

FIT

FOR

FAIR

Mitte Eingang • Entrance

FEEL THE SPIRIT



spielwarenmesse®

Welcome to our webinar

Basic Needs – 25th of October 2023

Your moderators



Francesca Ercoli
Project Manager



Niklas Renner
Project Manager

Technical check



Agenda

Basic Needs

01 | Your stand

02 | Online Service Center

03 | Passes and permits

04 | Parking permits

05 | Logistics

06 | Showcasing your products

07 | Advertisement of your participation

08 | Entertainment programm

09 | Spielwarenmesse Digital

10 | Tips and information



Your stand



Your stand

- Stand essentially empty
- Key stand specifications:
 - Minimum requirement: stand partition walls and flooring
 - Construction height: minimum 2.5 m and maximum 4.5 m
 - Open stand construction
 - White, clean back panels
- Additional: power, cleaning, sufficient lighting, furniture, water connection if required
- Four options:
 - Complete packages: New Exhibitor Package, StartupArea
 - Stand space of up to 30 m² or 50m² → Stand construction package option
 - Own stand
 - Stand and necessary services can be ordered via the Online Service Center

Spielwarenmesse eG



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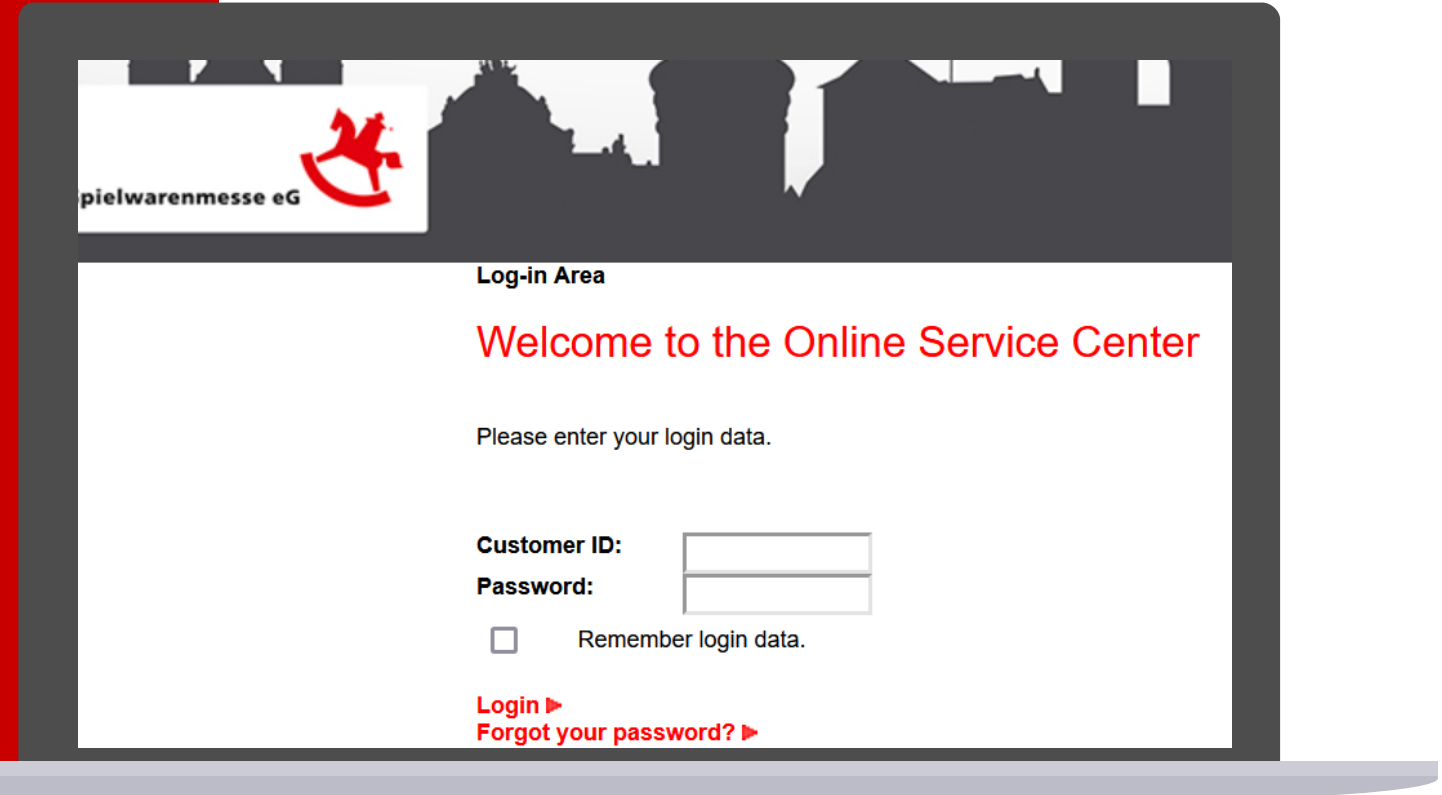
02

Loginbereich

Willkommen im Online Service Center

Online Service Center

- Ordering portal
- Orders for stand equipment, stand service, advertising options, badges, and more...
- Login:
 - Customer ID and password
 - Spielwarenmesse 2024 → Service bookings for exhibitors





Update your profile

Your events

Change Password

Logout

Log-in Area

Welcome to your Log-in Area

Spielwarenmesse® 2024 30.01. - 03.02.2024

Application for exhibiting

Service bookings for exhibitors ▶

Hall 10.1, stand C-04,D-09

Spielwarenmesse® 2023

01.02. - 05.02.2023

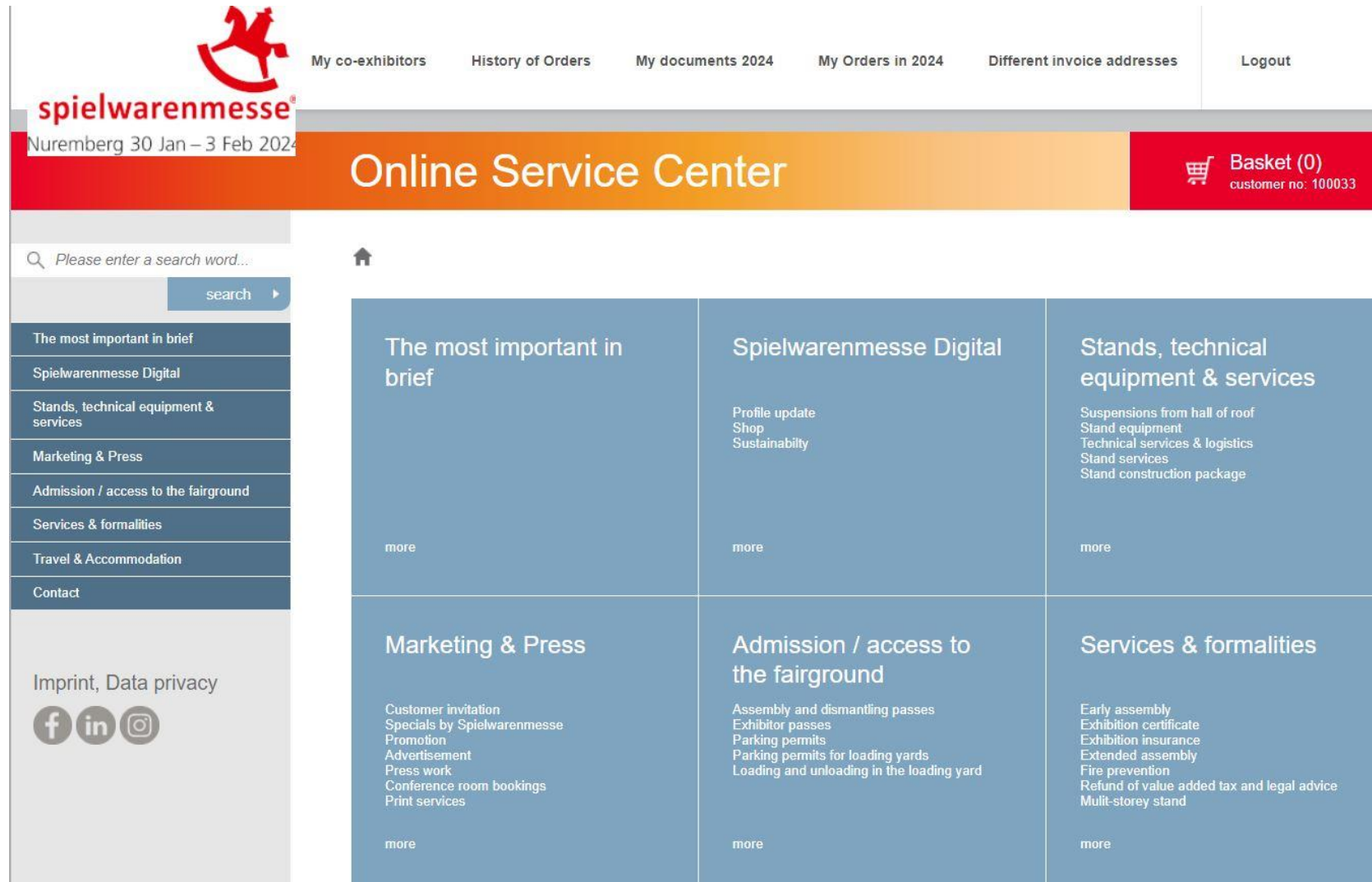
Your documents ▶

Hall 10.1, stand C-04,D-09

Spielwarenmesse® 2020

29.01. - 02.02.2020

Online Service Center



The screenshot shows the 'Online Service Center' interface for Spielwarenmesse. At the top, there is a navigation bar with the logo and links for 'My co-exhibitors', 'History of Orders', 'My documents 2024', 'My Orders in 2024', 'Different invoice addresses', and 'Logout'. Below this is a header bar with the event name 'Nuremberg 30 Jan – 3 Feb 2024', the title 'Online Service Center', and a shopping basket icon showing 'Basket (0)' and 'customer no. 100033'. A search bar is located on the left side of the main content area. The main content is organized into a grid of six blue boxes, each representing a category of services. The left sidebar contains a list of menu items and social media icons for Facebook, LinkedIn, and Instagram.

My co-exhibitors History of Orders My documents 2024 My Orders in 2024 Different invoice addresses Logout

spielwarenmesse®
Nuremberg 30 Jan – 3 Feb 2024

Online Service Center

Basket (0)
customer no. 100033

Please enter a search word...
search

The most important in brief

Spielwarenmesse Digital

Stands, technical equipment & services

Marketing & Press

Admission / access to the fairground

Services & formalities

Travel & Accommodation

Contact

Imprint, Data privacy

f in i

The most important in brief

Spielwarenmesse Digital

Stands, technical equipment & services

Marketing & Press

Admission / access to the fairground

Services & formalities

Profile update
Shop
Sustainability

Suspensions from hall of roof
Stand equipment
Technical services & logistics
Stand services
Stand construction package

Customer invitation
Specials by Spielwarenmesse
Promotion
Advertisement
Press work
Conference room bookings
Print services

Assembly and dismantling passes
Exhibitor passes
Parking permits
Parking permits for loading yards
Loading and unloading in the loading yard

Early assembly
Exhibition certificate
Exhibition insurance
Extended assembly
Fire prevention
Refund of value added tax and legal advice
Multi-storey stand



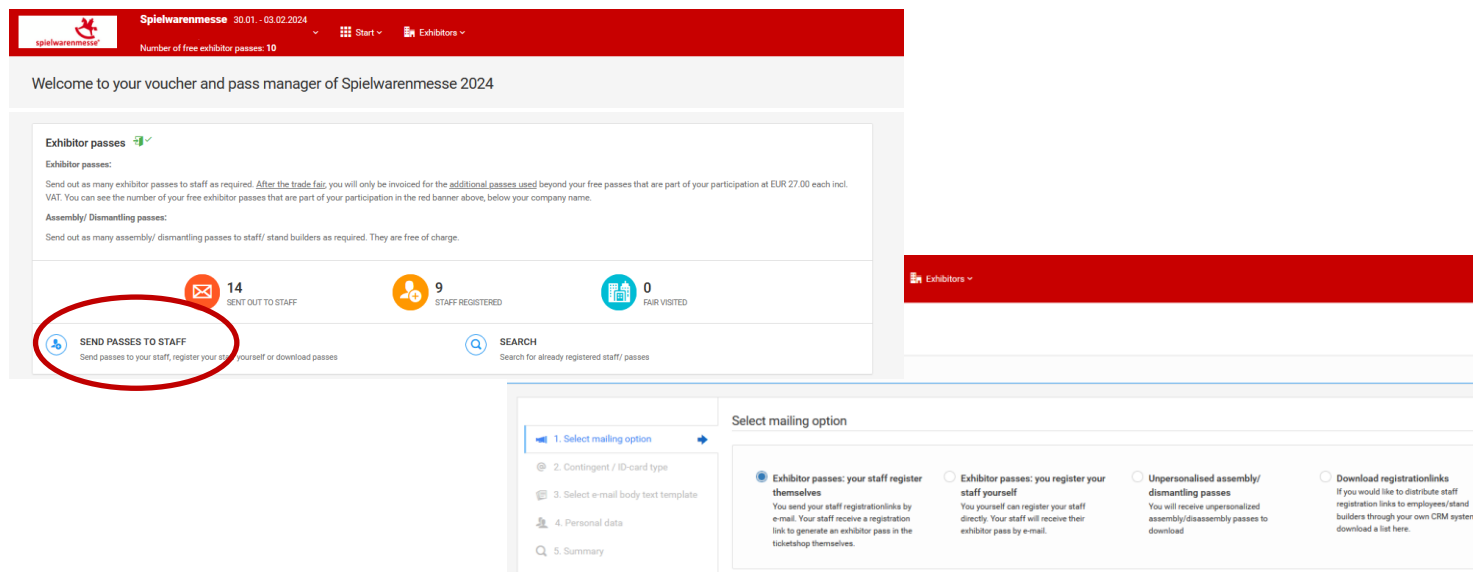
03

Passes and permits

Exhibitor passes

Exhibitor passes

- Valid during assembly, dismantling and trade fair period
- On fair days = ticket for public transport
- Number of free exhibitor passes depends on stand size; additional passes with costs
- Assembly and dismantling passes for stand builders: free of charge
- Provided in the voucher and pass manager („My Documents“ within the Online Service Center). From there, direct dispatch to employees:



Spielwarenmesse 30.01. - 03.02.2024

Number of free exhibitor passes: 10

Welcome to your voucher and pass manager of Spielwarenmesse 2024

Exhibitor passes ✓

Exhibitor passes:
Send out as many exhibitor passes to staff as required. After the trade fair, you will only be invoiced for the additional passes used beyond your free passes that are part of your participation at EUR 27,00 each incl. VAT. You can see the number of your free exhibitor passes that are part of your participation in the red banner above, below your company name.

Assembly/ Dismantling passes:
Send out as many assembly/ dismantling passes to staff/ stand builders as required. They are free of charge.

14 SENT OUT TO STAFF

9 STAFF REGISTERED

0 FAIR VISITED

SEND PASSES TO STAFF
Send passes to your staff, register your staff yourself or download passes

SEARCH
Search for already registered staff/ passes

Exhibitors

Select mailing option

1. Select mailing option

2. Contingent / ID-card type

3. Select e-mail body text template

4. Personal data

5. Summary

A. Confirmation

Exhibitor passes: your staff register themselves
You send your staff registrationlinks by e-mail. Your staff receive a registration link to generate an exhibitor pass in the ticketshop themselves.

Exhibitor passes: you register your staff yourself
You yourself can register your staff directly. Your staff will receive their exhibitor pass by e-mail.

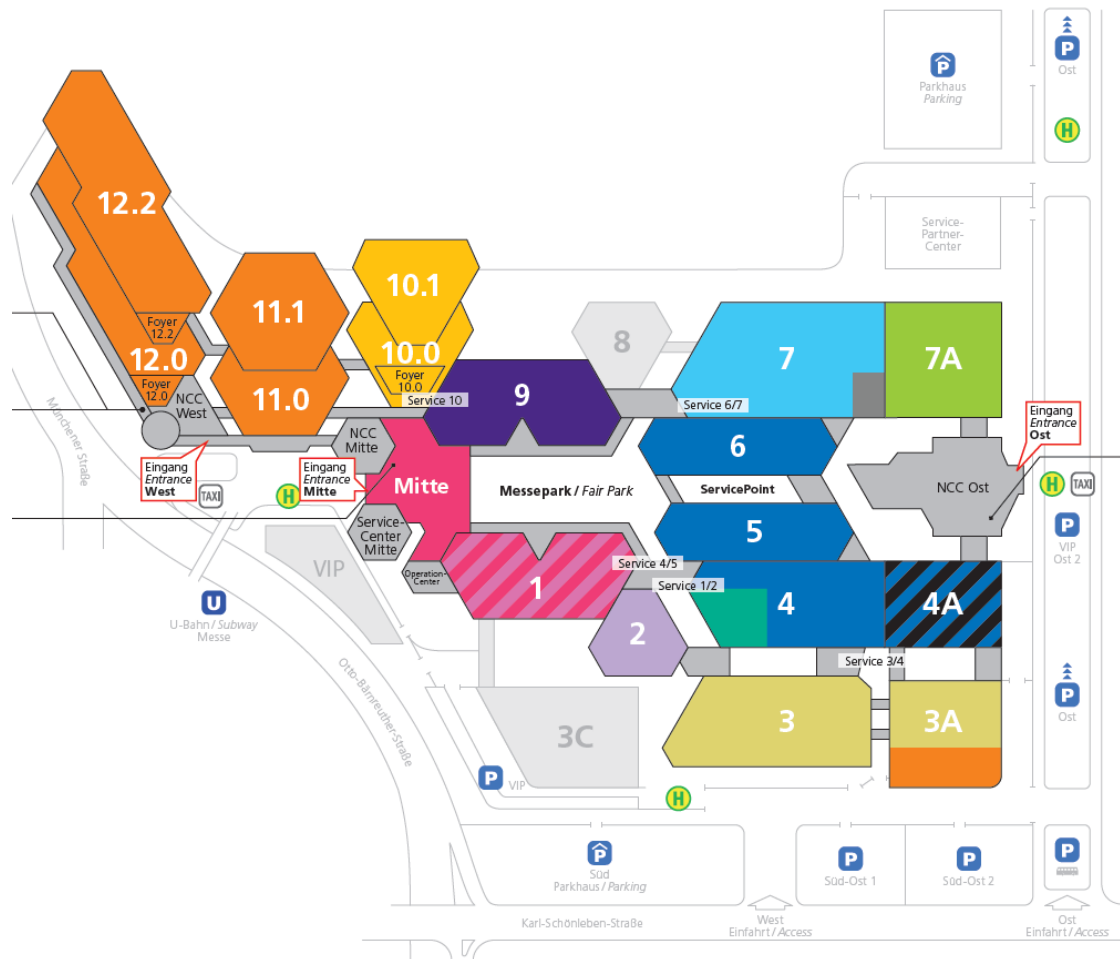
Unpersonalised assembly/ dismantling passes
You will receive unpersonalized assembly/dismantling passes to download

Download registrationlinks
If you would like to distribute staff registration links to employees/stand builders through your own CRM system, download a list here.



Parking permits

Parking



- Free parking **for trucks** at Poststraße 4, with free bus shuttle to/from the fairgrounds
- **Cars during assembly:** free parking in the official parking areas of the fairground
- **Cars during the fair:** Parking permit for parking for a fee in the official parking areas of the fairground.
 - Book permanent parking permit in the Online Service Center or
 - Purchase day ticket upon entering the fairground

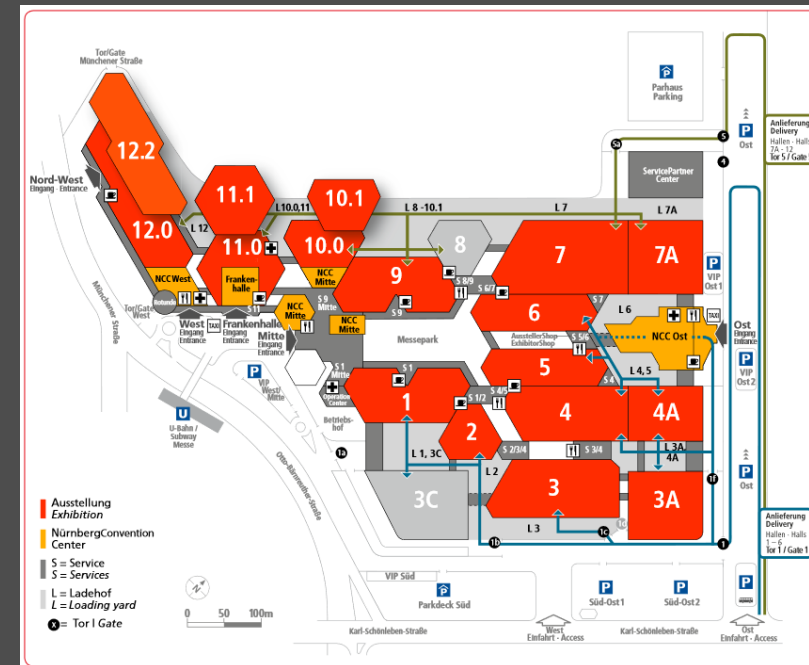


05

Logistics

Loading and unloading in the loading yard

- Entry via deposit scheme 100 EUR cash (no credit card)
- Entry last day of the trade from 8 pm due the delivery of empties
- Digital retrieval system „TransITfair“ will come to Spielwarenmesse 2025





Logistics

- Shipment via parcel delivery service
 - Generally access to the fairgrounds
 - Delivery problematic
- Recommended: Shipping via forwarding agencies
 - 2 official fairground forwarders :
 - Schenker
 - Kühne + Nagel
 - With own forwarding agencies :
 - Agreement recommended
 - Equipping with assembly and dismantling passes
- Return shipments after the end of the trade fair
 - Official service partner GoExpress (in front of Hall 11)

06

Showcasing your products



Specials by Spielwarenmesse

- **Secondary placement of your products for increased visibility**
- **Application until 1.12.2023 (except ToyAward: 19.11.2023) via Online Service Center**
- **Acceptance or rejection by Spielwarenmesse eG until the end of December 2023**
- **Submission of your products by 5.1.2024**



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**New Product
Gallery**



Life's a Playground - Toys for Kidsters, Kidults & Co.

Special for Trends

- Hall 3A
- Crowd puller and journalist magnet
- 4 Categories
 - Collectibles
 - Premium Collectibles
 - Creative Fantasy
 - Tabletop Games
- Curated products will be exhibited in each category
- Free of charge



New Product Gallery

Special for Novelties

- Hall 3A
- Popular venue point for visitors
- Presentation of new products
- Showcases bookable in 3 different sizes
(depending on availability)
- Price: from 360 EUR



New Product Gallery

ToyAward

The novelty award of the Spielwarenmesse

- Hall 3A
- 6 different categories
- Presentation of the winners and nominees
- Presentation of the ToyAward on Wednesday, 31.1.2024 at the Toy Business Forum
- Application deadline: 19.11.23
- Free of charge



Toys Go Green

Special for Sustainability



- Hall 2
- Presentation of sustainable products
- Presentation talks about sustainability
- Criteria:
 - Product material
 - Packaging material
 - Manufacturing process of the product
 - Learning and playful knowledge transfer
- Free of charge



Insights-X Area

Special for products in the categories School Supplies, Stationery, Creative Design

- Hall 4
- Presentation of novelties for the field of "school supplies, stationery and creative design"
- Insight into the Insights-X - Trade Fair for "Stationery, Office, Bags and more"
- Free of charge

Insights 



Special Model Railways and Model Construction

- Hall 7A
- Presentation of new products from the product group Model Railways and Model Making
- One novelty per exhibitor
- Free of charge





07



Advertisement of your participation

Advertisement options

Draw the attention of visitors to your stand!

- Product staging
 - Specials by Spielwarenmesse
- Advertisement options on the fairground
 - Indoor- and Outdoorbanners
 - Individual In- and Outdoor - Special areas
 - Walking Acts
 - Presentation „Live on Stage“ at the Toy Business Forum
 - And more!
- Advertising in the digital media
 - Spielwarenmesse Digital
 - Spielwarenmesse App
 - Social Media Channels
 - Newsletter
 - Onlinemagazine



Advertisement options

Address the press! Invite your customers!

■ Press-service

- Press Boxes on site and digital
- PressDay
 - On the first day of the fair (Tuesday) in all halls
 - Media-effective, creative activities at the exhibitor stands
 - Tour of the media representatives
 - Kick-off with walking acts by exhibitors and marching band at NCC Ost

■ Customer Invitations

- 10 voucher codes for day tickets included in the media package
- For free invitations of your customers
- Available in the voucher and pass manager from end of November
- Customer ticket = Valid as a ticket for public transport on days of the fair





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08



Entertainment programm

ToyNight, RedNight, Toy Business Forum

ToyNight

- Tuesday, 30.01.24 from 6:30 p.m.
- Arena Nürnberger Versicherung
- Yearly changing motto
- Event for exhibitors with show act, catering and music
- Limited number of tickets
- Registration possible from early/mid-December



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RedNight

- Thursday, 01 february 2024
- All Halls
- Special offer for booth parties
 - Registration fee of 250,- € cancelled
 - From 6 p.m. to 10 p.m.
 - Use of logo, invitation PDF and service provider recommendation for catering and DJs
- Registration until 15.12.2023 via the Online Service Center



Toy Business Forum / Live on Stage

- Forum area in Hall 3A
- Free of charge for fair participants
- Live streaming available at Spielwarenmesse Digital / on demand
- **Toy Business Forum**
 - Tuesday to Saturday
 - Presentations on relevant industry topics
 - Presentation of the ToyAward on the Wednesday of the fair
- **Live on Stage**
 - Presentations by exhibitors at the Toy Business Forum
 - Presentation duration 20 minutes each for 990 EUR
 - Application until 01.12.23 via the Spielwarenmesse Digital Shop



toy business forum 2024

LIVE
ON STAGE



09

The digital platform Spielwarenmesse Digital

- Digital Platform:
 - Company profiles of exhibitors with product presentations and personal profile
- Platform for:
 - Preparation and follow-up of participation / visit
 - Networking of all participants
 - On-site orientation during the fair
- Exhibitor Webinar: 08.11.23





10

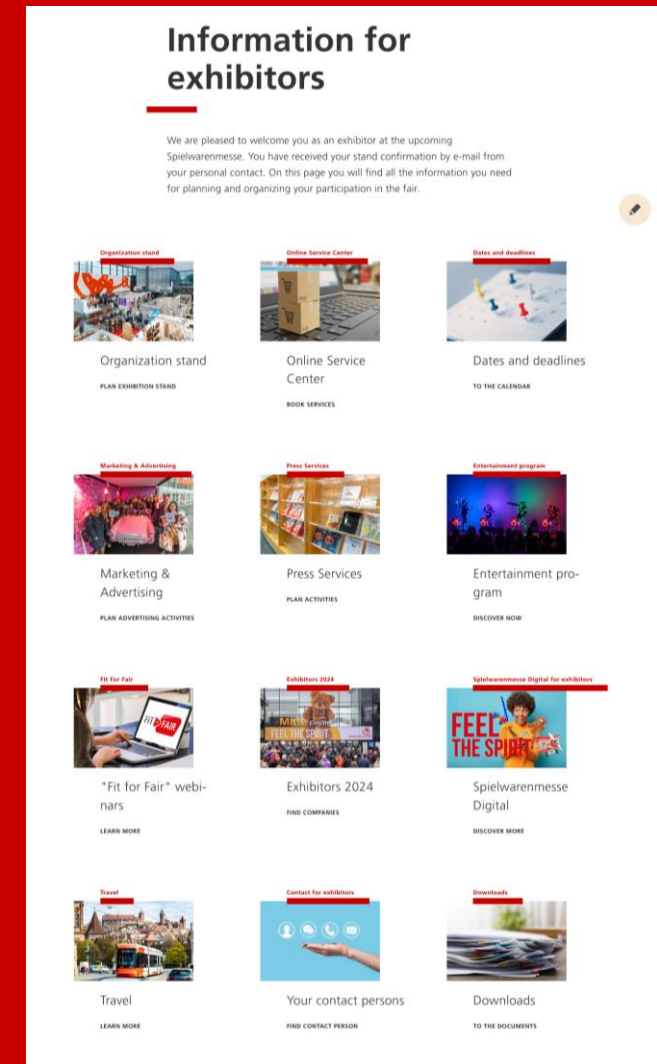
Tips and information

Tips and Information

Exhibitor website = all important information for your participation

Online Service Center → Booking portal

Accommodation, stand construction, exhibition staff → earliest possible booking



Your contacts

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Your questions

Ask us your questions now using the "Q&A" button in the bottom bar.



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www.spielwarenmesse.de

**Thank you for your
attention!**