



The main reason we took part in the Spielwarenmesse again was to reunite with our retailers and customers in the one place after a long time. Face-to-face product presentation is especially important for our company so that we can demonstrate the quality of the materials. Another important aspect of participation is the contact with local business partners from Germany.



LITTLE DUTCH B.V

Ad Ammerlaan, Director

Big offering for the very small

145
EXHIBITORS

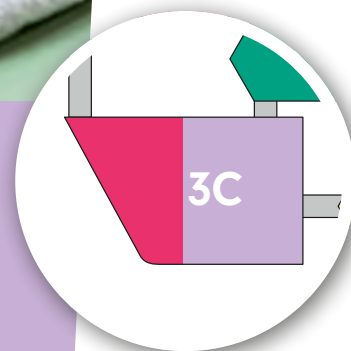
25
COUNTRIES

4,700 m²
EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**BABY AND
INFANT ARTICLES**



YOUR CONTACT

Natalia Kalberlah
Tel. +49 911 99813-60
n.kalberlah@spielwarenmesse.de





YOUR PARTICIPATION OPTIONS

Choose from two options:

1. INDIVIDUAL SPACE



ROW STAND

1 side open

218 €/m²



CORNER STAND

2 sides open

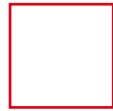
265 €/m²



HEAD STAND

3 sides open

286 €/m²



BLOCK STAND

4 sides open

290 €/m²

YOUR COSTS

Space price (requested number of m²)

+ Media package with comprehensive services 750 €

+ AUMA fee 0.60 €/m²

+ Waste disposal fee 4.95 €/m²

REGISTRATION

Register conveniently online at

www.spielwarenmesse.de/en/exhibit/application/



2. COMPLETE PACKAGE – NEW EXHIBITOR PACKAGE

With the **New Exhibitor Package**, we offer a complete solution for anyone exhibiting at Spielwarenmesse® for the first time. You get all you need for a successful trade fair: we've thought of everything, from the stand space, stand construction and power supply through to various marketing options. Let us take care of it all for you.

- Freely selectable stand size of between 9 and 20 m²
- Stand construction, basic equipment and power supply included
- All media package services, AUMA and waste disposal fees included

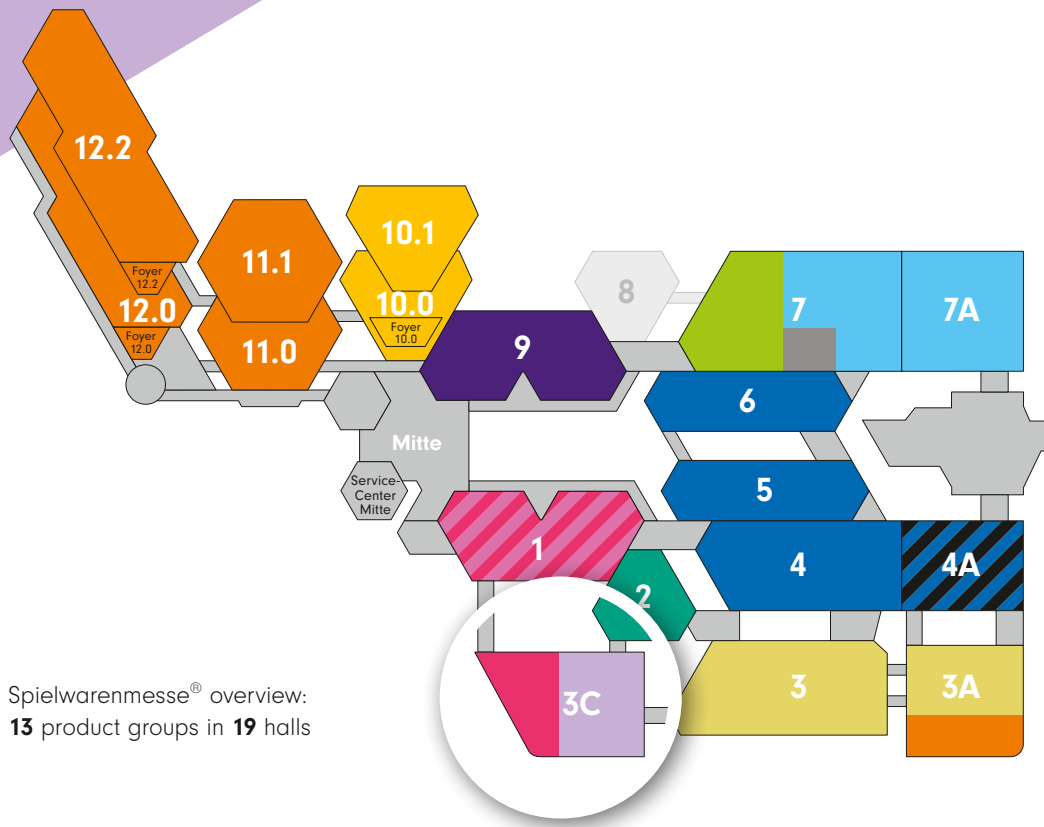
- **The registration fee is 400 €.** This is deducted in full from the participation fee following review and on approval. It is refunded in the case of non-approval.

FAIR CALCULATOR

Would you like to work out your specific costs? Then use our free Fair Calculator

www.spielwarenmesse.de/en/exhibit/fair-calculator





Spielwarenmesse® overview:
13 product groups in **19** halls

THE PRODUCT GROUP

- In keeping with buyer interests, embedded between the product groups “Lifestyle”, “Dolls, Soft Toys” and “Wooden Toys, Toys made of Natural Materials”
- Attractive add-on range for the toy trade
- New visitor groups not found at traditional baby trade fairs

THE VISITORS

- Toy retailers, baby shops, furniture shops
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order businesses, online shops
- Social and public institutions, nursery/school outfitters

BABY TOYS

- Bath toys
- Teethers
- Books and photo albums
- Walkers
- Educational baby toys
- Mobiles
- Push and pull toys
- Rattles
- Grasping Toys
- Soft toys
- Wooden toys
- Plastic toys
- Swings, Bouncers, Rockers
- Teether clips
- Musical clocks
- Shape sorters
- Fabric dolls and stuffed animals
- Vehicles, Scooters
- Blankies
- Play rugs

BABY TEXTILES

- Baby fashion
- Heating pads
- Sleep accessories

HOME AND SAFETY

- Baby furniture
- Height charts
- Room decorations and wall decals



- Other equipment and accessories for children’s rooms
- Baby monitors
- Socket covers
- Safety guards

CARE AND FOOD

- Bottles and accessories
- Bibs
- Crockery and cutlery
- Toiletries
- Potties and accessories
- Nursing cushions
- Bath accessories
- Nappy changing accessories

TRAVEL SYSTEMS

- Prams and accessories
- Car seats and baby seats
- Travel cots
- Baby carriers and bags
- Slings

Licensed products, sustainable products and products for people with special needs

