



**Spielwarenmesse**  
International Toy Fair  
Nürnberg  
01.02.–06.02.2012

## LicenseCenter gives encore at the International Toy Fair: longer opening time from Wednesday to Saturday, 1-4 February 2012

**New Start: Wednesday!**

As appropriate for a star, the LicenseCenter gives an encore. The meeting-place for licenses at the Spielwarenmesse International Toy Fair Nürnberg opens a day longer. Agencies and licensees can arrange to meet there in the foyer of Brüssel hall (Mitte (central) entrance, level 1) from Wednesday to Saturday, 1-4 February 2012. The longer opening hours from 9 a.m. to 7 p.m. also give licensors and exhibitors time to visit the License Lounge after the fair closes in the evening.

The industry presents its current trends and best sellers in individually arranged showcases in the LicenseCenter. Film trailers highlight the stories behind the characters. Experts from the LicensingPress magazine are present to answer any questions that crop up. The LicenseCenter is supported by LIMA Germany (Licensing Industry Merchandisers' Association). Media partners from various toy markets present the international license developments and put the spotlight on the top 3 favourites for 2012 in the International Trend Selection. Licenses have lots of potential for toy traders, because whereas licensed toys in Germany only reached some 18 per cent of sector revenue in 2010, the traders in Spain made almost twice as much revenue, closely followed by Portugal and Italy.

Corresponding to Toys4Teens, the Toy Fair Special at the International Toy Fair in 2012, the LicenseCenter is geared to the teenagers target group. In the direct vicinity of the Toys4Teens theme islands (Mitte entrance, level 0), a separate showcase ensemble in the License Lounge shows what license themes will delight the adolescents.

The LicenseGuide offers help for visitors looking for specific licensed products in the LicenseCenter and at the whole fair. The entry for an exhibited product can also be called up direct in the LicenseCenter via a special bar code called a QR code. Fair visitors who photograph the QR codes at the showcase with their smartphone see the relevant product information from the LicenseGuide on their phone display.

## Press Information



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Agencies and exhibitors can apply to Spielwarenmesse eG to register for the LicenseCenter until 15 December 2011. The contact for questions on the LicenseCenter is Anika Danner:

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All exhibitors at the International Toy Fair can enter their licensed products in the LicenseGuide free until 13.1.2012. This enables visitors looking for a certain license theme for their shop at the International Toy Fair from Wednesday to Monday, 1-6 February 2012, to find their way straight to the relevant company.

17.10.2011 – sah / km

### **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.

Fair date: Spielwarenmesse International Toy Fair Nürnberg, Wednesday to Monday, 1-6.2.2012