



Spielwarenmesse makes the way clear for small-series manufacturers

It's the realistic equipment that makes a model railway system original and fascinating. Small-series manufacturers specialize in particularly unusual model railways and accessories with products that round off the spectrum. These manufacturers can surprise toy traders with lovingly designed replicas and creative presentations at Spielwarenmesse from 28.1 to 2.2.2015, because the fair team makes the way clear again for small-series manufacturers in hall 4A with a package of services for exhibitors. The complete package comprises a space of 6 m² or 9 m² including a stand and other services. The application documents are available for interested manufacturers of small series at www.toyfair.de/the-industry/model-railways-and-accessories/?L=1. The deadline for applications for the special area for small-series manufacturers is 31.8.2014.

SAI Collections exhibited at Spielwarenmesse 2014 – successfully, as Managing Director Didier Lachnitt reports: “We were very satisfied with the special area for small-series manufacturers at Spielwarenmesse 2014. We found the package offered and the location in hall 4A very interesting. Our customers and business partners found us easily and we had good talks. We are pleased that the special area will be continued in 2015 following its successful launch.” The ready-to-go package includes a walk-on stand concept with conference table, presentation shelf and power supply, and an entry in the exhibitor catalogue. The presentation by the small-series manufacturers will also be publicized in visitor communication so that all German and international traders looking for eye-catchers for their range drop in at this special area at the fair. This will make Spielwarenmesse a super opportunity for small-series manufacturers to achieve maximum success with minimum effort and cost.

26.5.2014 - km

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 some 72,500 buyers and toy traders from over 100 nations. The name Spielwarenmesse has been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse, Wednesday to Monday, 28.1-2.2.2015