



The Spielwarenmesse is a good place to build relationships and present new products. It's also an important forum for showcasing our own brand products to potential customers in Europe. You could say that the Spielwarenmesse is the right place for us.



BALLOONKING AB

Torbjörn Olsson, CEO/Owner

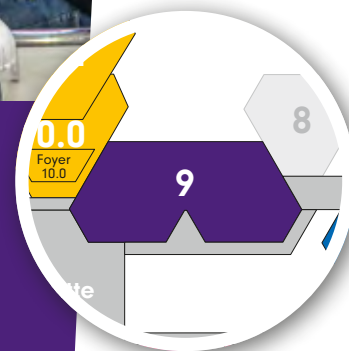
Everything to do with fancy dress, decorations and fireworks

198	31	10,800 m ²
EXHIBITORS	COUNTRIES	EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**FESTIVE ARTICLES,
CARNIVAL AND FIREWORKS**



YOUR CONTACT

Claudia Herzog
Tel. +49 911 99813-46
c.herzog@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

- Trends towards seasonal occasions and celebrations
- The most important meeting place each year for all prominent suppliers and market leaders
- Role play and decoration ideas

THE VISITORS

- Toy retailers, stationery retailers, mail order businesses, online shops
- Drugstores, supermarkets, department stores, discounters
- Special shops, shops for role play, costume rental, theatrical outfitters
- Advertising/event agencies, sellers of promotional items
- Leisure and theme parks

FESTIVE ARTICLES

- Party items
- Joke items
- Magic items
- Halloween items
- Fair and funfair items
- Latex balloons
- Foil balloons
- Oktoberfest articles
- Balloons and accessories
- Promotional items
- Sales aids
- Easter items
- Christmas items
- Costumes and accessories
- Party lights
- Luminous items
- Decorations
- Birthday items

CARNIVAL

- Costumes
- Masks
- Headwear
- Wigs
- Beards
- Equipment and accessories (swords, belts, etc.)
- Makeup and makeup items
- Decorations
- Wild west accessories
- Knight accessories
- Role plays and accessories

FIREWORKS

- Bangers
- Rockets
- Stage fireworks
- Battery fireworks
- Illumination fireworks
- Fountain fireworks
- Large fireworks
- Composite fireworks
- System fireworks
- Party fireworks
- Table fireworks
- Firing systems

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

