

Lifestyle Products



UNIQUE OPPORTUNITY TO TAP INTO
NEW DISTRIBUTION CHANNELS IN THE
TOY INDUSTRY.

Visitor

"Smaller retailers in particular are going to find lifestyle an ever more important way of differentiating themselves in the coming years. It's really important to my business success that I attend the Spielwarenmesse to reposition myself and get new ideas for the future. Nowhere else will you find so many ways to discover new things in one place."

Mama & Co. Dress in Style, Marion Korte, Owner

Exhibitor

"It certainly has been a very well organised fair. It makes it unique because the world of toys is well established. It has a strong global market and we just think the lifestyle element will compliment the focus on toys and it brings an audience to Santoro that we have not really tapped into before. Buyers are certainly very diverse and different. There is a good cross section between the retailer, distributor, potential licensees, manufacturers, it's very good."

Goddie Quaye, Sales Director, SANTORO

12 product groups in **18** halls

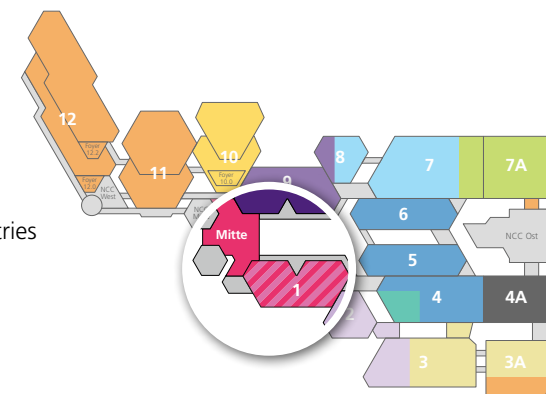
2,843 exhibitors from **70** countries

62,357 trade visitors from **136** countries

1,367 bloggers and journalists from **38** countries

1 million products

120,000 innovations



All figures refer to the Spielwarenmesse 2020.



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Lifestyle Products

The product group

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

Fashion & Accessories

Hair jewellery, bracelets, cosmetic articles, perfumes, bags and rucksacks

Home & Decoration

Children's room furnishings, wall stickers, lighting and lamps, decorations, crockery and cutlery

Textiles

Home, kitchen and bathroom textiles

Gifts

Gift packaging, souvenirs, figures, confectionery and chocolate

License articles



Visitor groups

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

Exhibitors in this product group

124

Exhibitors

23

Countries

5,500 m²

Exhibition space

Would exhibit again: Yes, certainly – Yes, probably



89.3 %

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix.



91.4 %



Registration

Register conveniently online from 1 March 2021 here:

www.spielwarenmesse.de/en/application

The ways you can participate

- Exhibiting fee excl. stand construction package
- Marketing package 649 €
- AUMA fee 0.60 €/m²
- Waste disposal fee 2.70 €/m²

Prices

(without stand construction or equipment, per m² of floor space)

Row stand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
184 €/m ²	224 €/m ²	241 €/m ²	245 €/m ²
Minimum stand size: 9 m ²			

A registration fee of 400 € must be paid. The registration fee will be deducted in full from the exhibiting fee. Registration can only be processed once the registration fee has been received. The registration fee will be reimbursed in the case of non-admission.

Marketing package

The obligatory marketing package includes the following services:

- Compulsory entry in the official Spielwarenmesse print and online media, including Smart-Package at Spielwarenmesse Digital 2022
- LicenseGuide entries
- Trade fair calendar entries
- Invitation vouchers for ten one-day tickets

All prices are subject to statutory VAT.