



It is important for us to show our new products to all worldwide customers, to establish contacts and then to assess the market. You can also see it in the many exhibitors. I don't think there is a brand company in the toy industry that doesn't exhibit here in Nuremberg. For me, this is the industry meeting place worldwide.



NICI GMBH

Thomas Pfau, CEO

**Unique international trade fair for classic and modern dolls,
stuffed animals and in-demand licensed products**

201

EXHIBITORS

29

COUNTRIES

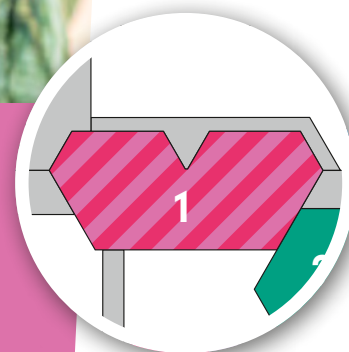
9,000 m²

EXHIBITION SPACE

Figures valid for the Spielwarenmesse 2024



DOLLS, SOFT TOYS



YOUR CONTACT

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YOUR PARTICIPATION OPTIONS

Choose from two options:

1. INDIVIDUAL SPACE



ROW STAND

1 side open

218 €/m²



CORNER STAND

2 sides open

265 €/m²



HEAD STAND

3 sides open

286 €/m²



BLOCK STAND

4 sides open

290 €/m²

YOUR COSTS

Space price (requested number of m²)

+ Media package with comprehensive services 750 €

+ AUMA fee 0.60 €/m²

+ Waste disposal fee 4.95 €/m²

REGISTRATION

Register conveniently online at

www.spielwarenmesse.de/en/exhibit/application/



- ! The registration fee is 400 €.
- This is deducted in full from the participation fee following review and on approval.
- It is refunded in the case of non-approval.

2. COMPLETE PACKAGE – NEW EXHIBITOR PACKAGE

With the **New Exhibitor Package**, we offer a complete solution for anyone exhibiting at Spielwarenmesse for the first time. You get all you need for a successful trade fair: we've thought of everything, from the stand space, stand construction and power supply through to various marketing options. Let us take care of it all for you.

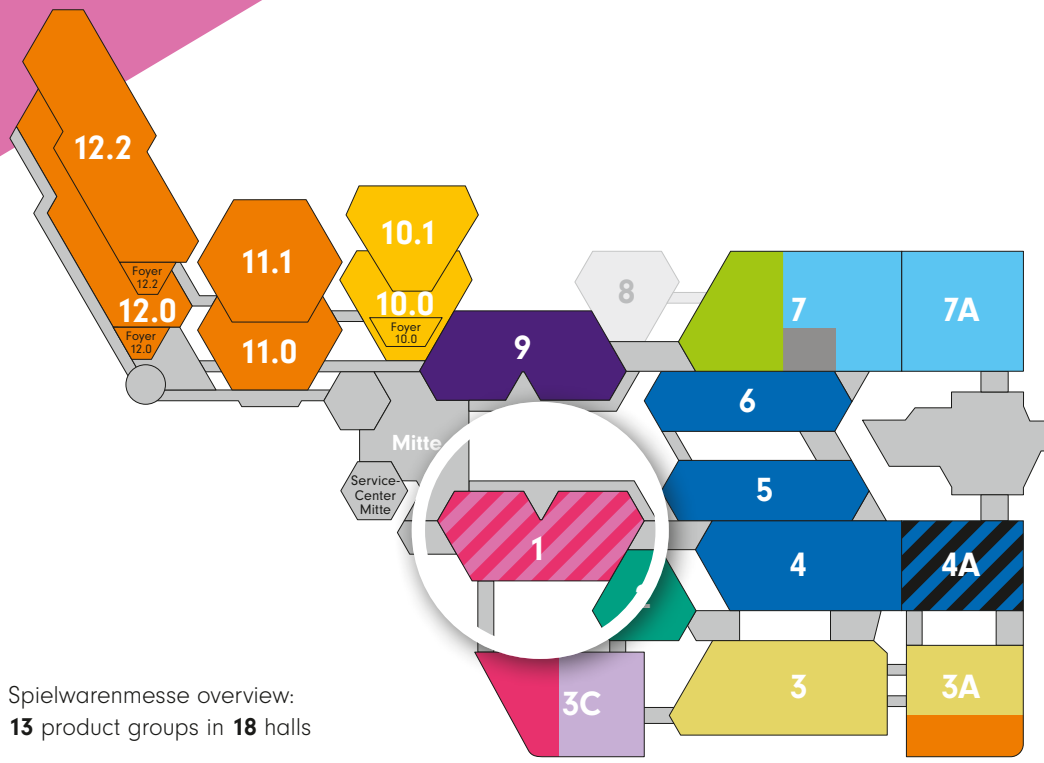
- Freely selectable stand size of between 9 and 20 m²
- Stand construction, basic equipment and power supply included
- All media package services, AUMA and waste disposal fees included

FAIR CALCULATOR

Would you like to work out your specific costs?
Then use our free Fair Calculator

www.spielwarenmesse.de/en/exhibit/fair-calculator





Spielwarenmesse overview:
13 product groups in **18** halls

THE PRODUCT GROUP

- Central exhibition space at the exhibition site
- Integrated into the surrounding "Lifestyle", "Baby and Infant Articles" and "Wooden Toys, Toys Made from Natural Materials" product groups, providing an excellent means of orientation for trade visitors
- Significant presence of well-established brands and major key players

THE VISITORS

- Toy retailers, baby shops, gift shops
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order businesses, online shops
- Social and public institutions, nursery/school outfitters
- Leisure parks, funfair businesses

DOLLS

- Baby dolls
- Fashion dolls
- Play dolls, other dolls
- Artistic and collectible dolls
- Doll clothing
- Doll accessories
- Doll furniture
- Doll prams
- Doll houses
- Accessories for doll houses
- Doll's house miniatures and accessories
- Puppets, theatres and marionettes
- Play shop toys
- Children's household appliances and articles
- Hairdressing, cosmetic and medical toys
- Dolls with functions



SOFT TOYS

- Plush, fur and fabric toys
- Teddy bears
- Plush and fabric items for babies and infants
- Collectors' items
- Functional plush
- Other plush and fabric items

Licensed products, sustainable products and products for people with special needs

