



spielwarenmesse®

Nuremberg 30 Jan – 3 Feb 2024

73rd Spielwarenmesse®: At a glance

Key information

- The Spielwarenmesse® is the internationally leading trade fair for toys, hobbies and leisure.
- **New fair date:** Open from Tuesday, 30 Jan to Saturday, 3 Feb 2024

Spielwarenmesse® Digital

- Innovative business platform for digital networking
- Virtual product presentations from exhibitors
- Expert talks on livestream

Specials by Spielwarenmesse

- **Toys go Green** in **Hall 2** covers sustainability in the world of toys.
- The new Special **Life's a Playground – Toys for Kidsters, Kidults & Co.** in **Hall 3A** showcases products for the target group of game-playing adults.
- In **Hall 3A**, innovations compact in one place and the winners and nominees of the ToyAward presents the **New Product Gallery**.
- Young German and international businesses introduce themselves in the **StartupArea** in **Hall 3A**.
- The **Insights-X Area** in **Hall 4**, turns the focus on stationery products, especially for the back-to-school segment.
- The new **Special Model Railways and Model Construction** in **Hall 7A** shows innovations from the eponymous sector.

More highlights

- **Toy Business Forum** – Daily insights from the experts on current topics relating to the toy sector in **Hall 3A**:
www.spielwarenmesse.de/en/toybusinessforum
- Product group **Services for Trade and Industry** in **Hall 7**
- **GamesCafé** – Meeting point for games inventors in the **Foyer of Hall 11.0**
- **LicenseLounge** – Networking area for the licensing industry with **LicenseTalks** in **Hall 12.0**
- **International Pavilions**, various halls

Press dates of Spielwarenmesse eG

- **Main Press Conference** – Thursday, 25 Jan 2024, also livestreamed on Spielwarenmesse® Digital
- **PressDay: activities by exhibitors for the media** – Tuesday 30 Jan 2024, all day, directly in the halls
- **Special Life's a Playground – Toys for Kidsters, Kidults & Co.:** Interview opportunity with Christian Ulrich (Spokesperson of the Executive Board at Spielwarenmesse eG), Philippe Guinaudeau (CEO BrandTrends Group), Stefan Will (CEO UltraComix) – Wednesday, 31 Jan 2024, Hall 3A, 9.45 am
- **ToyAward presentation to the winners** – Wednesday, 31 Jan 2024, Toy Business Forum, Hall 3A, 10.30 am
- **Guided Tour of StartupArea** – Wednesday, 31 Jan 2024, StartupArea, Hall 3A, meeting point: Lounge Hall 3A, B-02, 12 pm



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Events during the Spielwarenmesse®

- **Tuesday, 30 Jan 2024:**
Start of **Toy Business Forum**, Hall 3A
- **Thursday, 1 Feb 2024:**
RedNight – Big exhibitor party night
stand parties in various product groups,
6 – 10 pm
- **Friday, 2 Feb 2024:**
**Internationale Spieleerfindermesse –
Game Inventors Convention** followed by
an evening event with the presentation
of the ‘DuAli Awards’ of the Ali Baba
Games Club, Entrance Mitte, Level 1,
Foyer, Brussels hall, Munich hall
- **Saturday, 3 Feb 2024:**
**OPEN DAY Model Railways and Model
Construction**, Hall 7A, 10 am – 5 pm

Wanting to attend – but how?

- **Media representatives:** Accreditation at
www.spielwarenmesse.de/en/accreditation
Contact: presse@spielwarenmesse.de
- **Exhibitors:** Registration forms at
www.spielwarenmesse.de/en/exhibit
Contact: sales@spielwarenmesse.de
- **Trade buyers** can buy their tickets in their
own country through their representative
at www.spielwarenmesse.de/en/tickets
Contact: visitors@spielwarenmesse.de

Admission

- Day e-ticket: €25
- 5-day e-ticket: €45
The QR code on the ticket can be
scanned at the turnstiles at the Entrances
West, Mitte and Ost to the Exhibition
Center Nuremberg.

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The e-ticket entitles you to use local
public transport **free of charge** on the
days of the trade fair. This applies to all
forms of transport organised within the
VGN network [regional rail: 2nd class,
trains that do not incur surcharges] in
tariff zones 100/200 (Nuremberg, Fürth,
Stein).

Opening hours

- Daily Tuesday – Friday from 9 am to
6 pm; Saturday from 9 am to 5 pm
- Press Center, NCC Ost, Level 1
daily 8.45 am to 6 pm; Tuesday from
8.30 am, Saturday until 5 pm
- Note: Persons under 16 years of age will
not be admitted – excluding children up
to the age of 6 months accompanied by
a fair participant.

Your stay in Nuremberg

- Booking accommodation: Bed and
breakfast through Airbnb or hotel rooms
at one of the fair’s partner hotels
www.spielwarenmesse.de/en/stay
- Discovering Nuremberg:
www.spielwarenmesse.de/en/nuremberg

The Spielwarenmesse® online

www.spielwarenmesse.de
www.spielwarenmesse.de/en/digital
www.toyaward.de/en



The organiser online

www.spielwarenmesse-eg.com