



#TOYS #BOOKS #BOOKSTORE #PRODUCTS



spielwarenmesse®

Nuremberg 29 Jan – 2 Feb 2020

Toys meet Books

Your products in bookstores

Showcase your products at the Toys meet Books special show at Entrance Mitte! If you have non-book products in your range that are suited to the book trade, then this represents a unique opportunity for you to address your target group directly at the Spielwarenmesse®.



1. Registration
by 15/12/2019



2. Approval
late December 2019



3. Product assembly
on 28/01/2020

Register now at www.spielwarenmesse.de/en/tmb-application

Your contact

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Toys meet Books

The Toys meet Books special show is specifically aimed at booksellers and highlights to them the benefits of diversifying into toys.

What can you exhibit?

A Minions game next to a plush Gruffalo beside a Harry Potter mini-puzzle, and the matching book for each: you'll find toys in many bookstores. At Toys meet Books, exhibit your products with the potential to enhance and complement bookstore ranges. These may include, for example, current licences, seasonal themes (e.g. travel, Christmas, back to school) or age-specific offerings (e.g. baby products, murder mystery games).

What do we offer you?

- Attractive secondary placement at the highly frequented Entrance Mitte
- Your products exhibited in a presentation area with a presentation display, including shelf modules, size of area for your products: approx. 2 m²
- Your company logo displayed at the presentation area
- Your promotional material made available at the special show
- Trained hostesses assigned to the special show
- Attractive supporting programme for booksellers (e.g. talks and presentations)
- Announcement of the Toys meet Books special show in numerous PR and marketing activities for the Spielwarenmesse® aimed specifically at the bookseller visitor target group (e.g. special mailings for booksellers, advertising campaigns, online advertising)
- Announcement of the special show on the Spielwarenmesse® website and social media
- Free placement of selected products on special themed tables at the special show

What does it cost?

€1,500 participation fee for an exclusive presentation display with shelf modules.

Own displays can be incorporated in consultation with Spielwarenmesse eG.

Up to ten products can be registered. In order to guarantee a coherent overall concept, the products require prior review and approval from Spielwarenmesse eG.

There is a limited number of presentation displays.

