

Spielwarenmesse: Toys meet Books continues

- Special Area now includes presentation zone
- Appearing at the Frankfurt Book Fair for the first time

The Special Area Toys meet Books celebrated its debut at the Spielwarenmesse this year. The concept to open the world of toys to booksellers was a resounding success, prompting a sharp 41 per cent jump in the number of book retailers compared to the year before. At the next event, which takes place in Nuremberg from 30 January to 3 February 2019, the content is being expanded and the partnerships extended. As it enters its second year, the space set aside for the Special Area is likewise being increased.

In a high-exposure location at Entrance Mitte, manufacturers show non-book articles that lend themselves to the book trade. Christian Ulrich, Director Marketing Spielwarenmesse eG, states: "We're introducing some new ideas to target booksellers more effectively. We're paving the way for relevant ranges whilst providing valuable knowledge to assist this retailer group in the daily running of their stores." The Special Area is being extended to more than 200m². Attractively designed product and theme worlds give trade buyers plenty of inspiration on presenting selected toys at the point of sale. Rather than focusing on German-speaking booksellers, Toys meet Books has widened its scope to the international market. As a result, the talks taking place on the Friday and Saturday, will be simultaneously interpreted into German or English. The subsequent speed-dating feature gives visitors the opportunity to speak to the experts in person and receive specific advice.

The Spielwarenmesse has attracted a new media partner for the Toys meet Books area. "börsenblatt" is a reputed specialist magazine for the book trade which is published by MVB, a service provider for the German book industry. The Spielwarenmesse is also stepping up its cooperation with the Frankfurt Book Fair. Besides engaging in joint marketing and communications measures, the two fairs are staging an exchange at both events. For its part, the

Spielwarenmesse is appearing together with this year's ToyAward winners at the book fair's Frankfurt Kids Foyer 5.1/6.1 from 10 to 14 October. In addition, Verena Urbschat, Senior Visitor Marketing Manager at Spielwarenmesse eG, is holding a presentation in English on trends in toys. The talk is scheduled to take place on the Frankfurt Kids Stage in the foyer of Hall 5.1/6.1 at 2pm on Wednesday 10 October.

The Spielwarenmesse's latest measures and partnerships at the Special Area Toys meet Books provide booksellers with even easier access to the toy sector. This gives them the chance to experience the products first hand, to find inspiration from the expert talks and to forge new and lasting contacts – all with a view to generating lucrative additional sales.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for more than 2,900 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 71,000 buyers and toy traders from over 125 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 30 Jan – 3 Feb 2019