

# List of points: Spaceback – Your Bonus System of Spielwarenmesse eG



Spaceback is the bonus system for exhibitors at Spielwarenmesse that rewards the bookings of special services – and thus their active participation in the fair – with 'SpacePoints' for collecting.

**1,000 SpacePoints equate to the price of one square meter row stand space.**  
For further information please see [www.spielwarenmesse.de/exhibitors/bonus-system](http://www.spielwarenmesse.de/exhibitors/bonus-system).

## Marketing activities for Spielwarenmesse 2020

<b>Invitation Vouchers</b> Invite your customers to Spielwarenmesse.	<b>per one day and/or permanent pass exchanged</b>	<b>25 SpacePoints</b>
<b>Additional Media Services</b>	<b>per net amount of invoice</b>	
	€ 1 – 150	<b>50 SpacePoints</b>
	€ 151 – 250	<b>150 SpacePoints</b>
	€ 251 – 350	<b>250 SpacePoints</b>
	€ 351 – 450	<b>350 SpacePoints</b>
€ 451 – 550	<b>450 SpacePoints</b>	
€ more than 550	<b>500 SpacePoints</b>	
<b>Indoor Banner*</b> (in the halls and passageways)	<b>per booking</b>	<b>150 SpacePoints</b>
<b>Outdoor Banner*</b> (outside of the fair halls at the central entrances) *Are awarded for max. 3 bookings per exhibitor.		
<b>Illuminated LightBox</b>	<b>per booking</b>	<b>200 SpacePoints</b>
<b>Stair Advertising</b>	<b>per booking</b>	<b>300 SpacePoints</b>
<b>Large Posters (GF)</b>	<b>per booking</b>	<b>400 SpacePoints</b>
<b>Large Awnings (GP)</b>	<b>per booking</b>	<b>500 SpacePoints</b>

## Participation activities for Spielwarenmesse 2020

<b>Presentation Stand at PressPreview</b> Your new product presentation the day before the fair starts	<b>per stand with 6 m<sup>2</sup></b>	<b>200 SpacePoints</b>
	<b>per stand with 12 m<sup>2</sup></b>	<b>300 SpacePoints</b>
	<b>per stand with 18 m<sup>2</sup></b>	<b>400 SpacePoints</b>
<b>New Product and Trend Presentation in the TrendGallery</b> The targeted second presentation of your new products and trends in hall 3A	<b>showcase 40x40x40 cm</b>	<b>200 SpacePoints</b>
	<b>showcase 60x60x60 cm</b>	<b>250 SpacePoints</b>
	<b>showcase 100x100x100 cm</b>	<b>300 SpacePoints</b>
<b>Product Launch Package</b> Marketing package for your novelties	<b>per package</b>	<b>200 SpacePoints</b>
<b>Online Application</b> At our Online Service Center	<b>per application</b>	<b>200 SpacePoints</b>
<b>Early Booking Applications</b> During Spielwarenmesse 2020	<b>per application</b>	<b>250 SpacePoints</b>

## Participation in events within the World of Toys Programme

<b>Kids Russia 2020</b>	<b>per participation</b>	<b>300 SpacePoints</b>
<b>Kids India 2019</b>	<b>per participation</b>	<b>300 SpacePoints</b>

Status: April 2019

## Press activities for Spielwarenmesse 2020

<b>Electronic Press Boxes*</b> Online press release in different languages *Are awarded for max. 3 bookings per exhibitor.	<b>per press box</b>	<b>100 SpacePoints</b>
<b>Press Boxes</b> In Press Center in NCC Ost	<b>per press box</b>	<b>50 SpacePoints</b>

Your personal contact: Heiko Röschlein, email: [h.roeschlein@spielwarenmesse.de](mailto:h.roeschlein@spielwarenmesse.de)



**Spielwarenmesse eG**  
... your cooperative partner

Herderstrasse 7 · 90427 Nuremberg · Germany · [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com)