

Trade visitors are all persons who trade in or work with toys or other products represented at the Spielwarenmesse® on a commercial basis.

The core target group of Spielwarenmesse® comprises trade buyers.

The decisive factor for eligibility for visiting Spielwarenmesse® is proof of the person's legitimate interest. This could be employment in one of the following in the various target groups:

Target groups for trade visitors:

- Book shops
- Chemist's shops
- Children & baby clothing retailers
- Convenience shops (e.g. kiosks, service stations, railway station shops, neighbourhood stores)
- Decoration shops
- Department stores
- Discount stores
- DIY stores
- Electronics retailers
- Florists / garden centres
- Food retailers
- Furniture shops
- Hobby and craft shops
- Importers / exporters
- Mail-order companies
- Model railway shops
- Model retailers
- Museum shops
- Music shops
- Online shops
- Organic markets
- Paper, office supplies and stationery retailers
- Paper, office supplies and stationery wholesalers
- Promotional products distributors
- Self-service chains, supermarkets
- Shops specialising in articles for babies
- Souvenir or gift shops
- Sports and outdoor shops
- Toy retailers
- Toy wholesalers
- TV shopping channels

Proof of eligibility: Company business card or trade license/extract from the commercial register

Social enterprises:

- Nursery schools, day nurseries
- Schools
- Therapeutic practices
- Workshops for people with disabilities

Proof of eligibility: Confirmation from the organization supporting the facility that the stated person is authorized to order toys for the facility.

The collection of donations is prohibited and we expressly request all concerned to refrain from such action. Our exhibitors take part in our official Spielwarenmesse® donation campaign every year.

Other trade visitors:

- Agencies (event, PR, marketing, advertising)
- Designers
- Leisure parks
- Licensees
- Licensors
- Sales agents
- Service providers (packaging, POS, safety, etc.)
- Showmen
- Toy industry-related associations
- Toy industry-related manufacturers

Proof of eligibility: Company business card or trade license/extract from the commercial register