

spielwarenmesse 

75 **th**

SPIRIT OF PLAY

COMMUNICATION KIT

The **modular kit** for
your successful **trade
fair communication**



spielwarenmesse

Nürnberg 27 – 31 Jan 2026

**FEEL THE
SPIRIT
OF PLAY**

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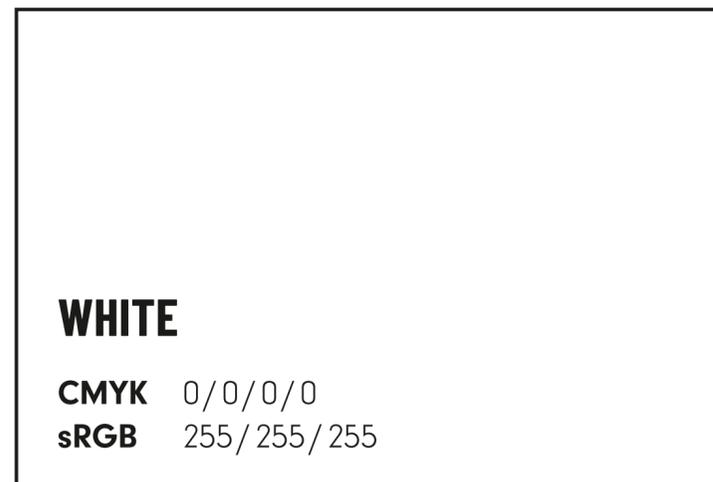
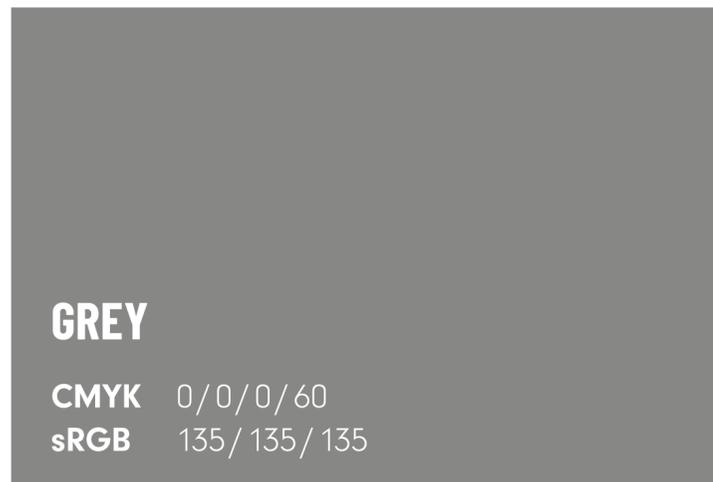
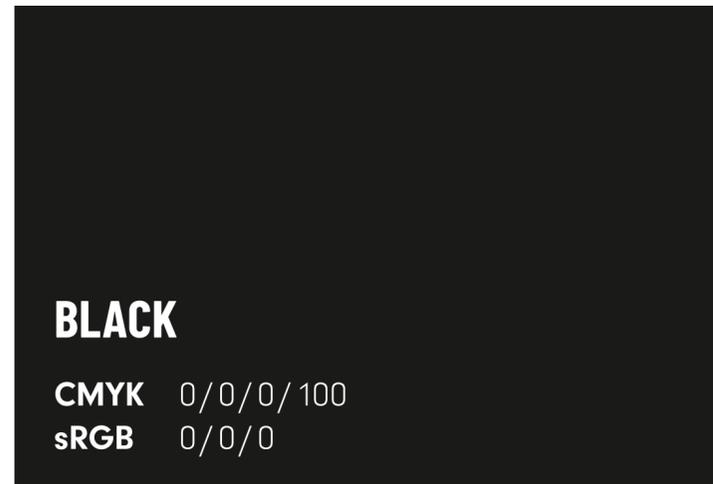
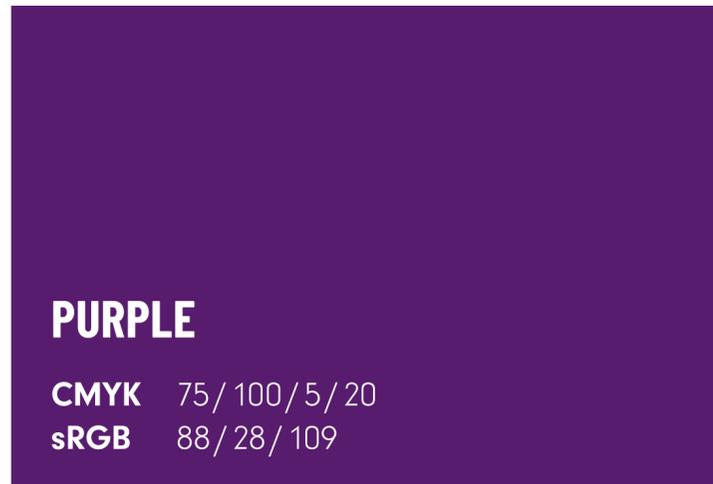
CONTACT

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SPIELWARENMESSE

COLOURS

ADDITIONAL COLOURS



PRIMARY COLOUR



SPIELWARENMESSE LOGOS

- The logo is made up of both a figurative and a word mark, forming an inseparable unit.
- The logo may not be altered in its form, proportions, or the relationship of the figurative mark to the word mark.
- The logo is freely scalable.
- The Spielwarenmesse logo may have a minimum width (measured against the word mark) of at least 21.5 mm.
- The figurative mark should not be smaller than 1 x 1 cm.
- The logo is placed on a white background.
- The logo is not available in negative form.
- The colours of the logo must not be changed.

[CLICK HERE FOR DOWNLOAD](#)



LOGO FREE SPACE



Free space around the logo is the height of the lettering including date.

SPIELWARENMESSE LOGO WITHOUT DATE



SPIELWARENMESSE LOGO WITH DATE (INTERNATIONAL)



SPIELWARENMESSE LOGO LANDSCAPE (ONLINE USAGE)



SPIELWARENMESSE ANNIVERSARY

- Spielwarenmesse is celebrating its anniversary! To mark the occasion, there is a special 75th badge that can be attached to various promotional materials.
- The badge is intended to be placed exclusively in the bottom right-hand corner of the format.
- Depending on the size, the event name, location and date are displayed in the white section separating the badge from the main format.
- The correct text on the badge is: "75th Spirit of Play".
- All elements are to be regarded as a fixed unit and must not be altered.

[CLICK HERE FOR DOWNLOAD](#)



USE FOR SMALLER IMAGE SIZE
(< 10 x 10 cm)



USE FOR MEDIUM IMAGE SIZE
(> 10 x 10 cm)



USE FOR LARGER IMAGE SIZE
(> 15 x 15 cm)



TEXT MODULES

SOCIAL MEDIA

- 🎉 **The countdown is on:** From 27 – 31 January 2026, we'll be at the 75th Spielwarenmesse in Nürnberg! Find us in [add hall and stand number] – we're bringing plenty of new products. Have you planned your visit yet? #Spielwarenmesse
- 🚀 **Curious about what's next?** At Spielwarenmesse 2026, we'll be unveiling our most exciting new products – exclusively in [add hall and stand number]! 👁️ Discover the future of play with us. #Spielwarenmesse
- 🤝 **It's finally Spielwarenmesse again** – the perfect place for fresh ideas and great conversations! Come by, meet us in person and let's shape the future together. Drop by in [add hall and stand number]! #Spielwarenmesse
- 📈 **Experience trends and shape the future** – at Spielwarenmesse 2026 in Nürnberg! In [add hall and stand number], we'll be showcasing the innovations driving our industry. Let's talk about what the future of play could look like. #Spielwarenmesse

- 🎲 **Keen to try our products in person?** Nothing beats the real trade fair experience: hands-on, interactive, inspiring! From 27 – 31 January 2026 at the 75th Spielwarenmesse in [add hall and stand number] – we're looking forward to meeting you! #Spielwarenmesse
- 🎟️ **Looking for inspiration?** Get your ticket and discover our highlights live at the 75th Spielwarenmesse! Exciting products and personal conversations await you in [add hall and stand number]. #Spielwarenmesse
- 🎉 **75 years of Spielwarenmesse** – and we're part of it! The fair is a fixed date in our calendar, and we're excited to celebrate this special anniversary together. From 27 – 31 January 2026 in [add hall and stand number], you'll find special activities, a festive atmosphere and real highlights – don't miss out! #Spielwarenmesse
- 🌟 **What inspires us in 2026?** [Insert focus topics/trends]! At Spielwarenmesse in [add hall and stand number], we'll be bringing these topics to life. Let's connect and share ideas! #Spielwarenmesse

YOU CAN FIND US ON LINKEDIN,
INSTAGRAM AND FACEBOOK
UNDER @SPIELWARENMESSE.

Please ensure you link to our channels correctly when mentioning us, so that we can respond directly to your posts.



UNLEASH YOUR CREATIVITY.

CRAFT YOUR MESSAGE IN A
UNIQUE AND PERSONAL
WAY, PERFECTLY SUITED TO
YOUR TARGET AUDIENCES.

TEXT MODULES

INVITATIONS

INVITE YOUR CUSTOMERS FREE OF CHARGE!

Use the voucher codes in your voucher and pass manager.

YOU CAN FIND THE CODES HERE



SAVE THE DATE

- We're counting down the days: From 27 to 31 January 2026, we'll be at the 75th Spielwarenmesse in Nürnberg and would love to welcome you in [add hall and stand number]! Discover what's new, chat with our team and get inspired. Whether you're after a quick catch-up or an in-depth conversation - we're looking forward to seeing familiar and new faces. Book your appointment now or simply drop by. Claim your free ticket using the voucher code [XXX] at tickets.spielwarenmesse.de.

HIGHLIGHTS

- There's so much to discover! We're bringing exciting new products, creative ideas and real highlights to Spielwarenmesse in Nürnberg. In [add hall and stand number], you can experience everything live, try things out and talk to us about tomorrow's trends. Let yourself be surprised and pick up fresh inspiration for your business - our team can't wait to show you everything in person! Use the voucher code [XXX] at tickets.spielwarenmesse.de to secure your free ticket for your visit.

NETWORKING

- Spielwarenmesse is always a real highlight for us - especially because it's where we get to meet you! Whether we've worked together for years or you're just getting to know us: we make time for good conversations, new contacts and fresh ideas. Make use of the networking tool in the Spielwarenmesse app and visit our profile on Spielwarenmesse Digital to arrange a meeting with us. Drop by in [add hall and stand number], tell us what's on your mind and let's look to the future together. For your ticket, just use the voucher code [XXX] at tickets.spielwarenmesse.de - your entry is free.

FOCUS TOPICS

- This year, we're putting a special focus on [insert focus topics, e.g. trends, licensing, sustainability] at Spielwarenmesse. We'd love to share what's inspiring us - and we're curious to hear your thoughts! Discover new perspectives, bring your questions and let's exchange ideas in [add hall and stand number]. Don't miss out - use the voucher code [XXX] at tickets.spielwarenmesse.de to claim your free ticket.

SPIELWARENMESSE ANNIVERSARY

- 75 years of Spielwarenmesse - and we're part of it! For us, the fair is always a special occasion to look back on great encounters, exciting projects and fresh ideas together with you. To mark the anniversary, we've prepared something special: look forward to exclusive activities, surprises and special offers at our stand. Get your free ticket with the voucher code [XXX] at tickets.spielwarenmesse.de and join us from 27 to 31 January 2026 in [add hall and stand number] to celebrate this milestone. We can't wait to see both familiar and new faces!

LIVE EXPERIENCE & SERVICE

- Nothing beats being there in person! Try out our latest products in [add hall and stand number], get advice and find new inspiration for your business. To make your visit as smooth as possible, we recommend planning your journey and accommodation early - Nürnberg will be buzzing during Spielwarenmesse. For easy planning, use the fair's services like the app or Spielwarenmesse Digital. Secure your free ticket with the voucher code [XXX] at tickets.spielwarenmesse.de. We look forward to seeing you and having inspiring conversations!

TEMPLATES

SOCIAL MEDIA



**DOWNLOAD, CUSTOMISE
AND GET STARTED:**
Motifs for your social media presence.

CLICK HERE FOR THE TEMPLATES!



**TAKE ADVANTAGE OF OUR
SOCIAL MEDIA SERVICE
WITH SOCIALPALS.**

**ACCESS READY-TO-USE POSTS
FOR YOUR CHANNELS!**

REGISTER NOW:
socialpals@spielwarenmesse.com

TEMPLATES BANNER

DOWNLOAD, CUSTOMISE AND GET STARTED:
Motifs for your emails, newsletter, etc.

CLICK HERE FOR THE TEMPLATES!



SEE YOU IN 2026

WE LOOK FORWARD TO WELCOMING YOU!



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Do you have questions or feedback about the communication kit? Please feel free to get in touch with me!



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Would you also like to increase your visibility on the fairgrounds? Contact me and together we will develop your advertising measures at Spielwarenmesse!

Spielwarenmesse eG



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