



spielwarenmesse
COMMUNICATION KIT



FEEL THE
SPIRIT OF
PLAY



spielwarenmesse

Nürnberg 28 Jan – 1 Feb 2025

**THE MODULAR KIT
FOR YOUR SUCCESSFUL
TRADE FAIR
COMMUNICATION**

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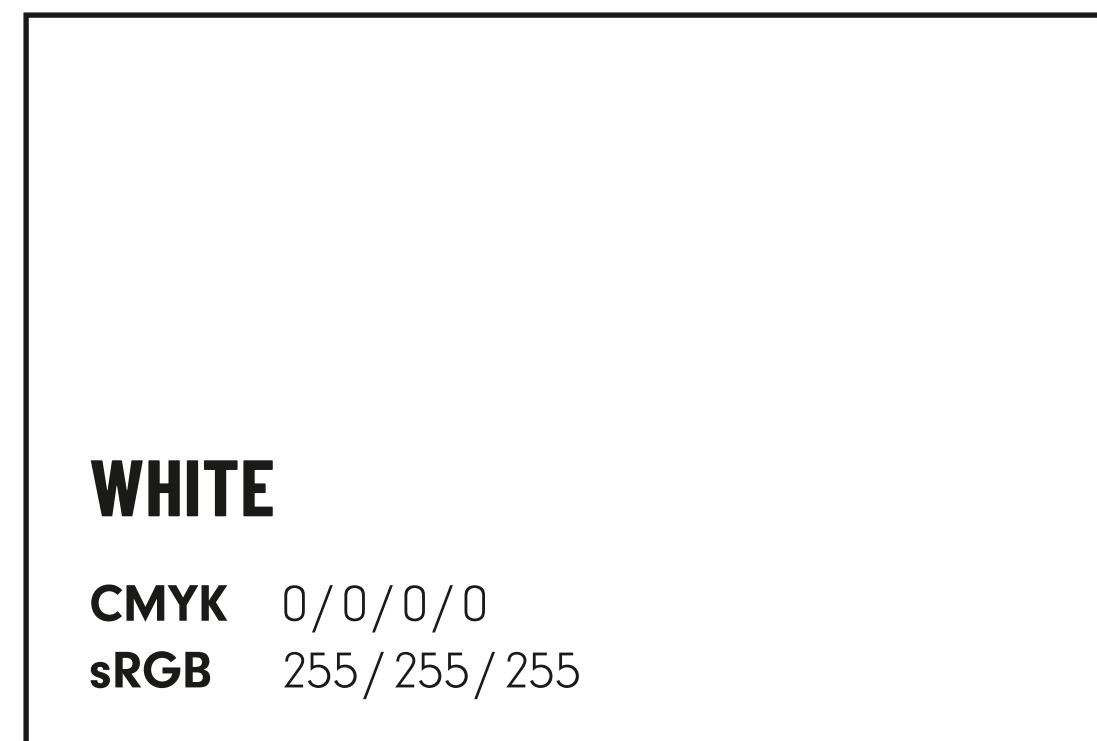
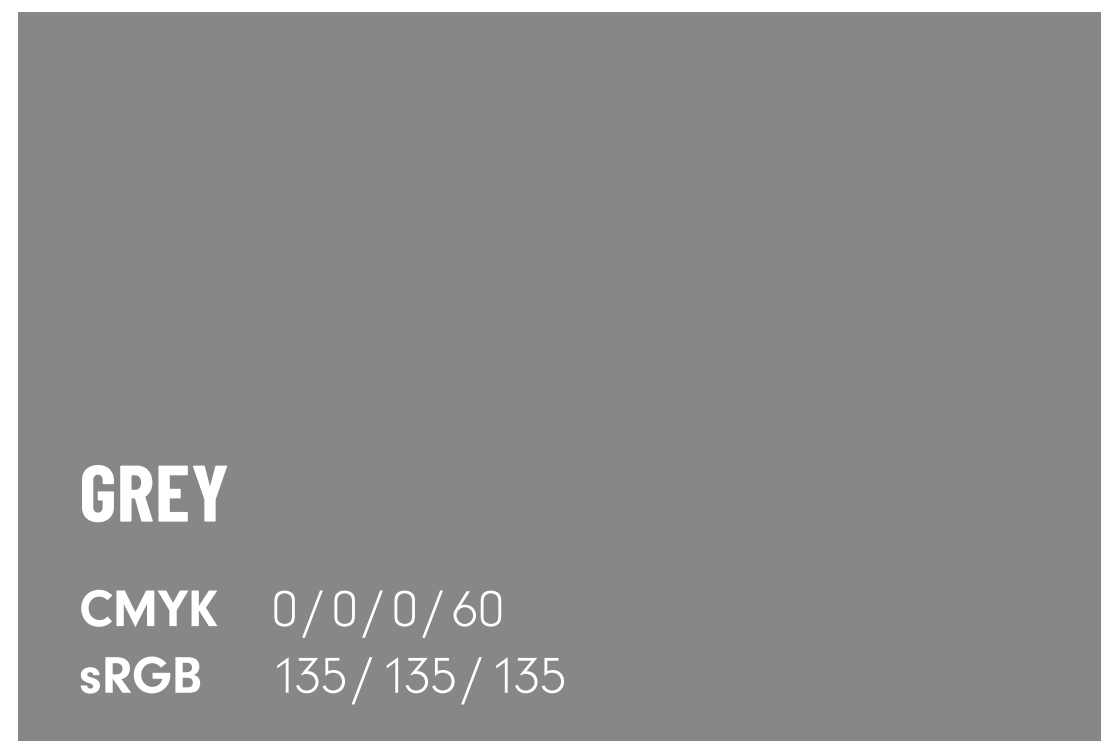
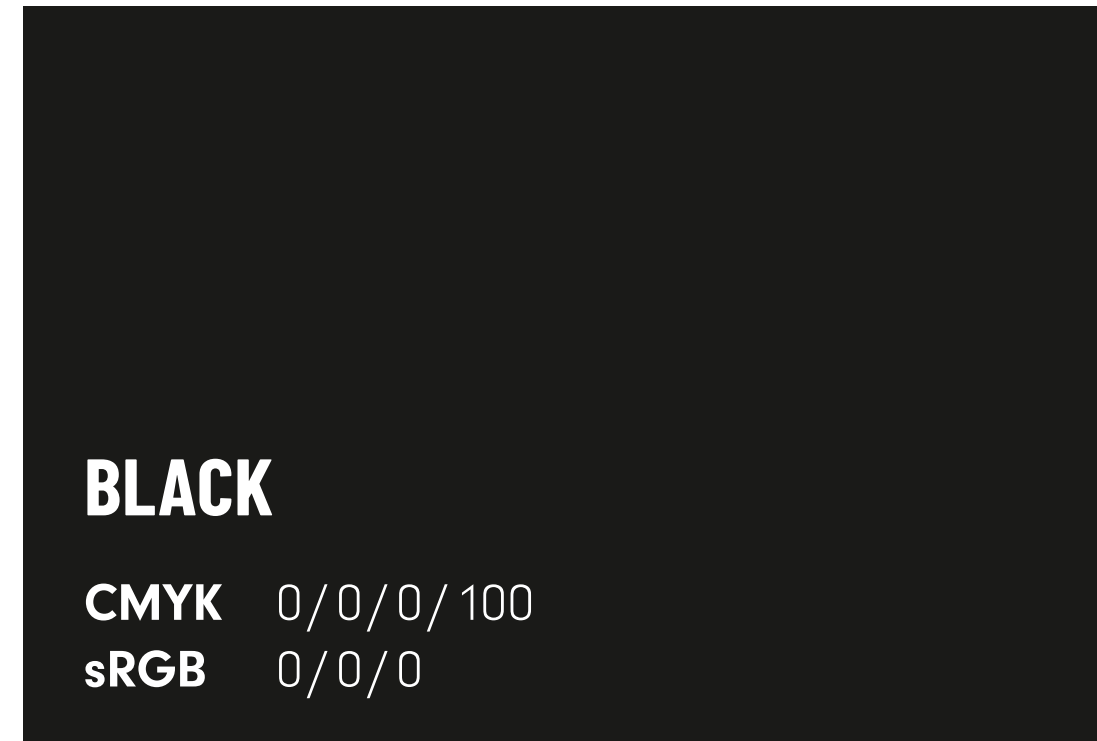
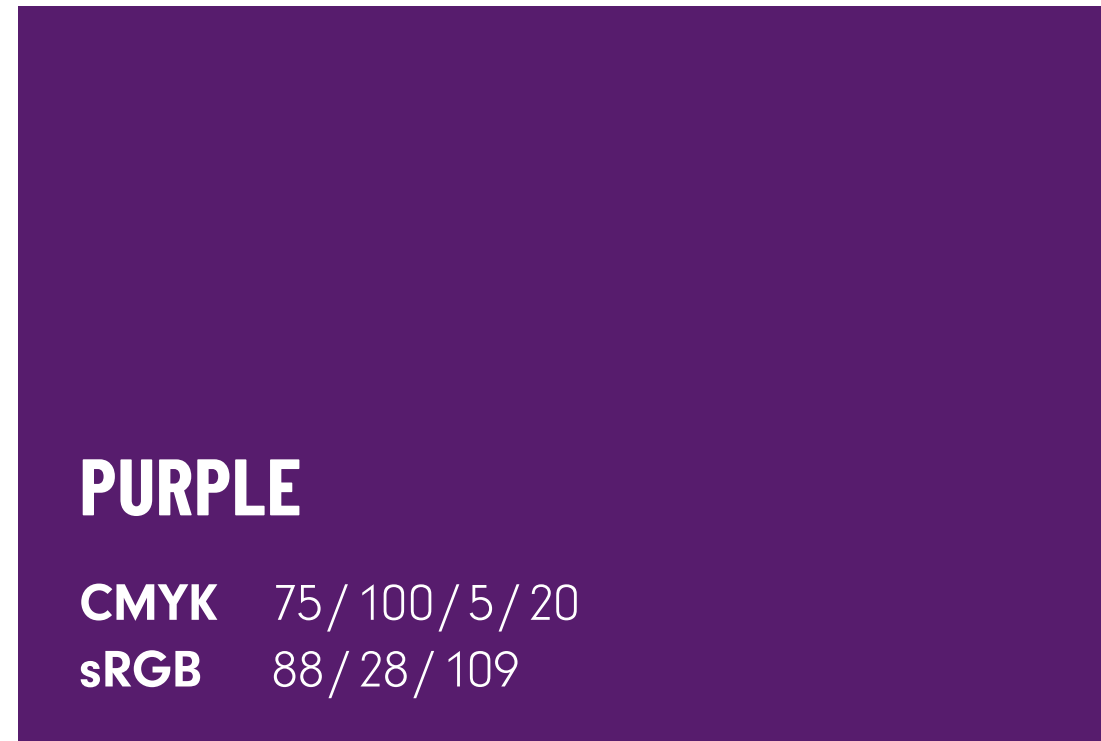
CONTACT

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SPIELWARENMESSE

COLOURS

ADDITIONAL COLOURS



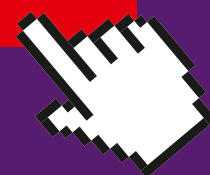
PRIMARY COLOUR



SPIELWARENMESSE LOGOS

- The logo is a combination of figurative and word mark that forms an inseparable unit.
- The logo may not be altered in its form, proportions, or the relationship of the figurative mark to the word mark.
- The logo is freely scalable.
- The Spielwarenmesse logo may have a minimum width (measured against the word mark) of at least 21.5 mm.
- The figurative mark should not be smaller than 1 x 1 cm.
- The logo is placed on a white background.
- The logo is not available in negative form.
- The colours of the logo must not be changed.

[CLICK HERE FOR DOWNLOAD](#)



LOGO FREE SPACE



Free space around the logo is the height of the lettering including date.

SPIELWARENMESSE-LOGO WITHOUT DATE



SPIELWARENMESSE-LOGO WITH DATE (INTERNATIONAL)



SPIELWARENMESSE-LOGO LANDSCAPE (ONLINE USAGE)



TEXT MODULES

SOCIAL MEDIA

- **We'll be there!** 🚀 We will be at Spielwarenmesse from 28 January to 1 February and look forward to meeting you in Nürnberg! Find us in [add hall and stand number]. Further information here: www.spielwarenmesse.de. #Spielwarenmesse #SpiritofPlay
- **See you in Nürnberg at Spielwarenmesse 2025!** ✨ Discover the highlights of [add company name]. You will find us in [add hall and stand number]. See you soon! #Spielwarenmesse #SpiritofPlay
- **Discover brand new innovations at Spielwarenmesse 2025!** ✨ Visit us from 28 January to 1 February in [add hall and stand number] and discover the latest products and trends from [add company name]. Be inspired! #Spielwarenmesse #Innovation
- **We have something special for you!** 🎁 Visit us at Spielwarenmesse in [add hall and stand number] from 28 January to 1 February and get exclusive insights into our upcoming collections. #Spielwarenmesse #ExclusiveInsights

- **Meet our team!** 🤝 We will be at Spielwarenmesse 2025 from 28 January to 1 February and our team is looking forward to talking to you about the latest trends and our products. Visit us in [add hall and stand number]. #Spielwarenmesse #MeetTheTeam
- **We have news for you!** 📰 Be the first to discover our latest products and innovations at Spielwarenmesse. Visit us from 28 January to 1 February in [add hall and stand number]. #Spielwarenmesse #NewProducts #SpiritofPlay
- **#SaveTheDate: RedNight is on 30 January!** 🎉 Come to our stand in [add hall and stand number] and round off the day at the fair with us. We look forward to an unforgettable evening with you! #Spielwarenmesse #RedNight #SpiritofPlay
- **Experience our product demonstrations live!** 🚀 See our innovative products in action at Spielwarenmesse 2025 and visit us in [add hall and stand number] from 28 January to 1 February. Don't miss the opportunity to see it for yourself! #Spielwarenmesse #ProductDemonstration

YOU CAN FIND US ON LINKEDIN,
INSTAGRAM AND FACEBOOK
UNDER @SPIELWARENMESSE

When mentioning us, please make sure to link our channels correctly so that we can respond directly to your post.



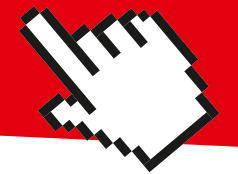
TEXT MODULES

INVITATIONS

INVITE YOUR CUSTOMERS FREE OF CHARGE!

Use the voucher codes in your voucher and pass manager.

YOU CAN FIND THE CODES HERE



GENERAL INFORMATION

- Spielwarenmesse 2025 is just around the corner, and we invite you to discover the latest trends and products at our stand in [add hall and stand number] from 28 January to 1 February in Nürnberg. Experience our most exciting new products and innovations, which we will be presenting exclusively at the trade fair. Take the opportunity to find out about our latest developments directly on site and exchange ideas with our team. Secure your free admission ticket with the voucher code [XXX] at tickets.spielwarenmesse.de. We look forward to your visit and an inspiring exchange at the fair!
- Be there when we present our latest products at Spielwarenmesse 2025 from 28 January to 1 February in Nürnberg! Visit us in [add hall and stand number] and discover how our new collections and solutions can enrich your business. Our team is looking forward to presenting the latest trends and developments in the industry and answering your questions on the spot. Don't miss the chance to secure your free admission ticket with the voucher code [XXX] at tickets.spielwarenmesse.de. We look forward to an exciting exchange and to your visit!

INNOVATIONS & HIGHLIGHTS

- Spielwarenmesse 2025 brings exciting new products! From 28 January to 1 February, we will be presenting the latest innovations and highlights from our product range at our stand in [add hall and stand number]. Be inspired by our exclusive product demonstrations and innovative solutions. Take the opportunity to find out about the trends of the coming year early on. Secure your free admission ticket with the voucher code [XXX] at tickets.spielwarenmesse.de. We look forward to your visit and to introducing you our latest developments!
- Experience the highlights of Spielwarenmesse 2025! From 28 January to 1 February, we will be presenting a range of innovative new products and exclusive collections at our stand in [add hall and stand number]. Discover the latest trends and technologies that will characterise our range this year. Visit us to see the latest developments first hand and be inspired by our innovative products. Secure your free ticket with the voucher code [XXX] at tickets.spielwarenmesse.de. We look forward to your visit and exciting discussions about our latest highlights!

NETWORKING

- Meet us at Spielwarenmesse 2025 and expand your network! From 28 January to 1 February, you can exchange ideas directly with our team at our stand in [add hall and stand number]. Plan your visit using the networking tool of the Spielwarenmesse App and visit our profile on Spielwarenmesse Digital to find out more about our latest developments. Make an appointment in advance to ensure that we have enough time for a detailed discussion. Use the voucher code [XXX] at tickets.spielwarenmesse.de for your free admission ticket. We look forward to your visit and to inspiring conversations!

HALLS

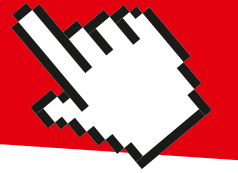
- Spielwarenmesse 2025 brings exciting changes – including a new hall layout! From 28 January to 1 February, some product groups have been rearranged and our our stand will now be located in a different hall. Visit us in [add new hall and stand number] to discover our latest products and innovations. To plan your visit in the best possible way, find out about the new hall allocations on the Spielwarenmesse website or use the app for orientation. Use the voucher code [XXX] at tickets.spielwarenmesse.de for your free admission ticket. We look forward to welcoming you to our new location and to experience the fair together with you!

TEMPLATES

SOCIAL MEDIA

DOWNLOAD, CUSTOMISE AND GET STARTED:
Motifs for your social media presence.

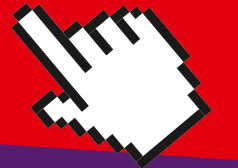
CLICK HERE FOR THE TEMPLATES!



TEMPLATES BANNER

DOWNLOAD, CUSTOMISE AND GET STARTED:
Motifs for your emails, newsletter, etc.

CLICK HERE FOR THE TEMPLATES!



SEE YOU IN 2025

WE LOOK FORWARD TO SEEING YOU!



CAROLIN MOHRHARDT

Marketing Manager
c.mohrhardt@spielwarenmesse.de
Tel. +49 911 99813-68

Do you have questions or feedback about the communication kit? Contact me. I will be happy to assist you.



HEIKO RÖSCHLEIN

Project Manager
h.roeschlein@spielwarenmesse.de
Tel. +49 911 99813-38

Would you also like to increase your visibility on the fairgrounds? Contact me and together we will develop your advertising measures at Spielwarenmesse!

socialPALS®

NOTICE:

Shortly we will be launching our social media campaign via socialPALS, where you can use ready-made posts for your channels. Register now to make sure you don't miss anything and be the first to be involved: socialpals@spielwarenmesse.de

Spielwarenmesse eG



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Herderstraße 7 · 90427 Nürnberg
Germany
Tel. +49 911 99813-0
Fax +49 911 869660
www.spielwarenmesse.de