



ToyPitch: Terms of participation

We are delighted that you apply for the ToyPitch 2025 as part of the Spielwarenmesse® PressDay in Nuremberg, at the first day of the fair (28 January 2025). We have compiled the following information for you to give you a comprehensive insight into what is planned.

- **ToyPitch**
As part of the Spielwarenmesse®, we offer you the exclusive opportunity to give a presentation of a maximum of three minutes for media representatives at the Toy Business Forum. You will have time for short press interviews or appointments directly on site. Registration for the ToyPitch is an application whose admission is selected by Spielwarenmesse eG. Selection is based on the degree of innovation of the products submitted by the exhibitors. The offer is limited to 12 to 15 slots. Only one slot per exhibitor is possible. Your presentation will be available as a video-on-demand on our platform Spielwarenmesse Digital afterwards.
- **Toy Business Forum**
The Toy Business Forum has been a part of the Spielwarenmesse® since 2005 already. It offers a free daily programme of presentations featuring national and international speakers. The Toy Business Forum has seating for around 120 people and presentations are simultaneously interpreted into German/English. www.spielwarenmesse.de/en/toy-business-forum
- **Placement within the programme**
After the applications have been submitted, Spielwarenmesse eG decides on the admission and rejection of presentations within the Toy Business Forum and on the order of the pitches on PressDay. In the case of admission, a participation fee of EUR 100 is due. Full payment of the fee is a prerequisite for participation in the ToyPitch. All admitted participants have to be at the Toy Business Forum in Hall 3A at 9 on 28 January 2025. In the case of non-appearance, the exhibitor remains obliged to pay the participation fee in full.
- **Announcement of your pitch**
We would like to announce your participation and your pitch in advance and during the Spielwarenmesse® via our many communication channels for media representatives. Therefore, we require some key facts about your presentation: information about the speaker, the topic of your presentation and your company logo.
- **The key dates at a glance**

29/11/2024	Application deadline for the ToyPitch
Until 5/12/2024	Information about the acceptance or rejection of your presentation
12/12/2024	Deadline for submission of information on the speaker and your company logo
28/1/2025	ToyPitch at the Toy Business Forum in Hall 3A
- **Interpreters**
Simultaneous interpretation will be available for all presentations on site at the Toy Business Forum.
- **Copyright**
With your application, you consent to your presentation title, name, company affiliation and title being used without restriction for promotional purposes by Spielwarenmesse eG before, during and after the Spielwarenmesse® 2025/Toy Business Forum 2025. This also holds for photos and videos taken on behalf of Spielwarenmesse eG during your pitch at the Toy Business Forum. On request, we



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would be pleased to provide you with material from your appearance with us for your own promotional purposes if you indicate Spielwarenmesse eG's copyright on publication. You further undertake to submit the required information for your presentation on time.

- **Privacy**

Your contact data (name, first name, postal address, e-mail, and telephone number) will be stored electronically by Spielwarenmesse eG for administrative and communication purposes, under the assurance that these data will be stored in accordance with Art. 6 (1) b GDPR. Your data shall be treated confidentially and shall not be made available to third parties. Please refer to the [Spielwarenmesse eG Privacy Policy](#) for further information.

You can object to the storage of your data, including the storage and use of the image data, at any time at dataprotection@spielwarenmesse.de. Please note that the deletion of the data or the restriction of processing is only possible if the contractual relationship above is terminated, i. e. usually before the beginning of your activity as a speaker. Otherwise, the usual retention and deletion periods for a contractual relationship shall apply.

Any questions? We'd be happy to help!

Dated: August 2024