



spielwarenmesse®
Nuremberg 29 Jan – 2 Feb 2020

PressPreview

Put your products in the focus of international media representatives

When? On 28 January 2020 from 9 am to 12:30 pm in the Exhibition Center Nuremberg, NCC East

Registration deadline: 20 December 2019

You have the unique opportunity to ensure your innovations attract media attention by showcasing them at the PressPreview the day before the Spielwarenmesse opens its doors! Seize your chance and shine a spotlight on your new products for international journalists, top buyers and bloggers!

This is what makes the PressPreview a unique event

- Lively opening show
- High-quality presentation of the three trend topics of 2020
- Various activities at the stands, inviting visitors to take part
- A unique media forum for the staging of new products for around 400 media representatives
- Reporting on the 1st day of the fair to promote your sales
- Complete all-inclusive package for rapid organisation
- Active involvement of ToyAward nominee products in five categories *

* If you are nominated and have already booked a presentation stand, you will receive a credit note for a 6 m² presentation stand.



Stand construction with equipment

- Presentation stand incl. stand space
- 6 m², 12 m² or 18 m²
- Circumferential foil strip 10 cm to delineate the stands, grey
- Walls 250 cm high, white, with no visual supports
- Pillar 100 x 400 cm
Up to 250 cm slat wall with 2 shelves
2 x digital print fabric backlit 100 x 150 cm
- 1 x bar stool white
- 1 x bar table white, diameter = 60 cm, 100 cm high
- 2 display spotlights 130 W, as of 18 m² floor space 3 units

Product Launch Package (PLP) PREMIUM

- Participation at the PressPreview with a presentation stand of 6 m²
- Showcase to present your new product in the TrendGallery (available in three different sizes)
- Inclusion of the new product in the print and online versions of the TrendGuide
- Electronic press box
- A press box in the Press Center for your press kits
- Facebook teaser post
- Facebook teaser post following the PressPreview



Do not miss this unique start to the Spielwarenmesse 2020 and register until 20 December 2019.

Strong partners for your success

For your marketing planning

Die Roten Reiter GmbH
Christian Medelnik
c.medelnik@dierotenreiter.com
Tel. +49 911 99813- 741

For models and child models

Lemon-kids + more
Inga Schilling
info@lemon-kids.de
Tel. +49 911 3921245

Your contacts at Spielwarenmesse eG

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“ The PressPreview in Nuremberg is a superb event for Jazwares. It was an important way for us to provide information and present ourselves and our products this year. It also offers good opportunities to speak with all important buyers. We were overwhelmed by the response of the media and retail partners to our PressPreview presentation. ”

Sebastian Budich

Managing director, Jazwares GmbH

Top media representatives PressPreview 2018/2019

Specialized press:

- Brandora
- Göller Verlag (Toys)
- ITM Verlagsgesellschaft (Spielzeug International)
- Licensing Press
- Meisenbach GmbH (das spielzeug)
- MF Verlag (Planet Toys)
- w. nostheide verlag

Press international (selection):

- Agence France Presse (France)
- Branza Dziecieca (Poland)
- EPGRUPO (Brazil)
- Juguetes B2B (Spain)
- KidsKnowBest (UK)
- KidsOboz.ru (Russia)
- Kigei Publishing Company (Japan)
- Lek- & Babyrevyn (Sweden)
- Neue Zürcher Zeitung (Switzerland)
- Petit Press (Slovakia)
- Speelgoed en Hobby (Netherlands)
- TG – Tuttogiocattoli (Italy)
- The Toy Book (USA)
- Toy Industry Magazine (China Mainland)
- Yaffa Publishing Group (Australia)

Agencies, radio, online, print, TV (Top 20):

- Antenne Bayern
- Bayerischer Rundfunk (BR)
- Bild
- Der Spiegel
- Die Welt
- dpa Deutsche Presse-Agentur
- Frankfurter Allgemeine Zeitung (FAZ)
- Handelsblatt
- Horizont
- IHK-Magazin
- Märkische Allgemeine Zeitung (MAZ)
- NTV
- RTL
- SAT.1
- Süddeutsche Zeitung (SZ)
- Südwest Presse
- SWR Fernsehen+SWR Eisenbahnromantik
- Thüringische Landeszeitung
- Verlagsgruppe Bahn
- ZDF

Plus bloggers, photographers, local press and top buyers!!!



Presentation stand at PressPreview

Company _____ Hall/Stand _____
 Contact person _____
 Telephone _____
 E-mail _____
 Street _____
 Postal code/Town/Country _____ VAT-ID _____

Presentation stand **PressPreview 28.1.2020 from 9 am to 12:30 pm**

Individual stand construction
 Only possible after approval of Spielwarenmesse eG.

- Stand construction incl. equipment
- Foil strip all around for stand space separation, grey
 - Walls 250 cm high, white, without visible system
 - Pillar 100 x 400 cm up to 250 cm slat wall incl. 2 shelves
 - 2 x Fabric with Logo backlit (digital print) 100 x 150 cm
 - 1 x Bar stool white
 - 1 x Bar table white d = 60 cm, height 100 cm
 - 2 x Spotlights 130 W (18 m² stand space with 3 spotlights)

Extras**

Shelf, 100 x 30 cm	36.10 €/Piece*	_____
Bar stool, white	39.50 €/Piece*	_____
Bar table, white	38.50 €/Piece*	_____
Graphic foil on walls, (digital print), incl. lamination	49.00 €/m ² *	_____
Pillar full graphic surface, (digital print), fabric backlit 100 x 400 cm	180.00 €* Electricity (Power supply costs extra and is charged directly by SPIE SAG)	_____



Order

Standart: Presentation stand

Size: 6 m² = 1,320.00 €*
 12 m² = 1,810.00 €*
 18 m² = 2,170.00 €*
 * All prices are subject to any additional taxes and duties levied in the exhibitor's country.
 ** Extra furniture can be ordered from :mesomondo GmbH.

Spielwarenmesse eG cannot guarantee the processing of applications and documents received after the stated deadlines. The spaces will be allocated in the order of receipt of applications.

The presentation stands for the PressPreview can be decorated and the products laid out **from 3 to 9 pm on 27.1.2020 and from 7 to 8:30 am on 28.1.2020**. The invoice for participating in the PressPreview is due for payment immediately. If an exhibitor withdraws the application the contractual payment keep up to Spielwarenmesse eG.

Please send us the following information:
 • Brief product description • Type of presentation

The use of the direct e-mail send function constitutes your acceptance of the [General conditions of use for the Online Service Center \(OSC\)](#) of Spielwarenmesse eG, in which case a signature is not necessary. For orders placed by post or any other means, an authorized signature is essential for a binding order.

Place and date

Company



Authorized signature

