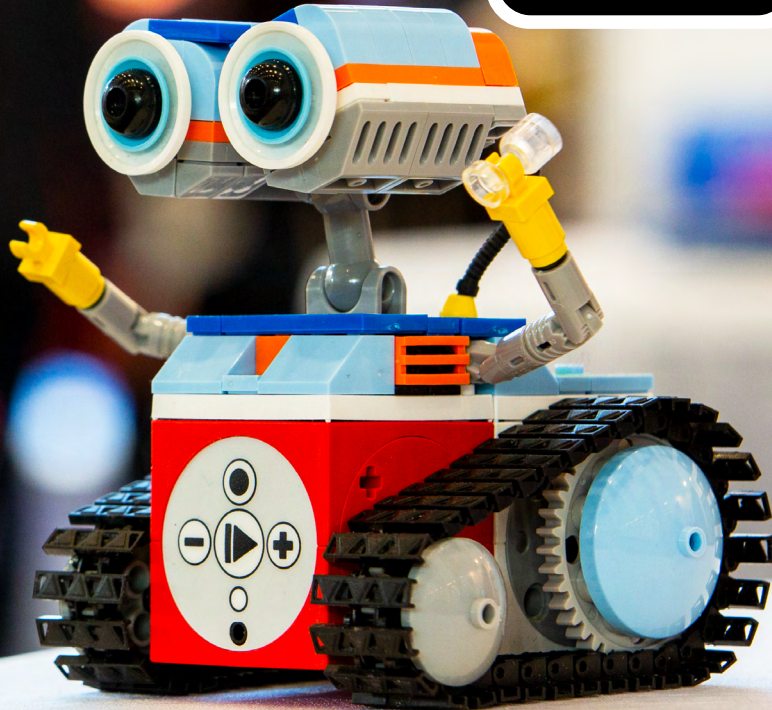
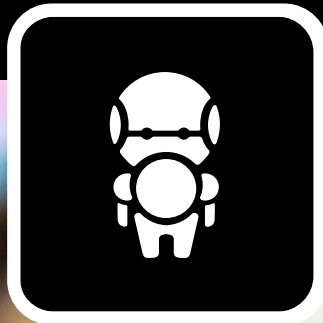


# Electronic Toys



TRENDSETTING PRODUCT GROUP

## Visitor

*"It's very important because here it is a point where we meet people and we discover also new products and see the technology – the new technology – in the toy world."*

**MB Group, Mohamed Barkat, General Manager**

## Exhibitor

*"The Spielwarenmesse is following a trend in the market by introducing the product group. Our products are optimally placed among electronic toys. The Tech2Play activity area itself is the perfect platform for our products and we were able to make numerous contacts through it. The visitors were fascinated by the robots and the like."*

**Robotis Co. Ltd./Robotis Inc, Paul Mark, Sales/Marketing Manager**

**13** product groups in **18** halls

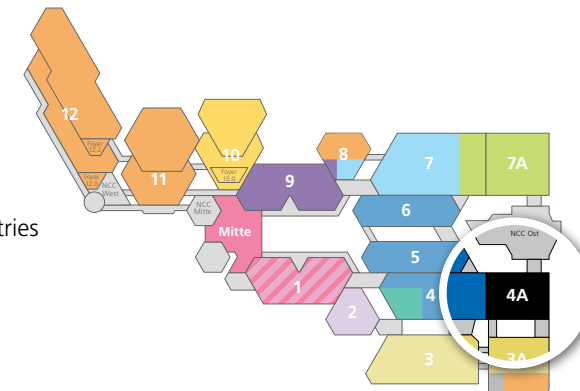
**2,843** exhibitors from **70** countries

**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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# Electronic Toys

## The product group

- Electronics-based games and educative toys for children and adults, all within one hall
- Robotics, digitally controlled and programmable toys
- Current trends and innovations in the RC segment
- Activity area Tech2Play as a visitor magnet

### Robots

Play figures and model kits, electronic pets, programmable toys

### RC toys

RC toys, car racing tracks, drones

### Virtual play

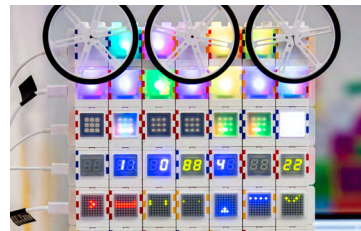
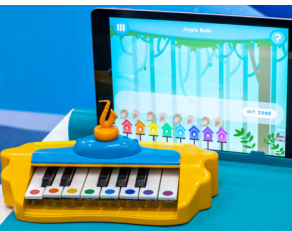
Augmented reality toys, virtual reality toys, consoles, electronic toys

### Electronic educational toys

Tablets, electronic learning pens, educational applications, educational and school software

### Other

Wearables, action cameras, 3D printers and accessories



## Visitor groups

- Toy shops
- Electronics retailers
- Department stores, supermarkets, food retailers, discounters
- Mail order business, online shops
- Leisure parks, theme parks
- Social and public institutions, nursery/school outfitters

## Exhibitors in this product group

**100** Exhibitors      **23** Countries      **7,000 m<sup>2</sup>** Exhibition space

Would exhibit again: Yes, certainly – Yes, probably **84.4 %**

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix. **90.5 %**



## Registration

Register conveniently online here:

[www.spielwarenmesse.de/en/application-new-exhibitor](http://www.spielwarenmesse.de/en/application-new-exhibitor)

## The ways you can participate

- Exhibiting fee excl. stand construction package
- Media package 649 €
- AUMA fee 0.60 €/m<sup>2</sup>
- Waste disposal fee 2.90 €/m<sup>2</sup>

## Prices

(without stand construction or equipment, per m<sup>2</sup> of floor space)

Row stand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
189 €/m <sup>2</sup>	230 €/m <sup>2</sup>	248 €/m <sup>2</sup>	252 €/m <sup>2</sup>

Minimum stand size: 9 m<sup>2</sup>

A registration fee of 400 € must be paid. After examination and upon admission, 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.

## Media package

The obligatory media package includes the following services:

- Obligatory entry in the Spielwarenmesse exhibitor directory (online)
- Digital company profile on Spielwarenmesse Digital
- Networking on the Spielwarenmesse Digital platform
- Listing of stand activities in the trade fair calendar
- Invitation codes for ten admission tickets
- Marketing material

All prices are subject to statutory VAT.