



The entire global toy market is represented here at this trade fair. We believe the lifestyle aspect completes the toy experience. As an exhibitor in this area, this opens up to us a new target market that we have not been able to tap into previously. The buyers are very different and varied. The balance between retailers, suppliers, potential licensees and producers at the trade fair is also really good.



SANTORO

Goddie Quaye, Sales Director

Trends in fashion, design and accessories

80	22	5,500 m ²
EXHIBITORS	COUNTRIES	EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



LIFESTYLEPRODUCTS



YOUR CONTACT

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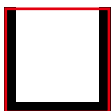




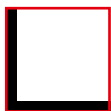
YOUR PARTICIPATION OPTIONS

Choose from two options:

1. INDIVIDUAL SPACE



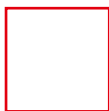
ROW STAND
1 side open
218 €/m²



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

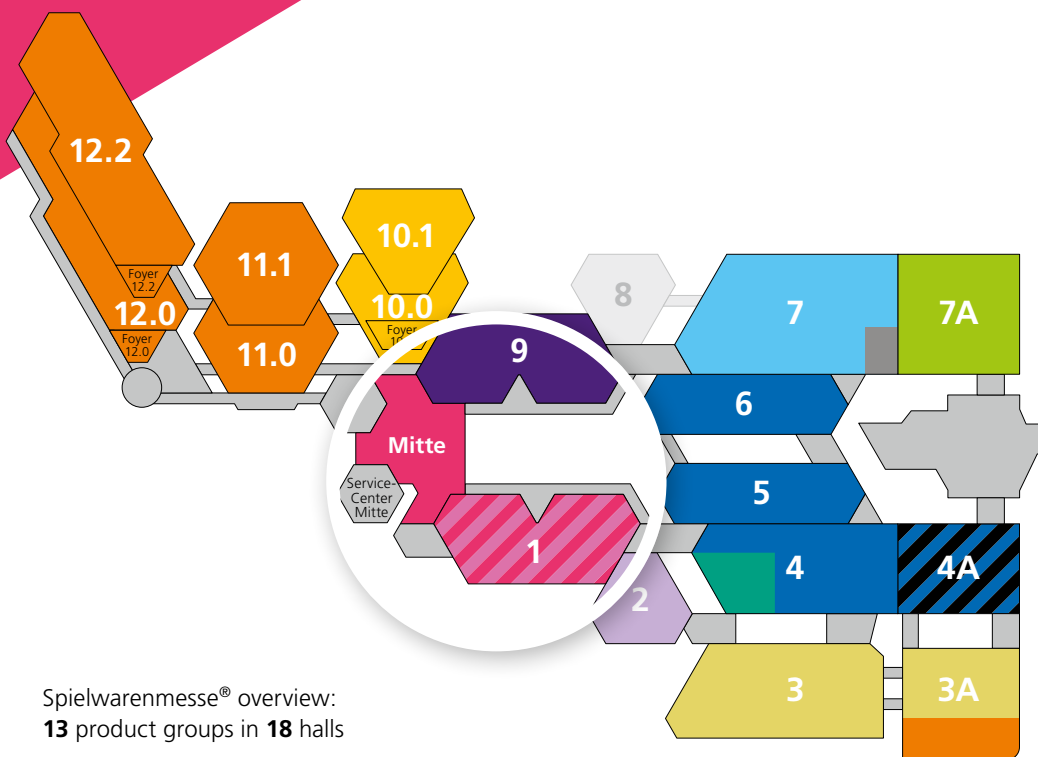
! The registration fee is 400 €. This is deducted in full from the participation fee following review and on approval. It is refunded in the case of non-approval.

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 18 halls

THE PRODUCT GROUP

- Attractive add-on range for visitors to the Spielwarenmesse®
- Prominent location at the exhibition site
- A segment with a promising future: trend towards design in children's bedrooms

THE VISITORS

- Toy retailers, stationery retailers
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order businesses, online shops
- Gift shops and craft stores
- Licensors, licence agencies
- Furniture stores, retailers of decorations

FASHION & ACCESSORIES

- Hair accessories
- Chains and pendants
- Bracelets
- Rings
- Wristwatches
- Glasses and accessories
- Cosmetics
- Perfumes
- Scarves
- Headwear
- Bags and backpacks
- Carry cases, wallets and purses
- Umbrellas
- Mobile phone and laptop accessories
- Glitter tattoos
- Nail polish
- Bicycle accessories

HOME & DECORATION

- Children's furnishings
- Lighting
- Lights, lamps and accessories
- Seasonal decorative items
- Crockery and cutlery
- Candles, tea lights
- Clocks, alarm clocks
- Placemats and napkins
- Storage boxes
- Mirrors
- Posters, pictures
- Carpets, floor mats
- Wallpaper, wall stickers
- Garden accessories
- Home accessories
- Kitchen accessories
- Photo and picture frames

TEXTILES

- Bedding and bed accessories
- Home textiles
- Kitchen textiles
- Bathroom textiles

GIFTS

- Key rings
- Photograph and autograph albums
- Confectionery and chocolate
- Gift packaging
- Money boxes and figures
- Souvenirs
- Baking sets
- Snow globe

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

