



spielwarenmesse®

Nuremberg 29 Jan – 2 Feb 2020

PR and marketing measures for exhibitors at the Spielwarenmesse 2020



Product presentation

Your Platform	Description	Price in €*	Contact
<u>PressPreview</u>	This event takes place from 9 am to 12:30 pm on the day before the Spielwarenmesse opens its doors and is used by many media representatives as the basis for their reporting on the first day of the trade fair. Book a presentation stand (available in three sizes) to put your products in the spotlight.	from 1,320.00 €	Andreas Pfeiffer a.pfeiffer@spielwarenmesse.de ☎ +49 911 99813-15
<u>Product Launch Package</u>	This package offers many relevant elements designed to help you to professionally launch your product. The BASIC version includes a showcase in the TrendGallery plus a listing in the TrendGuide, a press box, an electronic press box and a Facebook teaser. On top of this, the PREMIUM version also provides for a 6m ² presentation stand at the PressPreview plus a Facebook teaser post afterwards.	from 410.00 €	Niklas Renner n.renner@spielwarenmesse.de ☎ +49 911 99813-57
<u>Baby and Infant Articles special area</u>	Located in the zone between Halls 2 and 3, this special area showcases products in the baby toy, baby textile, travel system, care & nutrition, and home & safety segments to trade professionals.	free of charge	Sabine Liebscher s.liebscher@spielwarenmesse.de ☎ +49 911 99813-11
<u>Showtime</u>	Use the activity area in Hall 8 to stage your offerings from the Festive Articles, Carnival, Fireworks product group. You might like to put on special performances in the form of fashion shows or product demos.	from 350.00 €	Heiko Röschlein h.roeschlein@spielwarenmesse.de ☎ +49 911 99813-38
<u>Tech2Play</u>	The interactive activity area in Hall 4A is the place to effectively showcase your tech products (such as robots, electronic educational toys, app-connected toys and RC toys).	from 420.00 €	Marlene Hösch m.hoesch@spielwarenmesse.de ☎ +49 911 99813-26



<u>ToyAward</u>	The ToyAward is the Spielwarenmesse innovation award. A jury of experts selects the winners in five categories (Baby & Infant, PreSchool, SchoolKids, Teenager & Adults and Startup). The products submitted by the winners and nominees are presented free of charge at the PressPreview and in the TrendGallery during the Spielwarenmesse.	free of charge	Irene Iossifidou i.iossifidou@spielwarenmesse.de ☎ +49 911 99813-41
<u>Toys meet Books</u>	The special show targeting booksellers, prominently located at Entrance Mitte, illustrates how toys are a great addition to a range. Present your products that are particularly suited to the book trade.	1,500.00 €	Ann-Kathrin Olbrich a.olbrich@spielwarenmesse.de ☎ +49 911 99813-57
<u>TrendGallery</u>	Trade visitors learn about trade fair innovations and toy trends at this special area in Hall 3A. Present your product here with showcases in three different sizes as a novelty. With your booking, you also receive a free listing in the TrendGuide, the informative key reference for visitors. Also, apply for one of the Trend Islands with your product.	Showcases from 320.00 €	Niklas Renner n.renner@spielwarenmesse.de ☎ +49 911 99813-57

Press services

Service	Description	Price in €*	Contact
<u>Electronic press boxes</u>	Electronic press boxes can be used to upload your press releases, including images, to the Spielwarenmesse website. These are accessible to media representatives worldwide, who are immediately notified of your latest press releases.	101.00 € (each further press information: 34.00 €)	Sandra Heimrich s.heimrich@spielwarenmesse.de ☎ +49 911 99813-65
Innovation report	Journalists are introduced to the most exciting product innovations in the Spielwarenmesse innovation report. This contains editorial text and image material from exhibitors. The innovation report is included in the press folder for journalists from Germany and overseas. It is also distributed in the Press Center and made available on the Spielwarenmesse website.	free of charge	Scarlett Wisotzki s.wisotzki@spielwarenmesse.de ☎ +49 911 99813-33
<u>Online press event planner</u>	Add your press events here free of charge and inform journalists in good time about your events.	free of charge	Kathrin Kalb k.kalb@spielwarenmesse.de ☎ +49 911 99813-54
<u>Press boxes</u>	The Press boxes in the Press Center Ost are a popular spot for journalists, giving them the chance to find out about the innovations, products and companies at the fair.	45.00 € (early bird: 34.00 €)	Sandra Heimrich s.heimrich@spielwarenmesse.de ☎ +49 911 99813-65

On-site advertising opportunities

Option	Description	Price in €*	Contact
<u>Illuminated light boxes</u>	Use the illuminated and portable light boxes to present your advertising message in key locations at the exhibition grounds.	from 1,600.00 €	Heiko Röschlein h.roeschlein@spielwarenmesse.de ☎ +49 911 99813-38
<u>Billboards</u>	The billboards soar above the fences on stilts measuring almost two metres and can be seen from practically every parking space in the outdoor areas of the Spielwarenmesse.	3,400.00 €	Heiko Röschlein h.roeschlein@spielwarenmesse.de ☎ +49 911 99813-38
<u>Large tarpaulins</u>	The large tarpaulins directly at the parking areas (mainly at Entrance Ost) impress with their sheer size.	4,400.00 €	Heiko Röschlein h.roeschlein@spielwarenmesse.de ☎ +49 911 99813-38
<u>Indoor & outdoor banners</u>	With large, banner-supported advertising, designed for inside and outside the exhibition grounds, your advertising message reaches visitors directly at the main intersections of the exhibition grounds.	Indoor: 529.00 € Outdoor: 820.00 €	Zinar Iletmis mediaservices@spielwarenmesse.de ☎ +49 201 36547-416
<u>Staircase advertising</u>	Attract the attention of visitors with this eye-catching and large-scale advertising on the steps of the exhibition centre of the Spielwarenmesse.	from 2,520.00 €	Heiko Röschlein h.roeschlein@spielwarenmesse.de ☎ +49 911 99813-38
<u>Floor plans in front of the halls</u>	Floor plans in front of all halls offer visitors orientation. Add your company logo to the hall plans by the entrances to your hall.	from 129.00 €	Zinar Iletmis mediaservices@spielwarenmesse.de ☎ +49 201 36547-416
<u>Walking Acts</u>	With this eye-catching means of promotion, you can market your product by having your advertising medium (on request costumed) walk through the halls.	from 200.00 €	Andreas Pfeiffer a.pfeiffer@spielwarenmesse.de ☎ +49 911 99813-15



Media entries

Entry	Description	Price in €*	Contact
Exhibitor directory in the trade fair catalogue	Your company listing in the A–Z of the official trade fair catalogue (print, online and app versions) is the cornerstone of your media presence. A basic listing is included in your marketing package. Get even more attention by adding your company logo or QR tags, including social media links or information about business contacts at your stand or book a full page within the A–Z for your company profile.	from 33.00 €	Sarah Born mediaservices@spielwarenmesse.de ☎ +49 201 36547-313
LicenseGuide	The LicenseGuide is the information tool for licensed products at the Spielwarenmesse. Your license appears online and is published free of charge.	free of charge	Sarah Born mediaservices@spielwarenmesse.de ☎ +49 201 36547-313
Brand directory in the trade fair catalogue	If you are known by your brand or wish to raise your profile, book an additional listing for your brand in the official trade fair catalogue (print, online and app versions). As an option, you can also add your brand logo.	100.00 €	Sarah Born mediaservices@spielwarenmesse.de ☎ +49 201 36547-313
Trade fair calendar	You can list your activities related to the trade fair in the Spielwarenmesse calendar. This allows you to communicate your events on the Spielwarenmesse website and app, where they are sure to garner attention.	free of charge	Marlene Hösch m.hoesch@spielwarenmesse.de ☎ +49 911 99813-26
Product directory in the trade fair catalogue	Visitors carry out specific product searches in the product directory of the official trade fair catalogue (print, online and app versions). Two product mentions are included in your marketing package. Get a listing in several sections and make it easier for potential customers to find you!	from 29.00 €	Sarah Born mediaservices@spielwarenmesse.de ☎ +49 201 36547-313





Advertising bookings

Medium	Description	Price in €*	Contact
Baby and Infant Articles Guide	As an exhibitor of baby and infant articles, you can include your ad in the guide for all buyers interested in such items.	from 500.00 €	Zinar Iletmis mediaservices@spielwarenmesse.de ☎ +49 201 36547-416
Banner in the visitor newsletter	With more than 65,000 subscribers in 11 languages, you can get your latest information to your target group all year round.	from 975.00 €	Zinar Iletmis mediaservices@spielwarenmesse.de ☎ +49 201 36547-416
Online and mobile Banner advertising	More than two million searches are performed on the online catalogue and Spielwarenmesse app each year. From there, your website is just a click away.	from 525.00 €	Zinar Iletmis mediaservices@spielwarenmesse.de ☎ +49 201 36547-416
Hall plan leaflet	This practical orientation guide is included with the trade fair catalogue. The hall layout booklet contains valuable visitor information, including stand layouts in the halls.	from 620.00 €	Zinar Iletmis mediaservices@spielwarenmesse.de ☎ +49 201 36547-416
„Spirit of Play“ Customer magazine	The largest B2B toy magazine in the world is mailed out to approx. 56,000 buyers and provides them with information on international topics and industry knowledge from the toy world.	from 1,415.00 €	Louisa Hey contact@com-and-sale.de ☎ +49 201 36547-202
Trade fair catalogue	With a complete alphabetical exhibitor directory, the trade fair catalogue is the key (print, online and mobile) reference among the trade fair media. Stand out here with an advertisement.	from 1,650.00 €	Zinar Iletmis mediaservices@spielwarenmesse.de ☎ +49 201 36547-416
TrendGuide	As a TrendGallery participant, you can exclusively place your advertisement on the inside back page. You can also book a banner on the online version of the TrendGuide.	from 525.00 €	Sarah Born mediaservices@spielwarenmesse.de ☎ +49 201 36547-313
Advertisement in the voucher booklet	Book an ad in the Spielwarenmesse voucher booklet and get noticed by more visitors.	from 900.00 €	Jule Rockhoff mediaservices@spielwarenmesse.de ☎ +49 201 36547-312

Promotions for visitors

Promotion	Description	Price in €* free of charge	Contact
<u>Letter stickers</u>	Spielwarenmesse letter stickers, which contain the trade fair logo and date of the next trade fair, help you to promote your presence at the trade fair on every letter you send. Letter stickers can also be personalised with your hall and stand number so that customers know where to find you.	Without personalization: free of charge With personalization: from 82.00 €	Bianca Stefan b.stefan@spielwarenmesse.de ☎ +49 911 99813-59
<u>Invitation vouchers for your customers</u>	Use the invitation vouchers to personally invite your customers to the trade fair. You receive ten free voucher codes for one-day tickets from us via email and can book further vouchers in the Online Service Center.	One-day ticket: 13.00 € permanent entrance pass: 28.00 €	Bianca Stefan b.stefan@spielwarenmesse.de ☎ +49 911 99813-59
<u>Coupon in the voucher booklet</u>	In the voucher booklet, you can offer your trade fair goodies for trade visitors (trade fair discount, giveaway, cup of coffee, etc.) for free in the form of a coupon. The voucher booklet is distributed to trade visitors during the Spielwarenmesse and is available in the app and on the Spielwarenmesse website.	free of charge	Sarah Born mediaservices@spielwarenmesse.de ☎ +49 201 36547-313
<u>Stand party</u>	If you wish to benefit from the special flair of the hustle and bustle surrounding the trade fair, then organise a party for your customers right at your stand.	from 250.00 € plus security flat charge	Andreas Pfeiffer a.pfeiffer@spielwarenmesse.de ☎ +49 911 99813-15
<u>Text modules for your customer invitation mailings</u>	We offer various text modules and templates which you can adapt to your specific needs for your customer invitation mailings.	free of charge	Bianca Stefan b.stefan@spielwarenmesse.de ☎ +49 911 99813-59

* Prices do not include any taxes and duties which may be applicable in the country of the exhibitor.



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