



*The entire Spielwarenmesse experience was fantastic from beginning to end. The Toy Trends area also proved incredibly valuable. The attention we received in that zone increased our profile enormously and brought a large number of visitors to our stand, which helped us to present our products and get talking with potential customers. Thank you for a superb trade fair - we'll be back next year!*



**HOLOTOYZ**

Kate Scott, CEO/Founder

**Forward-looking innovations**

79

EXHIBITORS

16

COUNTRIES

5,500 m<sup>2</sup>

EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**ELECTRONIC TOYS**



**YOUR CONTACT**

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# 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.

## FAIR CALCULATOR

Would you like to work out your specific costs?

Then use our free Fair Calculator

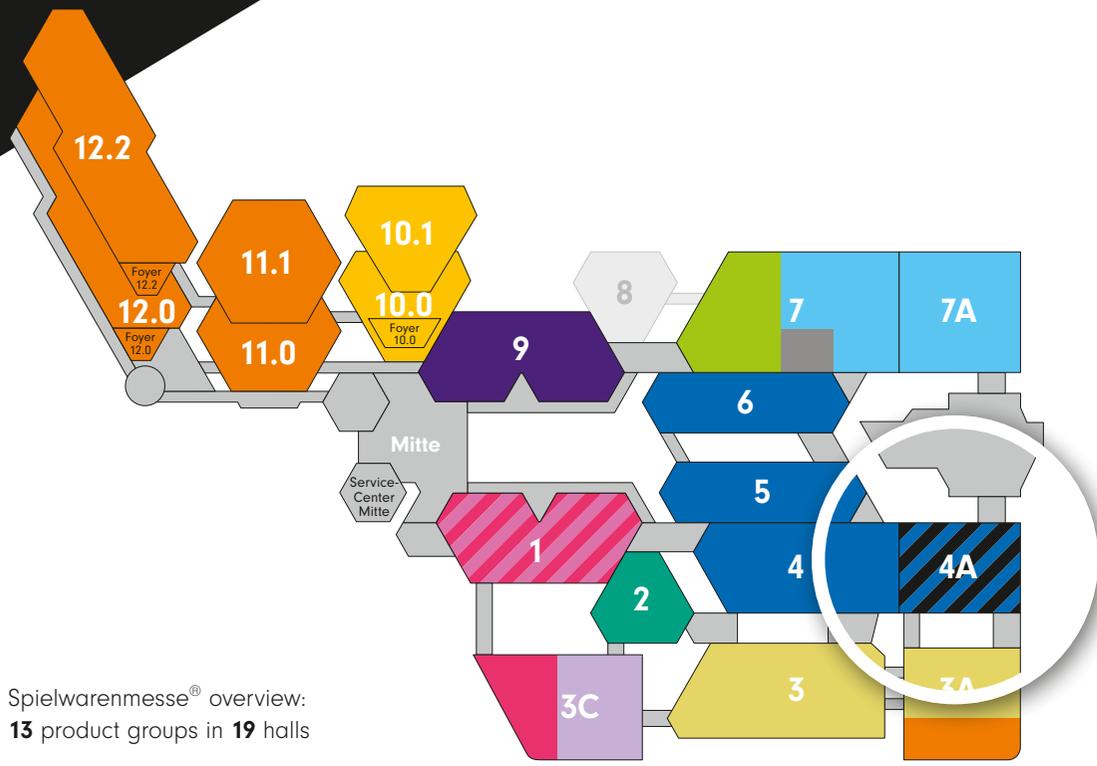
[www.spielwarenmesse.de/en/exhibit/fair-calculator](http://www.spielwarenmesse.de/en/exhibit/fair-calculator)



## 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



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

### THE PRODUCT GROUP

- Electronics-based games and educational toys for children and adults, all within one hall
- Play combined with programming, virtual reality and artificial intelligence
- Current trends and innovations in the RC segment

### THE VISITORS

- Toy retailers
- Electronics trade
- Department stores, supermarkets
- Mail order businesses, online shops
- Leisure and theme parks
- Social and public institutions, nursery/school outfitters

### ROBOTS

- Robotics (model kits)
- Robots (toy figures)
- Electronic pets
- Programmable and digitally controlled toys

### RC TOYS

- Remote-controlled drones
- Toy tracks
- Slot car racing and accessories

### ELECTRONIC LEARNING

- Electronic games
- Edutainment (language software, encyclopaedias, etc.)
- Infotainment software (guides, geography, music, film/TV, etc.)
- Educational applications (apps)
- Video
- Music
- Educational software
- School software
- Tablets, laptops and computers
- Educational electronic pens
- App-connected toys

### VIRTUAL PLAY

- Augmented reality toys
- Virtual reality toys
- Consoles, components and accessories
- Handhelds
- E-toys
- Entertainment software (e-games)
- Game applications (apps)

### OTHER ELECTRONIC TOYS

- Action cameras
- Wearables (smartwatches, pedometers, etc.)
- 3D printers and accessories
- Walkie-talkies
- Microphones
- Headphones
- Loudspeaker

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

