



*In particular, we had new potential customers at our stand, from Germany but also from Asia and the US. The timing of the Spielwarenmesse is perfect for us. We find the trade fair to be a valuable platform for maintaining relationships with our customers and making new contacts. Thanks to the adjacent stands having a similar customer base to us, we generate further synergies.*



**CUBORO AG**

Sebastian Etter, CEO

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**World's largest offering of wooden toys and toys made from natural materials**

258  
EXHIBITORS

35  
COUNTRIES

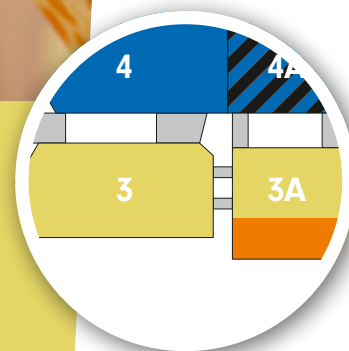
16,000 m<sup>2</sup>  
EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024

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**WOODEN TOYS,  
TOYS MADE FROM  
NATURAL MATERIALS**



**YOUR CONTACT**

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

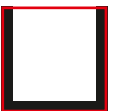




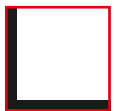
# YOUR PARTICIPATION OPTIONS

Choose from two options:

## 1. INDIVIDUAL SPACE



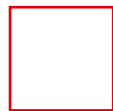
**ROW STAND**  
1 side open  
**218 €/m<sup>2</sup>**



**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/)



## 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.

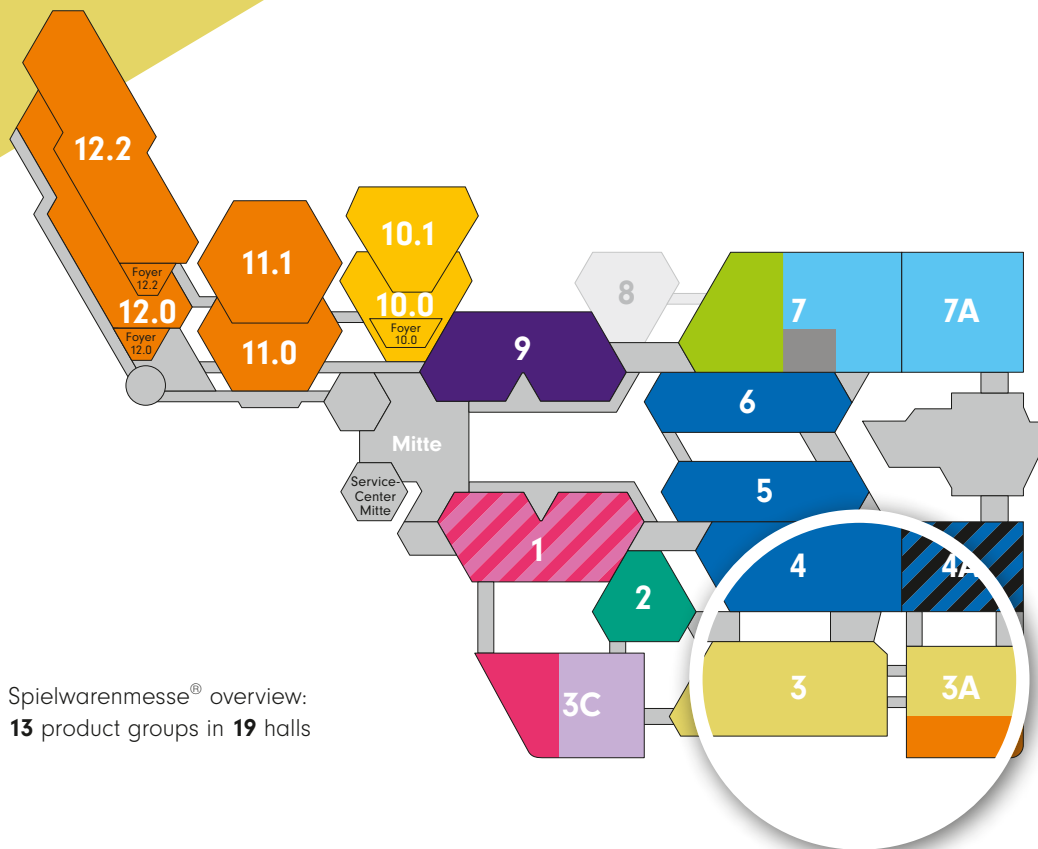
- Freely selectable stand size of between 9 and 20 m<sup>2</sup>
- Stand construction, basic equipment and power supply included
- All media package services, AUMA and waste disposal fees included

**!** 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)





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

## THE PRODUCT GROUP

- Growing visitor interest through supplier diversity – from small craft workshops through to big players with a high degree of internationality
- The only international toy fair with its own exhibition area for this product category
- Additional dynamism through the combination of design, functionality and sustainability

## THE VISITORS

- Toy retailers
- Gift shops, promotional items trade
- Furniture stores, retailers of decorations
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order businesses, online shops
- Social and public institutions, nursery/school outfitters

## WOODEN TOYS AND ARTICLES

- Wooden baby and infant items
- Play shops and accessories
- Games and accessories
- Wooden decorations
- Wooden construction sets
- Wooden building blocks
- Wooden puzzles
- Wooden furniture
- Kendama
- Outdoor wooden play furniture
- Wooden vehicles
- Riding and rocking horses
- Educational wooden toys
- Therapy toys
- Wooden mobiles
- Wooden musical instruments
- Children's furnishings
- Nursery and school equipment
- Other wooden toys and articles
- Wooden animals and figures
- Spinning tops

## TOYS MADE FROM NATURAL MATERIALS

- Toys made from card and cardboard
- Toys made from cork
- Toys made from other natural materials

## CRAFTWORKS

- Handcrafted toys
- Erzgebirge folk art
- Porcelain and ceramic articles
- Glass and crystal articles
- Metal articles

- Carvings
- Music boxes

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

