



spielwarenmesse®

Nuremberg 30 Jan – 3 Feb 2024

73rd Spielwarenmesse®: At a glance

Key information

- The Spielwarenmesse® is the internationally leading trade fair for toys, hobbies and leisure.
- **New fair date:** Open from Tuesday, 30 Jan to Saturday, 3 Feb 2024

Spielwarenmesse® Digital

- Innovative business platform for digital networking
- Virtual product presentations from exhibitors
- Expert talks on livestream

Specials by Spielwarenmesse

- **Toys go Green** in **Hall 2** covers sustainability in the world of toys.
- The new Special **Life's a Playground – Toys for Kidsters, Kidults & Co.** in **Hall 3A** showcases products for the target group of game-playing adults.
- In **Hall 3A**, innovations compact in one place and the winners and nominees of the ToyAward presents the **New Product Gallery**.
- Young German and international businesses introduce themselves in the **StartupArea** in **Hall 3A**.
- The **Insights-X Area** in **Hall 4**, turns the focus on stationery products, especially for the back-to-school segment.
- The new **HighlightsGallery** in **Hall 7A** shows innovations from the Model Railways and Model Construction sector.

More highlights

- Product group **Services for Trade and Industry** in **Hall 7**
- **Toy Business Forum** – Daily insights from the experts on current topics relating to the toy sector in **Hall 3A**
- **LicenseLounge** – Networking area for the licensing industry with LicenseTalks in **Hall 12.0**
- **GamesCafé** – Meeting point for games inventors in the **Foyer of Hall 11.0**
- **International Pavilions**, various halls

Press dates of Spielwarenmesse eG

- **Main Press Conference** – Thursday, 25 Jan 2024, also livestreamed on Spielwarenmesse® Digital – a separate invitation follows
- **PressDay: activities by exhibitors for the media** – Tuesday 30 Jan 2024, all day, directly in the halls
- **ToyAward presentation to the winners** – Wednesday, 31 Jan 2024, Toy Business Forum, Hall 3A
- **Guided Tour of StartupArea** – Wednesday, 31 Jan 2024, StartupArea, Hall 3A

Events during the Spielwarenmesse®

- **Tuesday, 30 Jan 2024:**
Start of **Toy Business Forum**, Hall 3A
- **Thursday, 1 Feb 2024:**
RedNight – Big exhibitor party night:
stand parties in various product groups,
6 – 10 pm



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- **Friday, 2 Feb 2024:**
Internationale Spieleerfindermesse – Game Inventors Convention followed by an evening event with the presentation of the 'DuAli Awards' of the Ali Baba Games Club, Entrance Mitte, Level 1, Foyer, Brussels hall, Munich hall
- **Saturday, 3 Feb 2024:**
OPEN DAY Model Railways and Model Construction, Hall 7A, 10 am – 5 pm

Wanting to attend – but how?

- **Media representatives:** Accreditation at www.spielwarenmesse.de/en/accreditation
Contact: presse@spielwarenmesse.de
- **Exhibitors:** Registration forms at www.spielwarenmesse.de/en/exhibit
Contact: sales@spielwarenmesse.de
- **Trade buyers** can buy their tickets in their own country through their representative at www.spielwarenmesse.de/en/tickets
Contact: visitors@spielwarenmesse.de

Admission

- Day e-ticket: €25
 - 5-day e-ticket: €45
- Tickets for Spielwarenmesse® 2024 can be purchased online from 29 November 2023 onwards. We ask you to buy your ticket before travelling to the fair. The QR code on the ticket can be scanned at the turnstiles at the Entrances West, Mitte and Ost to the Exhibition Center Nuremberg.

The e-ticket entitles you to use local public transport **free of charge** on the days of the trade fair. This applies to all forms of transport organised within the VGN network [regional rail: 2nd class, trains that do not incur surcharges] in tariff zones 100/200 (Nuremberg, Fürth, Stein).

Opening hours

- Daily Tuesday – Saturday from 9 am to 6 pm
- Press Center, NCC Ost, Level 1 daily from Tuesday to Friday, 8.45 am to 6 pm, Saturday until 5 pm
- Note: Persons under 16 years of age will not be admitted – excluding children up to the age of 6 months accompanied by a fair participant.

Your stay in Nuremberg

- Booking accommodation: Bed and breakfast through Airbnb or hotel rooms at one of the fair's partner hotels www.spielwarenmesse.de/en/stay
- Discovering Nuremberg: www.spielwarenmesse.de/en/nuremberg

The Spielwarenmesse® online

www.spielwarenmesse.de
www.spielwarenmesse.de/en/digital
www.toyaward.de/en



The organiser online

www.spielwarenmesse-eg.com