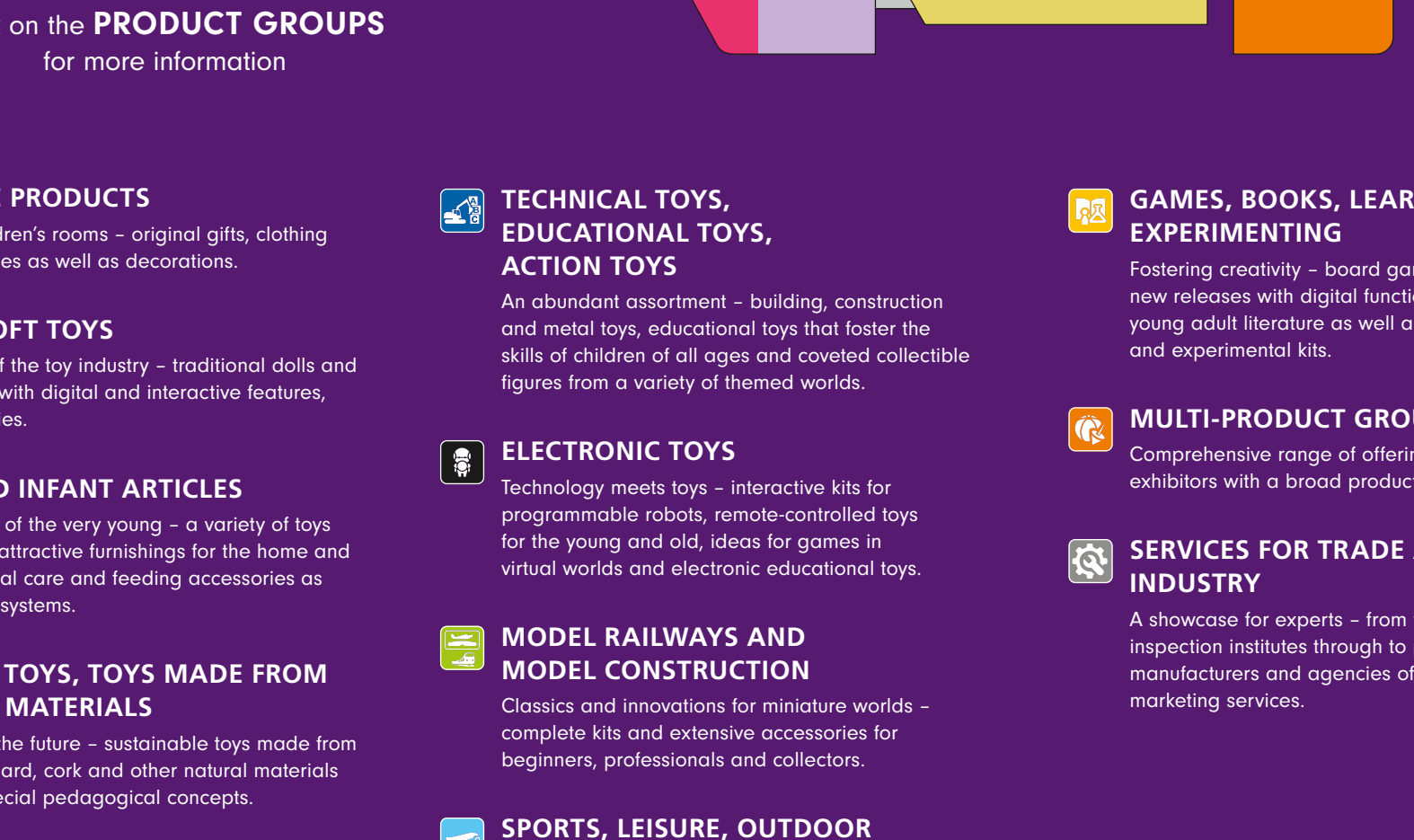
For us it is the perfect occasion to meet existing customers and generate new contacts.

RAM RONEN
PMU Trading & Enterprise Ltd., Exhibitor



Home of the industry

Get an overview of the unique variety of the 13 product groups in 18 halls



Click on the **PRODUCT GROUPS** for more information

- LIFESTYLE PRODUCTS**
Needs in children's rooms – original gifts, clothing and accessories as well as decorations.
- DOLLS, SOFT TOYS**
The classics of the toy industry – traditional dolls and soft toys also with digital and interactive features, plus accessories.
- BBY AND INFANT ARTICLES**
For the needs of the early years – a variety of toys and clothing, attractive furnishings for the home and safety, practical care and feeding accessories as well as travel systems.
- WOODEN TOYS, TOYS MADE FROM NATURAL MATERIALS**
Materials for the future – sustainable toys made from wood, cardboard, cork and other natural materials, as well as special pedagogical concepts.
- SCHOOL ARTICLES, STATIONERY, CREATIVE DESIGN**
Back-to-school and do it yourself – useful utensils for starting school, craft materials for creative pursuits and other paper, office supply and stationery products.
- TECHNICAL TOYS, EDUCATIONAL TOYS, ACTION TOYS**
An abundant assortment – building, construction and metal toys, educational toys that foster the skills of children of all ages and coveted collectible figures from a variety of themed worlds.
- ELECTRONIC TOYS**
Technology meets toys – interactive kits for programmable robots, remote-controlled toys for the young and old, ideas for games in virtual worlds and electronic, educational toys.
- MODEL RAILWAYS AND MODEL CONSTRUCTION**
Classics and innovations for miniature worlds – complete kits and extensive accessories for beginners, professionals and collectors.
- SPORTS, LEISURE, OUTDOOR**
Toys for leisure pursuits in summer and winter – exciting innovations such as bicycles, playhouses and ball sports equipment.
- FESTIVE ARTICLES, CARNIVAL AND FIREWORKS**
Everything you need for a celebration – original costumes, decorations and firecrackers for seasonal events and special occasions.
- GAMES, BOOKS, LEARNING AND EXPERIMENTING**
Fostering creativity – board games and innovative new releases with digital functions, plus children's and young adult literature as well as various educational and experiential kits.
- MULTI-PRODUCT GROUP**
Comprehensive range of offerings – area for exhibitors with a broad product selection.
- SERVICES FOR TRADE AND INDUSTRY**
A showcase for experts – from testing and inspection institutes through to packaging manufacturers and agencies offering various marketing services.

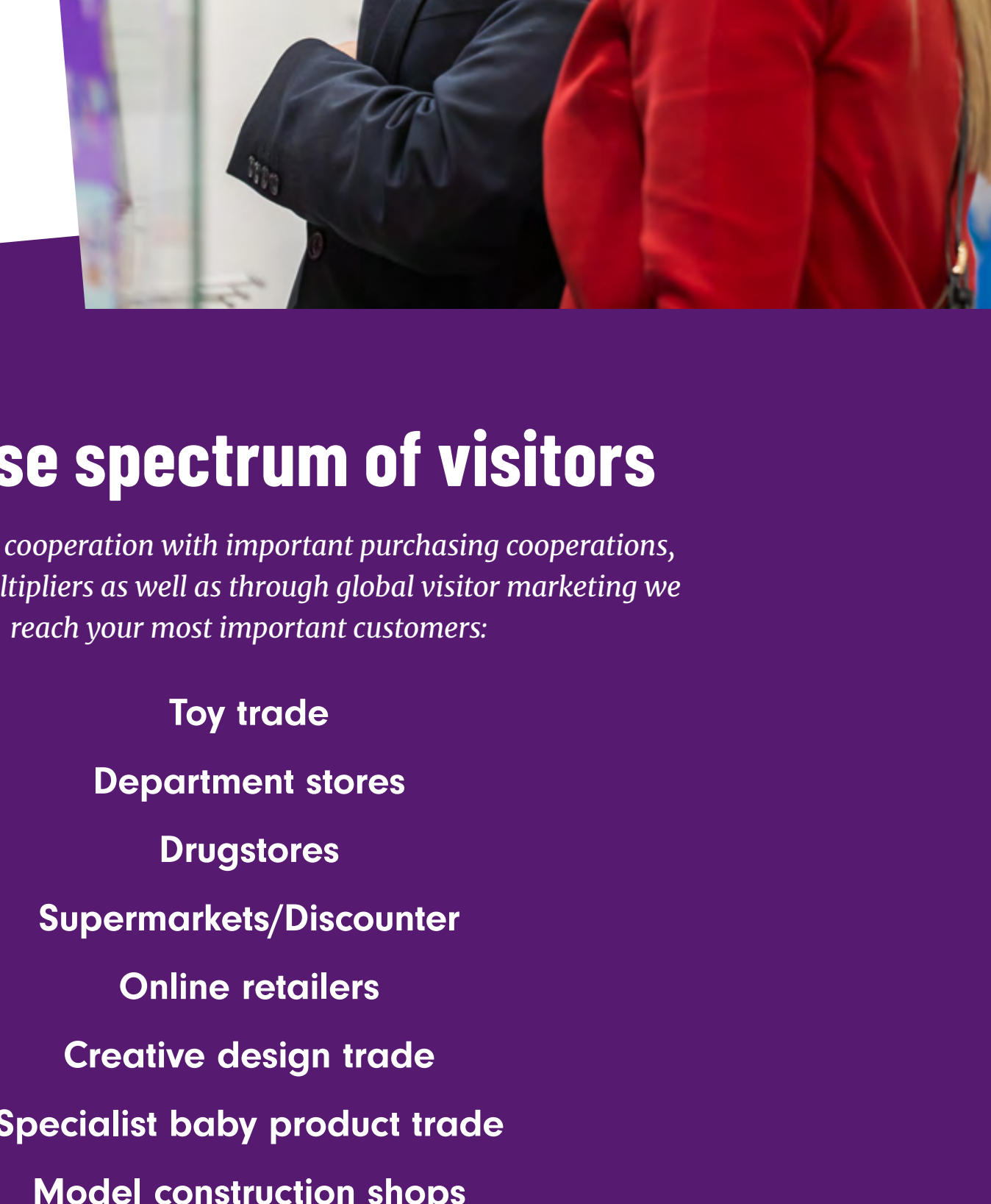
Find out who exhibited in 2024

The meeting point for top decision makers

Industry representatives from all over the world come together in Nürnberg.

Most of the 57,000 visitors from 125 countries came from:

- Germany
- Italy
- Spain
- Great Britain
- Netherlands
- France
- Poland
- USA
- China Mainland
- Austria



Diverse spectrum of visitors

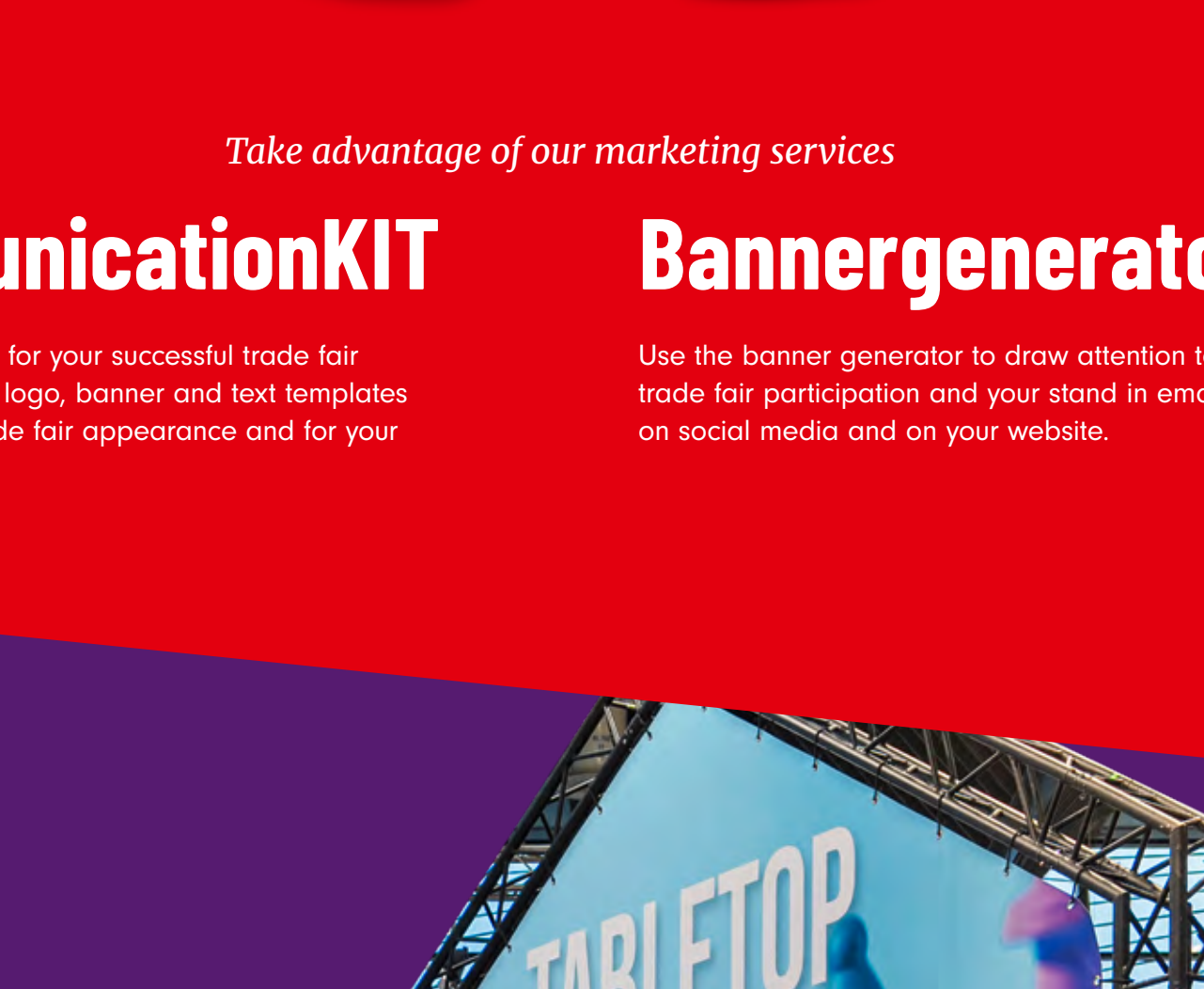
Thanks to our cooperation with important purchasing cooperations, media and multipliers as well as through global visitor marketing we reach your most important customers:

- Toy trade
- Department stores
- Drugstores
- Supermarkets/Discounter
- Online retailers
- Creative design trade
- Specialist baby product trade
- Model construction shops
- Model railway shops
- Stationery trade
- Gift trade
- Book trade
- Electronic goods trade
- DIY markets
- Nursery/school/playground outfitters
- Sports stores
- Decoration products trade
- Licencors/licence agencies
- Promotional products trade



Our support for your successful participation

- Regular newsletter dispatch to more than 70,000 interested parties in the community
- Social media and online magazines
- Advertising in international trade magazines and online portals
- Invitation vouchers for your customers
- Global press relations, print and online
- Worldwide visitor acquisition campaigns



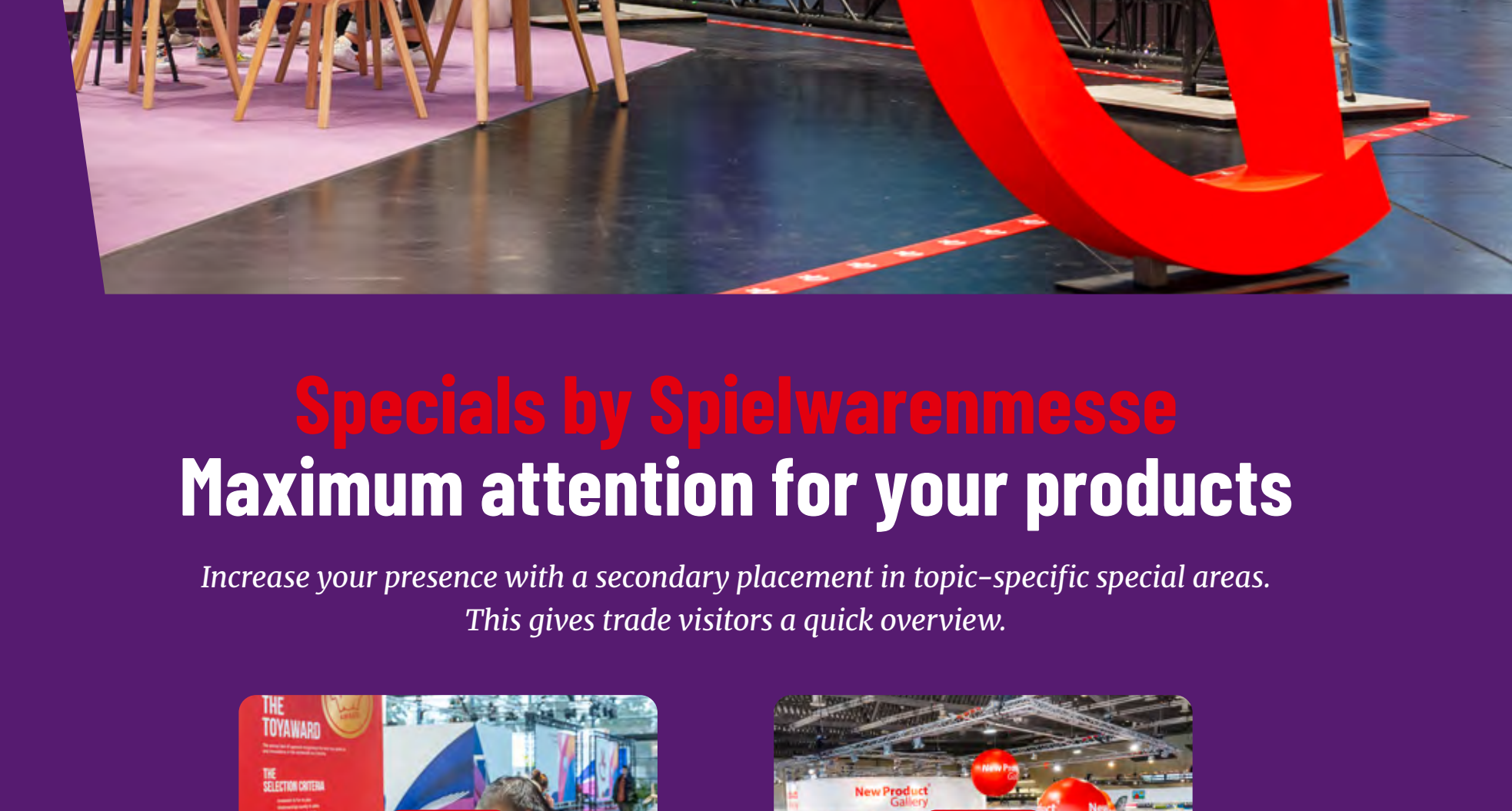
Take advantage of our marketing services

CommunicationKIT

The modular system for your successful trade fair communication with logo, banner and text templates to promote your trade fair appearance and for your customer invitations.

Bannergenerator

Use the banner generator to draw attention to your trade fair participation and your stand in emails, on social media and on your website.



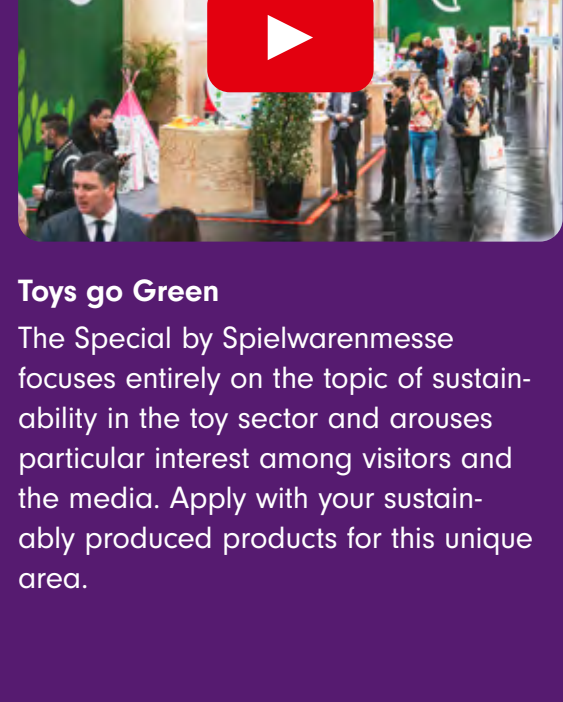
Specials by Spielwarenmesse

Maximum attention for your products

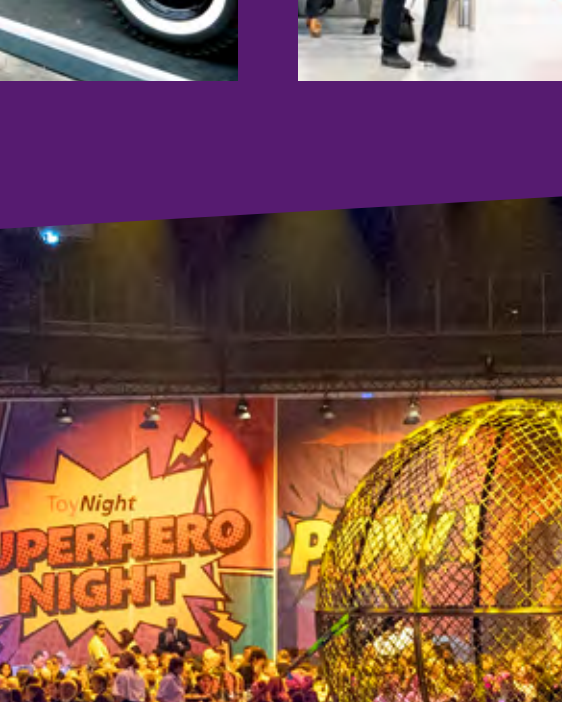
Increase your presence with a secondary placement in topic-specific special areas. This gives trade visitors a quick overview.



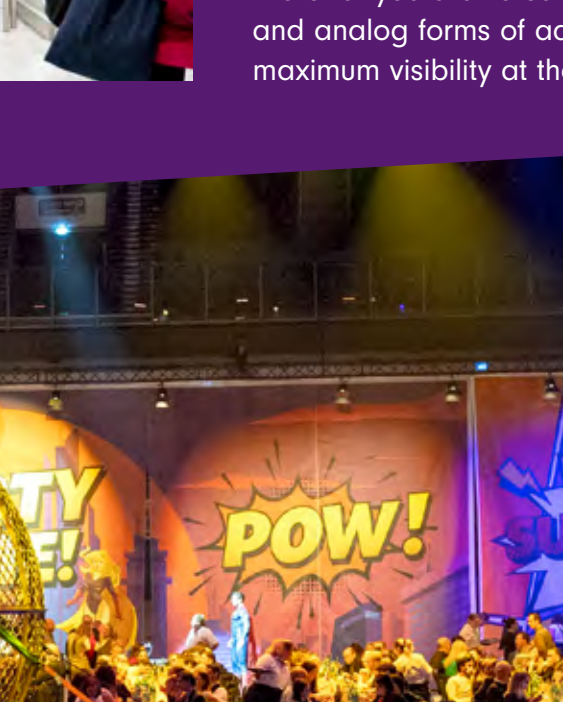
ToyAward
Enter your new products in the race for the coveted ToyAward – the prize for innovative toys in six categories. All nominated and award-winning products will be shown in the special show.



New Product Gallery
The ideal presentation area for your bestsellers and trade fair novelties. Your products are presented in attractive glass cubes in a high-quality and eye-catching way.



ToyTrends
The experts at TrendCommittee define the latest trends every year, trends that point the way ahead. Present your products at this Special by Spielwarenmesse, which provides information and invites visitors to try them out.



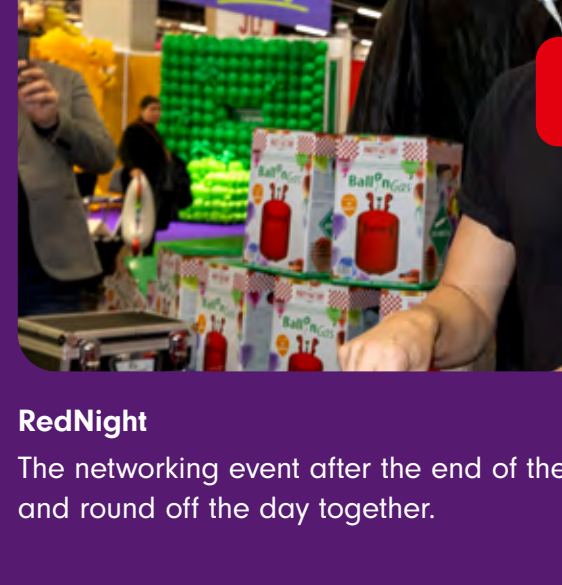
Toys go Green
The Special by Spielwarenmesse focuses entirely on the topic of sustainability in the toy sector and arouses particular interest among visitors and the media. Apply with your sustainably produced products for this unique area.



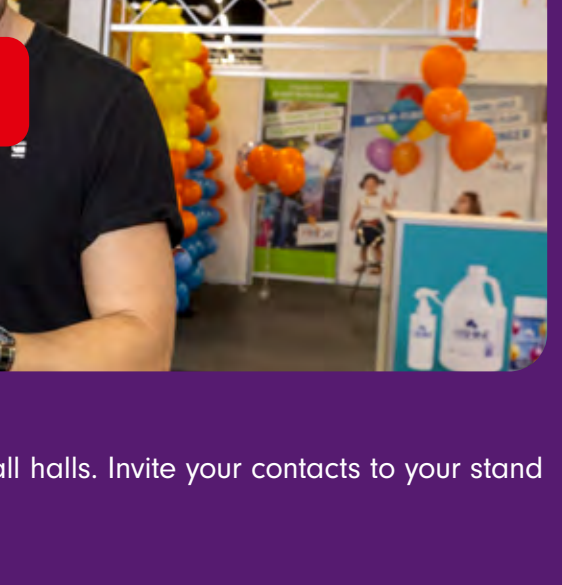
Bookable advertising
We offer you a diverse selection of digital and analog forms of advertising for your maximum visibility at the trade fair.



Networking and media presence beyond your trade fair stand



PressDay
The media event on the first day of the trade fair. Inspire the press and visitors with promotions and draw attention to your stand.



ToyNight
The evening event for exhibitors. Celebrate the first day of the trade fair with us with an exciting combination of show acts, good food and an exuberant atmosphere.



RedNight
The networking event after the end of the fair in all halls. Invite your contacts to your stand and round off the day together.

3 options

for your participation 2025



01. Your individual stand

Choose between 4 stand shapes and book the desired space for your individual exhibition stand. You can plan the equipment and design of your stand either with your exhibition stand builder or one of our service partners.



ROW STAND
1 side open
218 €/m²



CORNER STAND
2 sides open
265 €/m²



HEAD STAND
3 sides open
286 €/m²



BLOCK STAND
4 sides open
290 €/m²

Your costs

Space price (requested number of m²)
+ Media package: 750 €
+ AUMA-fee: 0.60 €/m²
+ Waste disposal fee: 4.95 €/m²

Stand construction made easy

Tip

After receiving the stand confirmation, book the stand building package BASIC or PREMIUM and get the basic equipment for your successful performance – from the complete stand construction and electrical supply up to stand cleaning.

02. The New Exhibitor Package

With the New Exhibitor Package, we offer a complete solution for those exhibiting at the Spielwarenmesse for the first time.

It provides you with everything you need for your trade fair appearance: from stand space, stand construction and electrical supply through to various marketing measures.

Take advantage of the New Exhibitor Package at a total price of 375 €/m²:

- Stand size between 9 – 20 m²
- Including stand construction, electrical supply and stand cleaning
- All services of the media package, AUMA fee and disposal fee included

03. The StartupArea

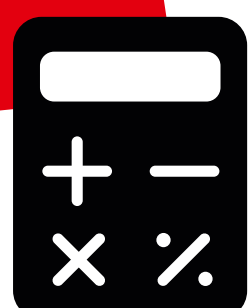
Are you a start-up that has been on the market for no more than 5 years?
And want to present your product ideas at the Spielwarenmesse?
The complete package tailored for young companies makes it easier for your participation in the fair both organizationally and financially.

Book the StartupArea package at a total price of 2,550 €:

- 6 m² stand space
- Including stand construction, electrical supply and stand cleaning
- Meeting lounge for customer meetings
- Free drinks
- All services of the media package, AUMA fee and disposal fee included

Registration fee

The following applies to all three participation options:
There is a one-time registration fee in the amount of 400 €. Following a review and approval to the Spielwarenmesse 2025, the fee is deducted in full of the participation fee.
The registration fee is returned to you in the case of non-approval.



All costs at a glance

With the trade fair calculator you can calculate all costs for your participation in the Spielwarenmesse.

Secure your stand now





spielwarenmesse

Your personal contact

With us you have ONE contact person for all questions and services relating to your participation.

From the planning to the realization of your trade fair stand we are at your side.



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Your international contact person

We have contacts in more than 100 countries. You are welcome to contact them if you prefer to communicate in your own language.

Find your contact



DID YOU ALREADY KNOW?



spielwarenmesse

We are the world's largest professional toy community

Spielwarenmesse eG, based in Nürnberg, is the leading trade fair organizer and marketing service provider for the toy industry and other consumer goods markets.

The company organizes major events and trade fairs that bring together all the relevant players in the toy, games and stationery market.

The subsidiaries Spielwarenmesse Shanghai Co. Ltd and Spielwarenmesse India Pvt. Ltd expand the portfolio.

Over 340,000 visitors

More than 3,350 exhibitors

On over 220,000 m² exhibition space



spielwarenmesse

The world's leading toy fair

Nürnberg, Germany, 28 Jan – 1 Feb 2025



The world's largest public fair for board games

Essen, Germany, 3 – 6 Oct 2024



The international toy pavillions

Hong Kong, Tokyo, New York



The leading Indian toy fair

Mumbai, India, 12 – 14 Sep 2024



The B2B networking event for partnerships, licensing & cooperations

Offenbach, Germany, 19 – 20 Jun 2024

Up to date all year round



Monthly Newsletter



Toy Market News



Spielwarenmesse App



Spielwarenmesse Podcast



28 Jan – 1 Feb 2025

... be part of the adventure!