

Press activities

for exhibitors

Your contact



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PressDay: Opening ceremony



Photo and camera-effective opening of the PressDay with your mascot

Group photo with the Executive Board of Spielwarenmesse Group



Register your walking act free of charge via the Marketing & Media Shop of Spielwarenmesse



Deadline: 27 Nov 2026



Hall 3A, Toy Business Forum, 8.50 am

PressDay: ToyPitch

3-minute product pitch for international media & content creators

Greater involvement of start-ups plus a group photo, followed by distribution of the press release

NEW

Increased visibility through on-site press interviews

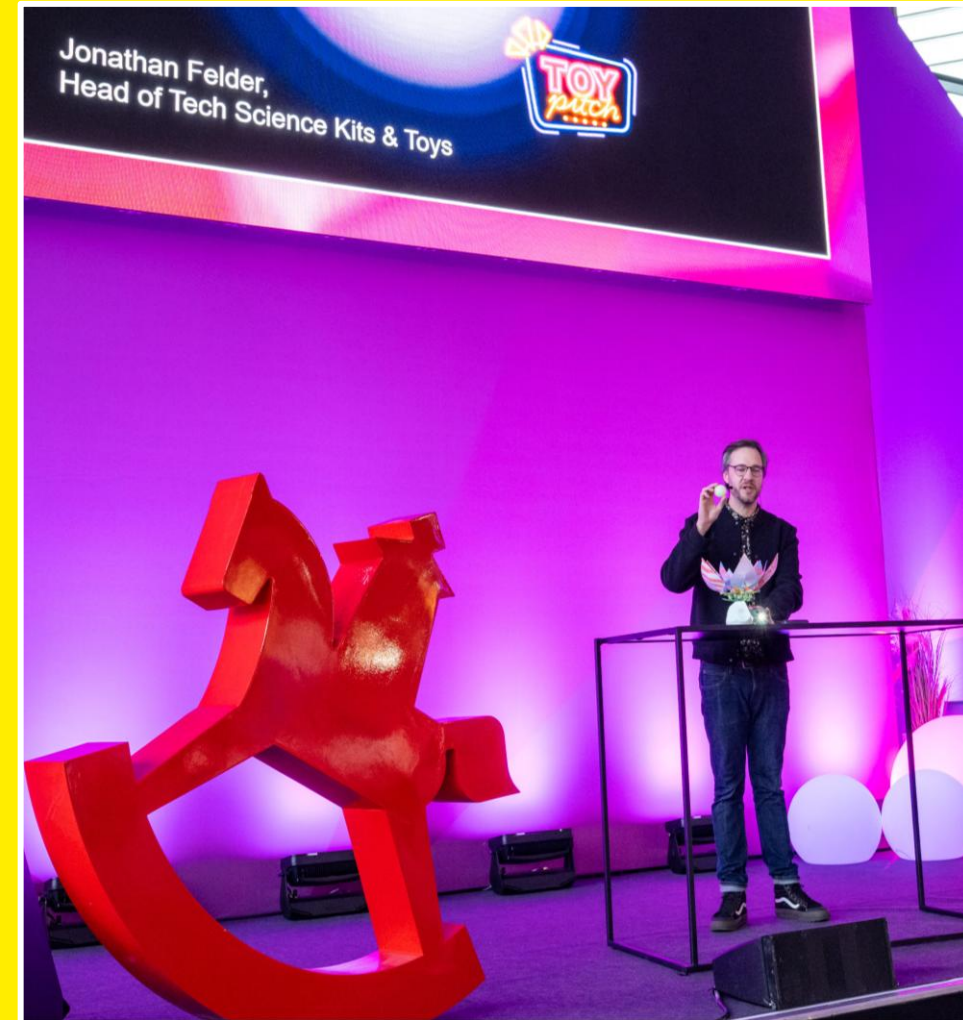
Limited number of slots!
One slot per exhibitor

 Price: 100 € net

 Application via the Marketing & Media Shop of Spielwarenmesse

 Deadline: 27 Nov 2026

 Hall 3A, Toy Business Forum, 9 am



PressDay: Event/activity at the stand

Showcase your product highlight in a way that attracts media attention! (max. 10 mins.)

Tips:

- Inform your target media independently in advance!
- Presentation in English
- Creative activities to increase media attention (e.g. involving celebrities)



Free registration via our form at www.spielwarenmesse.de/en/registration-pressday



Deadline: 27 Nov 2026

New product presentation

TOYAWARD

Register your innovative product for the Spielwarenmesse ToyAward!



Product registration
via www.toyaward.de



Deadline: 23 Nov 2026

WHAT'S NEW GUIDE

Submit your product highlights for our innovations report!



Send text and printable images to
newproducts@spielwarenmesse.de



Deadline: 27 Nov 2026

PRESS BOXES

Provide information about your new products effectively with a Press box in the Press Center Ost and/or on Spielwarenmesse Digital!



Booking via the [Marketing & Media Shop](#) of Spielwarenmesse



Price: 75 € net