



We're all delighted that the Spielwarenmesse is finally back as an in-person meeting place for the industry. The national and international media interest also shows that the Spielwarenmesse still functions as a trend barometer for the toy sector and therefore has huge appeal.



SCHMIDT SPIELE GMBH

Axel Kaldenhoven, Managing Director

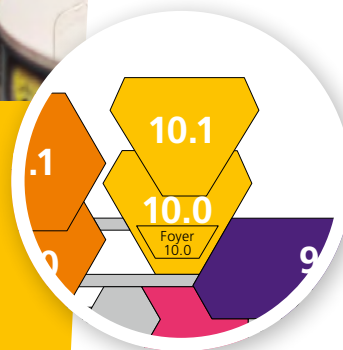
The trade fair visitor magnet

252	39	14,800 m ²
EXHIBITORS	COUNTRIES	EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**GAMES, BOOKS, LEARNING
AND EXPERIMENTING**



YOUR CONTACT

Claudia Herzog
Tel. +49 911 99813-46
c.herzog@spielwarenmesse.de

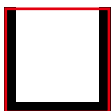




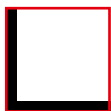
YOUR PARTICIPATION OPTIONS

Choose from two options:

1. INDIVIDUAL SPACE



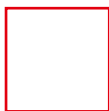
ROW STAND
1 side open
218 €/m²



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/



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

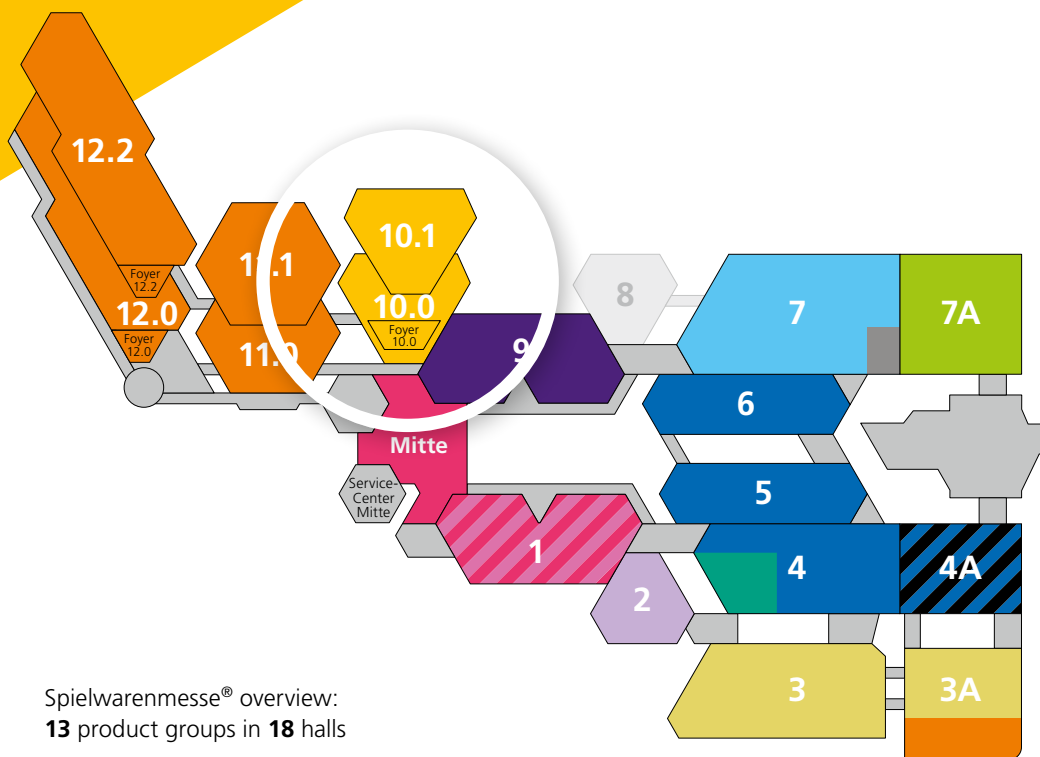
! The registration fee is 400 €. This is deducted in full from the participation fee following review and on approval. It is refunded in the case of non-approval.

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

- Innovations in the classic games sector
- Growth in ranges with digital and interactive elements
- Located centrally, Hall 10 can be quickly reached from everywhere

THE VISITORS

- Toy retailers, mail order businesses, online shops, games shops
- Drugstores, supermarkets, department stores, electronics trade
- Food retailers, discounters
- Specialist media, trade publishers, booksellers, museum shops
- Games forums, game designers, game illustrators, game rental shops
- Decision-makers from all education sectors
- Social and public institutions, nursery/school outfitters

GAMES

- Children's games
- Quiz games
- Card games
- Dice games
- Puzzles
- Parlour games
- Board games
- Puzzlers
- Role plays
- Game accessories
- Game literature
- Games for best agers

BOOKS AND PUBLISHING PRODUCTS

- Children's books
- Young adult books
- Audio books
- Colouring books
- Manga and comics
- Bookmarks
- Bookends
- Children's magazines
- Teaching and learning materials

LEARNING AND EXPERIMENTING

- Educational Games
- Experimental kits
- Globes and atlases

NON-BOOK

- Posters
- Paper products
- Stationery
- Calendars
- Magnetic items
- Cartography

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

