



Spielwarenmesse presents ToyAward for new products in 2014

- Registration from 1.10.2013 at www.toyaward.com
- Award presentation at the opening ceremony of Spielwarenmesse on 28.1.2014

A fair without new products is like a summer without sun. The exhibitors at Spielwarenmesse think the same and present more than 70,000 new products among the 1 million toys exhibited every year. To make exactly those products shine, Spielwarenmesse eG presents the ToyAward in four categories for specific age groups:

- Baby&Infant (0–2 years)
- PreSchool (3–5 years)
- SchoolKids (6–10 years)
- Teenager&Family (11 years plus)

The products entered must convince a jury of twelve experts to win the coveted award. Educators, market researchers, international trade representatives and an expert for toy safety assess the toys for originality, safety, play fun, workmanship & quality, ease of understanding of product concept and prospects of market success before nominating three products in each category. All twelve nominations are presented to the public at the main press conference of Spielwarenmesse on 23.1.2014. The winners of the four categories find out who has won the ToyAward at the award presentation during the opening ceremony on 28.1.2014.

Exhibitors can register up to three fair novelties for the ToyAward competition free of charge from 1.10.2013 onwards at www.toyaward.com.

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Spielwarenmesse

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The 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 73,500 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse, Wednesday to Monday, 29.1–3.2.2014