



At fischertechnik, we want to contribute to making people of all ages fit for the future through play. This is only possible with strong partnerships. The Spielwarenmesse offers an excellent platform for this and brings like-minded people together every year, both nationally and internationally. We found the focus topic of kidults particularly interesting, which we were happy to take up with our Maker Initiative as part of the 2024 innovations.



FISCHERTECHNIK

Thomas Bußhart, Managing Director

The largest product group, with toys that impart knowledge, collectible figures and themed worlds

362

EXHIBITORS

36

COUNTRIES

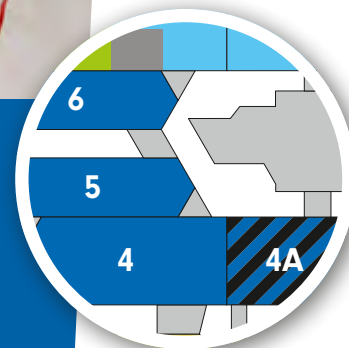
25,500 m²

EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**TECHNICAL TOYS,
EDUCATIONAL TOYS,
ACTION TOYS**



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/



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



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



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

THE PRODUCT GROUP

- High proportion of toys that impart knowledge
- Visitor magnet due to high level of innovation and relevance

THE VISITORS

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

TECHNICAL TOYS

- Toy vehicles
- Metal toys
- Plastic toys
- Building and construction toys
- Battery-operated vehicles
- Other technical toys

EDUCATIONAL TOYS

- STEM toys
- Educational toys
- Teaching toys
- Toys that impart knowledge
- Optical toys
- Musical toys and instruments
- Clocks
- Playmats
- Therapy and activity toys
- Digital learning, homeschooling

ACTION TOYS

- Play and action figures
- Model figures and accessories
- Themed worlds
- Playsets
- Soap bubble toys
- Edible plasticine
- Play slime
- Small toys and accessories

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

