



spielwarenmesse

Nürnberg 2 – 6 Feb 2027

COMMUNICATION KIT

Toolkit for your **trade fair communication:**
Templates, ideas, inspiration



COLOURS

3

LOGOS

4

TEXT MODULES

5 – 6

SOCIAL MEDIA

INVITATIONS

TEMPLATES

7 – 9

SOCIAL MEDIA

BANNER

CONTACT

10

SPIELWARENMESSE

COLOURS

ADDITIONAL COLOURS

PURPLE

CMYK 75 / 100 / 5 / 20

sRGB 88 / 28 / 109

BLACK

CMYK 0 / 0 / 0 / 100

sRGB 0 / 0 / 0

GREY

CMYK 0 / 0 / 0 / 60

sRGB 135 / 135 / 135

WHITE

CMYK 0 / 0 / 0 / 0

sRGB 255 / 255 / 255

PRIMARY COLOUR

RED

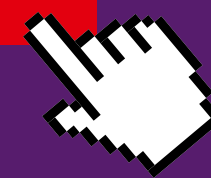
CMYK 0 / 100 / 100 / 0

sRGB 227 / 0 / 15

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)



TEXT MODULES

SOCIAL MEDIA

- 🎉 **We're in!** From 2 to 6 February 2027, you'll find us at Spielwarenmesse in Nürnberg. Visit us at [add hall and stand number] and discover what we've got in store for you. We look forward to welcoming you! #Spielwarenmesse
- 🤝 **Time to connect!** Meet us at Spielwarenmesse from 2 to 6 February 2027 in [add hall and stand number]. Get to know us and share your ideas – we're looking forward to inspiring conversations! #Spielwarenmesse
- 🚀 **Ready for fresh ideas?** At Spielwarenmesse 2027 in [add hall and stand number], we'll be showcasing our latest products and innovations. Come and see what's waiting for you – we can't wait to welcome you! #Spielwarenmesse
- 📈 **What's shaping the industry in 2027?** [Add focus topics/trends] are centre stage for us this year. Discover the latest trends and be inspired by our new products at [add hall and stand number]! #Spielwarenmesse

- ✨ **Experience our products live:** Try out our latest launches, explore this year's highlights and chat directly with our team. At [add hall and stand number], you're welcome to try everything for yourself! #Spielwarenmesse
- 🎫 **We'd love to meet you!** Get your ticket for Spielwarenmesse 2027 and visit us at [add hall and stand number]. We're looking forward to seeing you there and having some great conversations! #Spielwarenmesse
- 🌐 **Looking for something new?** At our stand [add hall and stand number], you'll discover exciting products and real innovations. Come and see what we've prepared for Spielwarenmesse 2027! #Spielwarenmesse
- 🎪 **Join in the fun:** [Add activities, prize draws, live events or special highlights] await you at [add hall and stand number]. Don't miss out – we can't wait to see you at Spielwarenmesse 2027! #Spielwarenmesse

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

Tag us in your posts – so that we can respond and share your content!



USE THE TEMPLATES FOR INSPIRATION AND TAILOR THEM TO FIT YOU AND YOUR COMMUNITY.

TEXT MODULES

INVITATIONS

SAVE THE DATE

- Mark your calendar: From 2 to 6 February 2027, we'll be at Spielwarenmesse in Nürnberg! Visit us in [add hall and stand number] for new products, inspiring conversations and the perfect chance to meet us in person. Whether you drop by spontaneously or book a meeting in advance – we'll make time for you. Get your free ticket with the voucher code [XXX] at tickets.spielwarenmesse.de.

PRODUCT HIGHLIGHTS

- New year, new ideas! At [add hall and stand number], you can not only see our latest products but try them out for yourself. Discover how we turn trends into real innovations and what we've prepared for the coming season. Get inspired and see how our new products could enhance your range. Redeem your voucher code [XXX] at tickets.spielwarenmesse.de and join us free of charge!

NETWORKING

- For us, Spielwarenmesse is all about real connections! We're looking forward to meeting you, talking about new projects and developing ideas together. Use the Spielwarenmesse App or Spielwarenmesse Digital to arrange a meeting in advance – or simply drop by at [add hall and stand number]. Secure your free entry with your voucher code [XXX] at tickets.spielwarenmesse.de.

FOCUS TOPICS

- Our focus for 2027: [insert focus topics]. We'd love to discuss the latest industry developments with you, share new ideas and explore future trends together. Find inspiration and connect with us at our Stand [add stand number] in Hall [add hall number] – there's plenty to discover! Get your free ticket with your voucher code [XXX] at tickets.spielwarenmesse.de.

LIVE EXPERIENCE

- Curious to experience our products first-hand? Then you're in the right place! At [add hall and stand number], you can try everything out, ask questions and chat directly with our team. We'll show you how our solutions work in practice. Free entry with your voucher code [XXX] at tickets.spielwarenmesse.de.

PLANNING

- Plan ahead for a relaxed and inspiring visit – Nürnberg will once again be the place to be for the industry! With the Spielwarenmesse App or Spielwarenmesse Digital, you'll always have all the info, hall plans and appointments at your fingertips. Best of all: With the voucher code [XXX] at tickets.spielwarenmesse.de, your entry is free. We look forward to seeing you at [add hall and stand number]!

NOW IT'S YOUR TURN! Invite your customers to the fair free of charge using the voucher codes from the voucher & pass manager.

YOU CAN FIND THE CODES HERE!



STAND ACTIVITIES

- Exciting things await you at our stand: [add activities, prize draws, live demos or highlights]. Drop by at [add hall and stand number], join in and maybe even pick up a little surprise. We're looking forward to many great moments together! Your free entry with the voucher code [XXX] at tickets.spielwarenmesse.de.

COMMUNITY

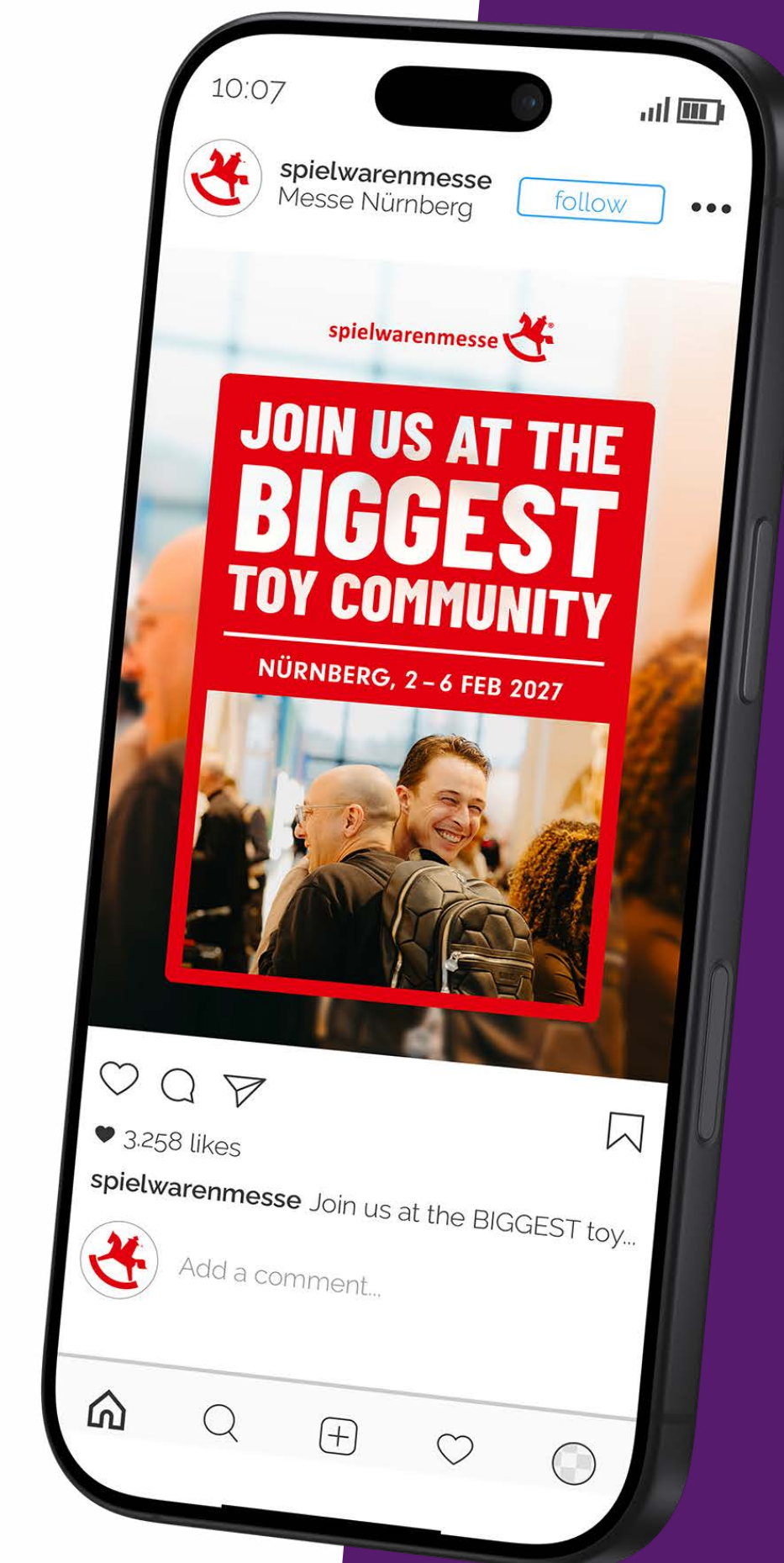
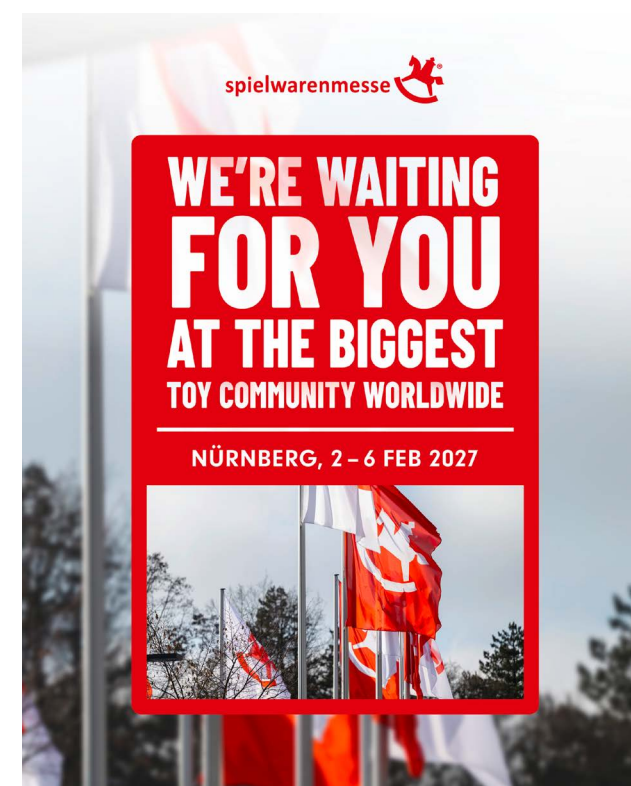
- Looking for new ideas and real exchange? Come and see us at Spielwarenmesse 2027 in [add hall and stand number]! Meet like-minded people, discover fresh inspiration and connect with others from the industry. We can't wait for inspiring conversations and to shape the future of play together. Free ticket: voucher code [XXX] at tickets.spielwarenmesse.de.



TEMPLATES SOCIAL MEDIA

IT COULDN'T BE EASIER: Download the visuals for your social media, share them and let everyone know your company will be at Spielwarenmesse!

FIND THE TEMPLATES HERE!



LOOKING FOR EVEN MORE CONTENT ABOUT THE FAIR?

WITH SOCIALPALS, YOU GET A READY-MADE CAMPAIGN THAT'S POSTED AUTOMATICALLY ON YOUR SOCIAL MEDIA CHANNELS RIGHT UP TO THE FAIR - MAKING SURE YOUR PARTICIPATION GETS NOTICED. NO EXTRA EFFORT NEEDED.

SIGN UP NOW!



TEMPLATES

SOCIAL MEDIA



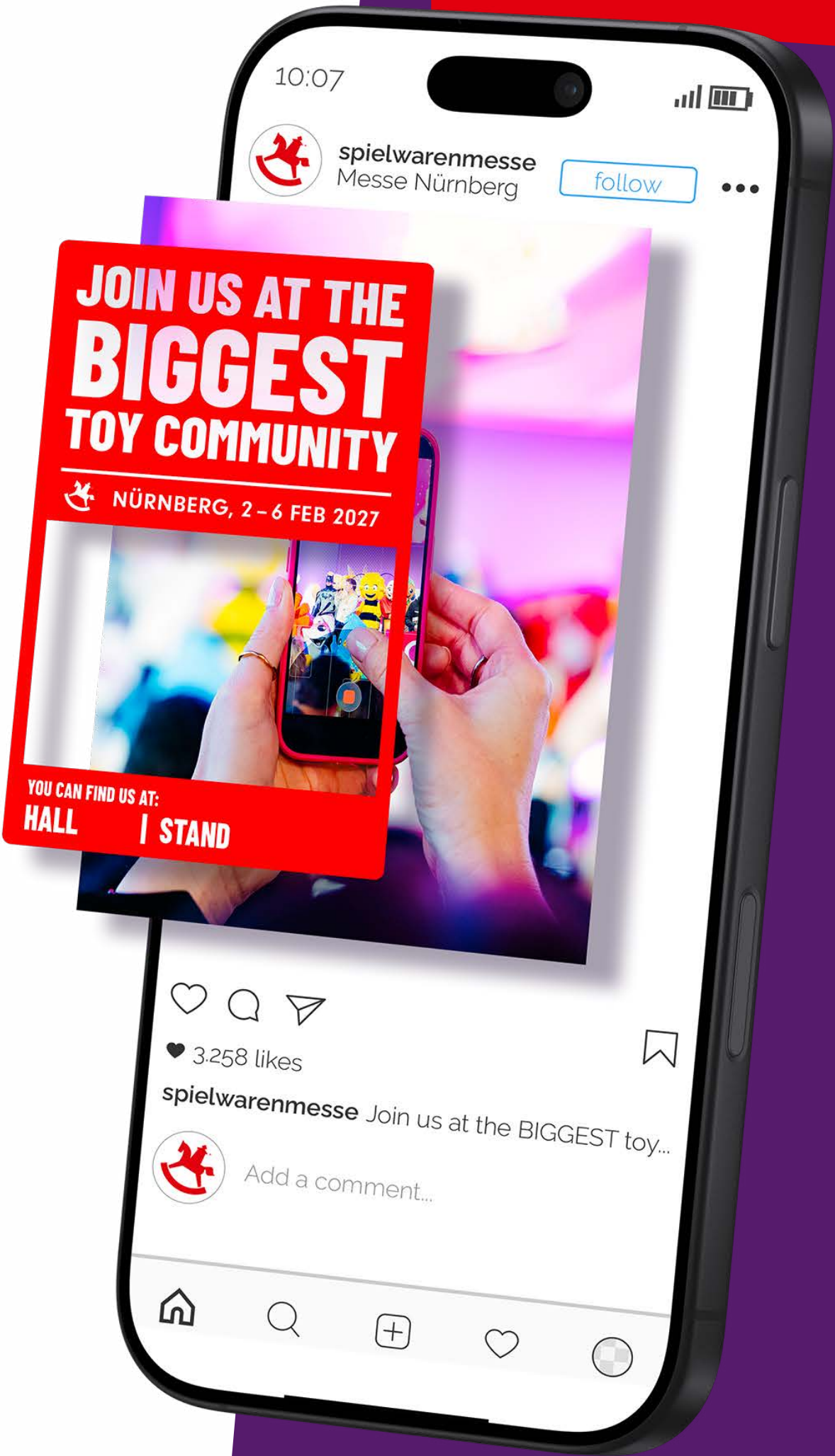
Personalise your visuals by overlaying the red Spielwarenmesse frame on your company pictures.



Customise the lower section with your hall and stand number for Spielwarenmesse 2027.

MAKE IT PERSONAL: Add the Spielwarenmesse frame to your company image, include your stand details and let everyone know you'll be there!

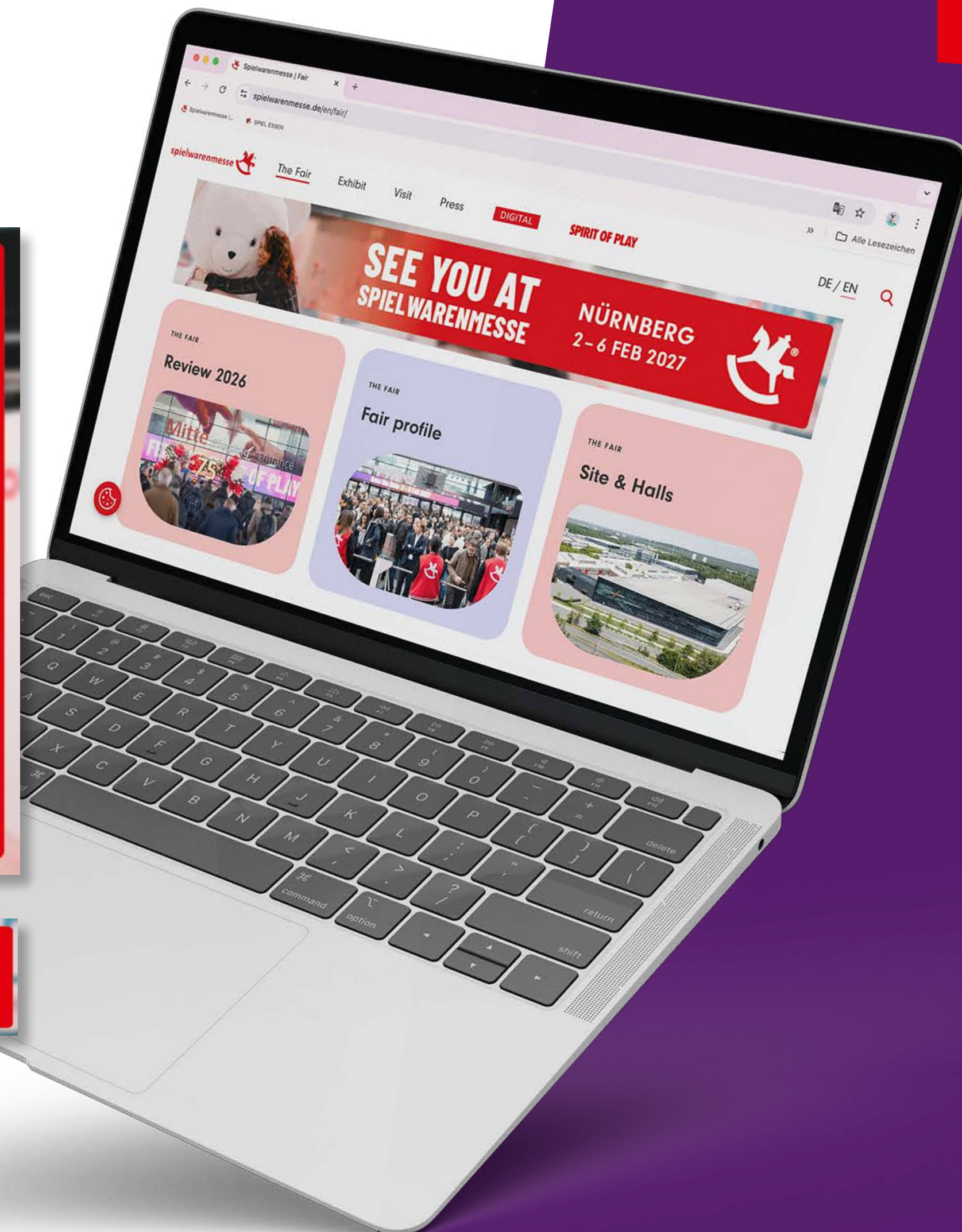
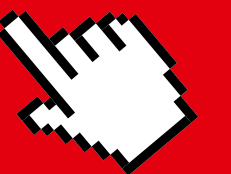
GET THE FRAME HERE!



TEMPLATES BANNER

QUICK AND EASY: Download banners for your website, emails and newsletters, include them and show your company is at Spielwarenmesse!

GET THE TEMPLATES HERE!



WANT TO PERSONALISE YOUR BANNER?

JUST ENTER YOUR HALL AND STAND NUMBER IN THE BANNER GENERATOR AND DOWNLOAD YOUR FINISHED DESIGN IN SECONDS.

TRY IT HERE.



SEE YOU SOON IN NÜRNBERG!

YOUR CONTACTS TO THE TEAM:



CAROLIN MOHRHARDT

Marketing Manager

c.mohrhardt@spielwarenmesse.com

Tel. +49 911 99813-68

Got any questions or ideas about the communication kit? Just get in touch!



HEIKO RÖSCHLEIN

Project Manager

h.roeschlein@spielwarenmesse.com

Tel. +49 911 99813-38

Looking to give your company extra visibility at Spielwarenmesse? Get in touch – I'll help you select the most effective advertising measures.

SPIELWARENMESSE  **GROUP**

Spielwarenmesse Group

Herderstraße 7 · 90427 Nürnberg

Deutschland

Tel. +49 911 99813-0

Fax +49 911 869660

www.spielwarenmesse-group.com