

Model Railways and Model Construction



ONE AND ONLY INTERNATIONAL PLATFORM FOR
MODEL RAILWAYS AND MODEL CONSTRUCTION.



spielwarenmesse®

Nuremberg 2 – 6 Feb 2022

Visitor

"We can familiarise ourselves with current trends and innovations in model construction at the Spielwarenmesse. I come every year to meet our business partners and competitors. These get-togethers are very important to us as direct contact fosters cooperation."

APM Model s.c, Andrzej Malysz, Owner

Exhibitor

"I can only welcome the consolidation of both the Model Railway and Model Construction product groups. The products are related, the targeting almost identical – so it makes complete sense to accommodate both within one hall. We find Hall 7A particularly good because it can also be very easily reached from the previous entrance at NCC Ost and has architectural appeal due to its natural light."

NOCH GmbH & Co. KG, Dr. Rainer Noch, Managing Director

12 product groups in **18** halls

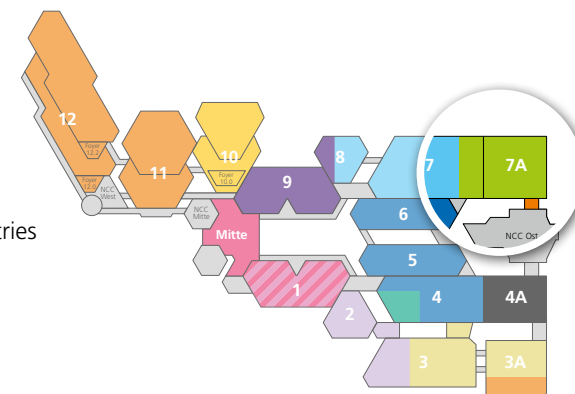
2,843 exhibitors from **70** countries

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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Model Railways and Model Construction

The product group

- Classic model railways meet innovations
- Current trends and innovations in the RC construction segment
- Opportunities for international sales
- Ever-popular products such as diecast models and plastic model kits
- Joint stand for small-volume manufacturers enhances the model railway offering at the Spielwarenmesse
- Model construction accessories, such as tools, adhesives, paints and airbrushes

Model Railways

Model railways of all gauges, trams and accessories, cable and suspension railways

Accessories

Track materials, scenery, dioramas

Model Construction

Model kits, RC model construction and accessories, RTR model construction, scale models, model construction software, steam engines, model ships, display cases, DIY supplies, adhesives, tools



Visitor groups

- Toy shops, craft stores
- Model railway shops and model construction shops
- Drugstores, supermarkets, department stores
- Mail order business, online shops
- DIY stores

Exhibitors in this product group

214
Exhibitors

23
Countries

14,200 m²
Exhibition space

Would exhibit again: Yes, certainly – Yes, probably **81.6 %**

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix. **85.8 %**



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 m²

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.