



More topical information, more service for the customer: the International Toy Fair's new Internet site

The up-to-the-minute Internet site of the Spielwarenmesse International Toy Fair Nürnberg was launched mid-October 2010. For the many international users who make www.toyfair.de the most frequently visited site in the toy industry, it has been more a matter of finding instead of searching. Whether manufacturer search, fair organization, planning a fair visit, top market issues or specific knowledge, sooner or later every toy expert has a question for which he can reliably find an answer on the home page of the leading international fair. Toy professionals all over the world can now access compact fair information in 24 languages using navigation modules for specific target groups and topics or sophisticated search functions.

The overwhelming variety of topics the Internet site offers on the International Toy Fair and toy industry is being redesigned. For the relaunch of its Internet site, Spielwarenmesse eG has developed a new structure with revised navigation options for user-friendly and ergonomic operation. In future, Internet users will be guided direct and intuitively over the contents and the fair via the main functions of the Internet site. The exhibitor search via the online catalogue and the Organizer for personal fair planning are now more user friendly. A central topics box showing the three top issues of the respective phase in the fair year enhances the revised navigation for exhibitors, visitors and press. The new clear arrangement of the contents enables web users to reach their desired destination immediately.

The Internet portal of the International Toy Fair is also developing into the industry's trend monitor. Besides news from the industry, journalists can obtain information there about the latest developments in the product groups. Spielwarenmesse eG is therefore expanding its Internet presence into a valuable and target-orientated information tool for the toy sector with daily news on toys.

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Spielwarenmesse International Toy Fair Nürnberg

The Spielwarenmesse International Toy Fair Nürnberg, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The purely trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for some 75,000 buyers and toy traders from over 100 nations.

**Spielwarenmesse
International Toy Fair
Nürnberg
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Fair date: Spielwarenmesse International Toy Fair Nürnberg 3-8.2.2011