

Definition

Trade visitors are all persons who trade in or work with toys or other products represented at Spielwarenmesse on a commercial basis.

The core target group of Spielwarenmesse® comprises trade buyers.

The decisive factor for eligibility for visiting Spielwarenmesse® is proof of the person's legitimate interest. This could be employment in one of the following in the various target groups:

SUGGESTED target groups for trade visitors:

- Toy retailers
- Toy wholesalers
- Department stores
- Mail-order companies
- Self-service chains, supermarkets
- Importers/exporters
- Hobby and craft shops
- Souvenir or gift shops
- Museum shops
- Chemist's shops
- Shops specialising in articles for babies
- Model railway shops
- Promotional products distributors
- Convenience shops (e.g. kiosks, service stations, railway station shops, neighbourhood stores)
- Stationery shops / office supplies
- Paper retailers and wholesalers
- Decoration shops
- Book shops
- Music shops
- Florists / garden centres
- TV shopping channels
- Online shops
- Discount stores
- Sports shops
- Furniture shops
- Model retailers
- Electronics retailers
- DIY stores

Proof of eligibility:

Company business card or trade license/extract from the commercial register

Social enterprises:

- Nursery schools, day nurseries
- Schools
- Therapeutic practices
- Workshops for people with disabilities

Proof of eligibility:

Confirmation from the organization supporting the facility that the stated person is authorized to order toys for the facility.

The collection of donations is prohibited and we expressly request all concerned to refrain from such action. Our exhibitors take part in our official Spielwarenmesse® donation campaign every year.

Other trade visitors:

- Sales agents
- Agencies (event, PR, marketing, advertising)
- Service providers (packaging, POS, safety, etc.)
- Licensors
- Licensees
- Showmen
- Leisure parks

Proof of eligibility:

Company business card or trade license/extract from the commercial register