



*It is important for us to show our new products to all worldwide customers, to establish contacts and then to assess the market. You can also see it in the many exhibitors. I don't think there is a brand company in the toy industry that doesn't exhibit here in Nuremberg. For me, this is the industry meeting place worldwide.*



**NICI GMBH**

Thomas Pfau, CEO

**Unique international trade fair for classic and modern dolls,  
stuffed animals and in-demand licensed products**

201

EXHIBITORS

29

COUNTRIES

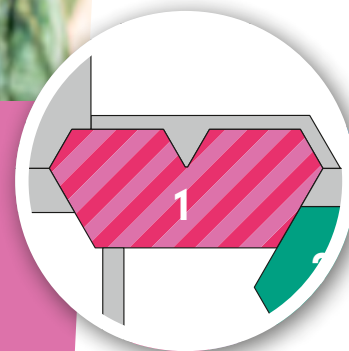
9,000 m<sup>2</sup>

EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**DOLLS, SOFT TOYS**



**YOUR CONTACT**

Natalia Kalberlah

Tel. +49 911 99813-60

[n.kalberlah@spielwarenmesse.de](mailto:n.kalberlah@spielwarenmesse.de)





# YOUR PARTICIPATION OPTIONS

Choose from two options:

## 1. INDIVIDUAL SPACE



### ROW STAND

1 side open

**218 €/m<sup>2</sup>**



### CORNER STAND

2 sides open

**265 €/m<sup>2</sup>**



### HEAD STAND

3 sides open

**286 €/m<sup>2</sup>**



### BLOCK STAND

4 sides open

**290 €/m<sup>2</sup>**

### YOUR COSTS

Space price (requested number of m<sup>2</sup>)

+ Media package with comprehensive services 750 €

+ AUMA fee 0.60 €/m<sup>2</sup>

+ Waste disposal fee 4.95 €/m<sup>2</sup>

## REGISTRATION

Register conveniently online at

[www.spielwarenmesse.de/en/exhibit/application/](http://www.spielwarenmesse.de/en/exhibit/application/)



- ! 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.

## 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.

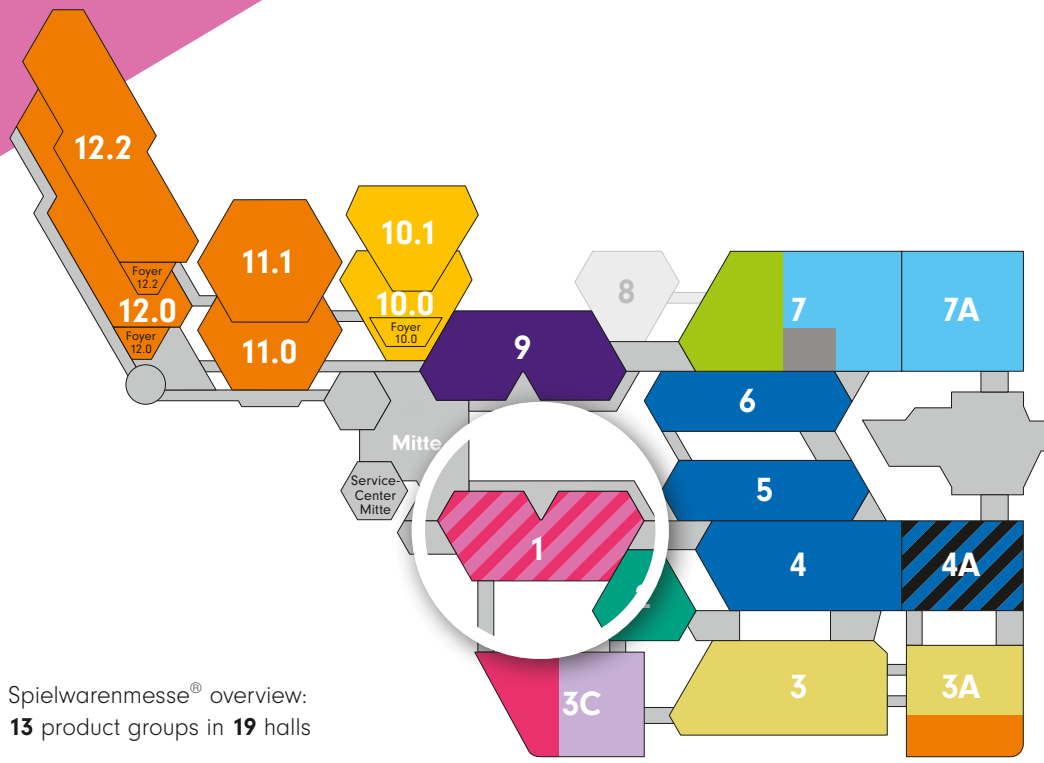
- Freely selectable stand size of between 9 and 20 m<sup>2</sup>
- Stand construction, basic equipment and power supply included
- All media package services, AUMA and waste disposal fees included

## FAIR CALCULATOR

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

[www.spielwarenmesse.de/en/exhibit/fair-calculator](http://www.spielwarenmesse.de/en/exhibit/fair-calculator)





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

### THE PRODUCT GROUP

- Central exhibition space at the exhibition site
- Integrated into the surrounding “Lifestyle”, “Baby and Infant Articles” and “Wooden Toys, Toys Made from Natural Materials” product groups, providing an excellent means of orientation for trade visitors/buyers
- Significant presence of well-established brands and major key players

### THE VISITORS

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

### DOLLS

- Baby dolls
- Fashion dolls
- Play dolls, other dolls
- Artistic and collectible dolls
- Doll clothing
- Doll accessories
- Doll furniture
- Doll prams
- Doll houses
- Accessories for doll houses
- Doll’s house miniatures and accessories
- Puppets, theatres and marionettes
- Play shop toys
- Children’s household appliances and articles
- Hairdressing, cosmetic and medical toys
- Dolls with functions



### SOFT TOYS

- Plush, fur and fabric toys
- Teddy bears
- Plush and fabric items for babies and infants
- Collectors’ items
- Other plush and fabric items
- Functional plush

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

