



After a two-year hiatus, we're pleased to meet face to face with the industry again. This personal exchange with customers and the media at the Spielwarenmesse has not lost any of its importance. The varied themes around the trade fair itself have been wonderfully organised by the Spielwarenmesse eG team, just as in previous years.



BRUDER SPIELWAREN GMBH & CO. KG

Julia Meyer, Manager Marketing

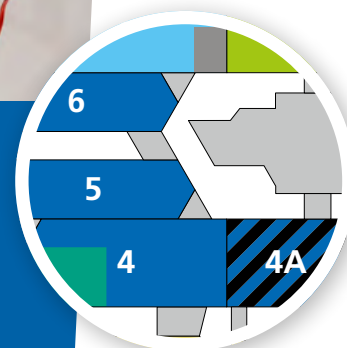
The largest product group, with toys that impart knowledge, collectible figures and themed worlds

362	36	25,500m ²
EXHIBITORS	COUNTRIES	EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**TECHNICAL TOYS,
EDUCATIONAL TOYS,
ACTION TOYS**



YOUR CONTACT

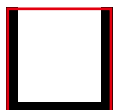
Natalia Kalberlah
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n.kalberlah@spielwarenmesse.de



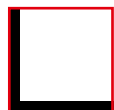
YOUR PARTICIPATION OPTIONS

Choose from two options:

1. INDIVIDUAL SPACE



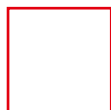
ROW STAND
1 side open
218 €/m²



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 with comprehensive services 750 €

+ AUMA fee 0.60 €/m²

+ Waste disposal fee 4.95 €/m²

REGISTRATION

Register conveniently online at

www.spielwarenmesse.de/en/exhibit/application/



2. COMPLETE PACKAGE – NEW EXHIBITOR PACKAGE

With the **New Exhibitor Package**, we offer a complete solution for anyone exhibiting at Spielwarenmesse® for the first time. You get all you need for a successful trade fair: we've thought of everything, from the stand space, stand construction and power supply through to various marketing options. Let us take care of it all for you.

- Freely selectable stand size of between 9 and 20 m²
- Stand construction, basic equipment and power supply included
- All media package services, AUMA and waste disposal fees included

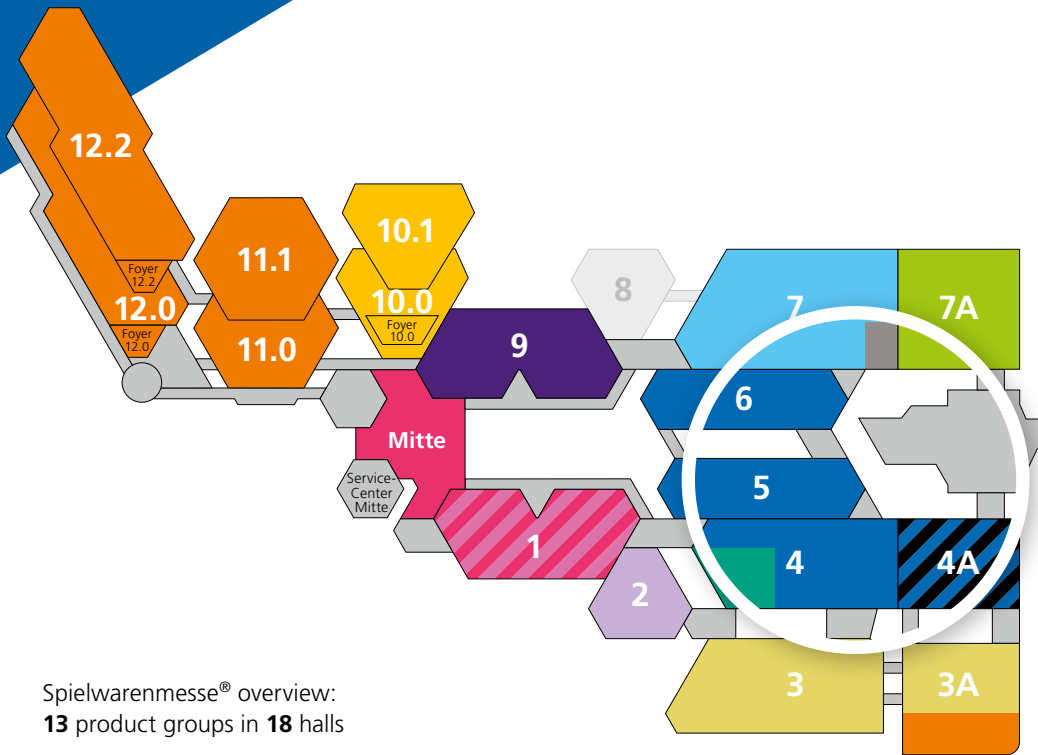
! The registration fee is 400 €. This is deducted in full from the participation fee following review and on approval. It is refunded in the case of non-approval.

FAIR CALCULATOR

Would you like to work out your specific costs? Then use our free Fair Calculator

www.spielwarenmesse.de/en/exhibit/fair-calculator





Spielwarenmesse® overview:
13 product groups in 18 halls

THE PRODUCT GROUP

- High proportion of toys that impart knowledge
- Visitor magnet due to high level of innovation and relevance

THE VISITORS

- Toy retailers
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order businesses, online shops
- Electronics trade
- Leisure and theme parks
- Social and public institutions, nursery/school outfitters

TECHNICAL TOYS

- Toy vehicles
- Metal toys
- Plastic toys
- Building and construction toys
- Battery-operated vehicles
- Other technical toys

EDUCATIONAL TOYS

- STEM toys
- Educational toys
- Teaching toys
- Toys that impart knowledge
- Optical toys
- Musical toys and instruments
- Clocks
- Playmats
- Therapy and activity toys
- Digital learning, homeschooling

ACTION TOYS

- Play and action figures
- Model figures and accessories
- Themed worlds
- Playsets
- Soap bubble toys
- Edible plasticine
- Play slime
- Small toys and accessories

Licensed products, sustainable products and products for people with special needs

