

Nuremberg
29 Jan–2 Feb 2020



spielwarenmesse®

TIPS FOR YOUR VISITOR MARKETING



What you can do in advance of the trade fair

It is essential to lay the right foundations for your time at the trade fair. Of course, it is important to let your customers know in good time that you will be taking part in the Spielwarenmesse. Our tools can be useful for this:

- Use voucher codes to invite your customers to your stand. **10 voucher codes** for one-day tickets are already included in your marketing package and are provided to you free of charge.
- With **letter stickers** and **online banners**, you can alert your customers to your participation every time you communicate with them.
- The print and online **visitor flyers** are a practical way to inform your contacts about the Spielwarenmesse as an industry gathering.
- Use our **templates** for successful invitation mailings.

Find out about these and many other options for your successful trade fair marketing in the **Online Service Center**.

Your personal point of contact:

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Use the world's largest platform to acquire new international customers

By participating in the upcoming Spielwarenmesse, you are taking the first step and will soon be well on your way to establishing unique business relationships!

It does not matter whether these are formed through arranged meetings or spontaneous encounters. After all, at the industry's leading trade fair, we all share the same passion!

To ensure that you make the most of the 71st Spielwarenmesse and enjoy a very successful 2020, we want to share with you in this brochure some valuable tips on how to successfully target your customers.

We hope you enjoy reading and are already looking forward to welcoming you to the toy city of Nuremberg next year.





Become a visitor magnet at the trade fair

Your existing customers have received your invitation to the trade fair? Now it is about getting potential business contacts interested at the exhibition centre itself.

You can achieve this by using **unusual promotional measures**, such as **billboards** and **staircase advertising**. Or have eye-catching **walking acts** – by request costumed – walk through the exhibition halls and market your product. And you can attract visitors directly to your stand by offering them a goodie in the **voucher booklet**. Will you hold interesting events or activities or throw a party at your stand? Do not keep this information to yourself – enter your **events in our trade fair calendar** so that everybody can see them. And remember to book your company listing in the official **exhibitor directory** as well. This makes it even easier for potential customers to find you.

A complete list of the options we offer is available in the Online Service Center and at www.spielwaremesse.de/en/exhibitorservices.

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Grab media attention

The **PressPreview** provides you with an opportunity to showcase your most promising innovations the day before the Spielwarenmesse even opens its doors. Attract the attention of hundreds of journalists, media representatives and bloggers and put your products in the spotlight.

Make use of other media services as well to ensure you get noticed by journalists:

- The **electronic press boxes** can be used to attract media attention by uploading your press releases to the Spielwarenmesse website.
- The **press boxes** in the Press Center are a popular means of connecting with international journalists during the trade fair. Therefore, use them as an effective medium for presenting yourself and your innovations.

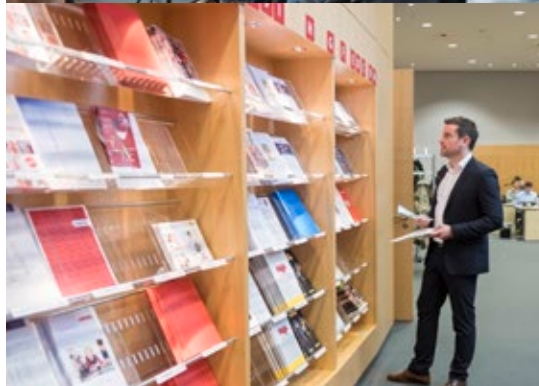
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Our tip for you

If you would like to get a quick overview of everything you need to know about participating, we recommend our **free tutorial series**. They cover the key points concerning trade fair planning, visitor marketing and follow-up. You can find all tutorials at www.spielwarenmesse.de/en/tutorials. The contents are also available in the form of fact sheets for a condensed overview.



Rely on the support of genuine trade fair professionals

Would you like to considerably increase the effectiveness of your trade fair marketing? Then reach out to the Spielwarenmesse eG subsidiary **Die roten Reiter**. Our specialist agency would be pleased to advise you and offer you bespoke print, promotion, film and online marketing solutions.

We look forward to hearing from you.

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