

FIT **FOR** **FAIR**



Welcome to the webinar

Spielwarenmesse® Basics 2026

15. Oktober 2025

Your hosts



Heiko Röschlein
Project Manager



Francesca Ercoli
Project Manager

Technical check



Information for exhibitors

www.spielwarenmesse.de/en/exhibit/information-for-exhibitors/

THE FAIR

Exhibitors 2026



EXHIBIT

Stand planning



EXHIBIT

Online Service Center



EXHIBIT

Charity project



EXHIBIT

Entertainment program



EXHIBIT

Trademark and product piracy



EXHIBIT

Marketing & Advertising



EXHIBIT

Press Services



EXHIBIT

Free Marketing Services



EXHIBIT

Your contacts



EXHIBIT

Downloads

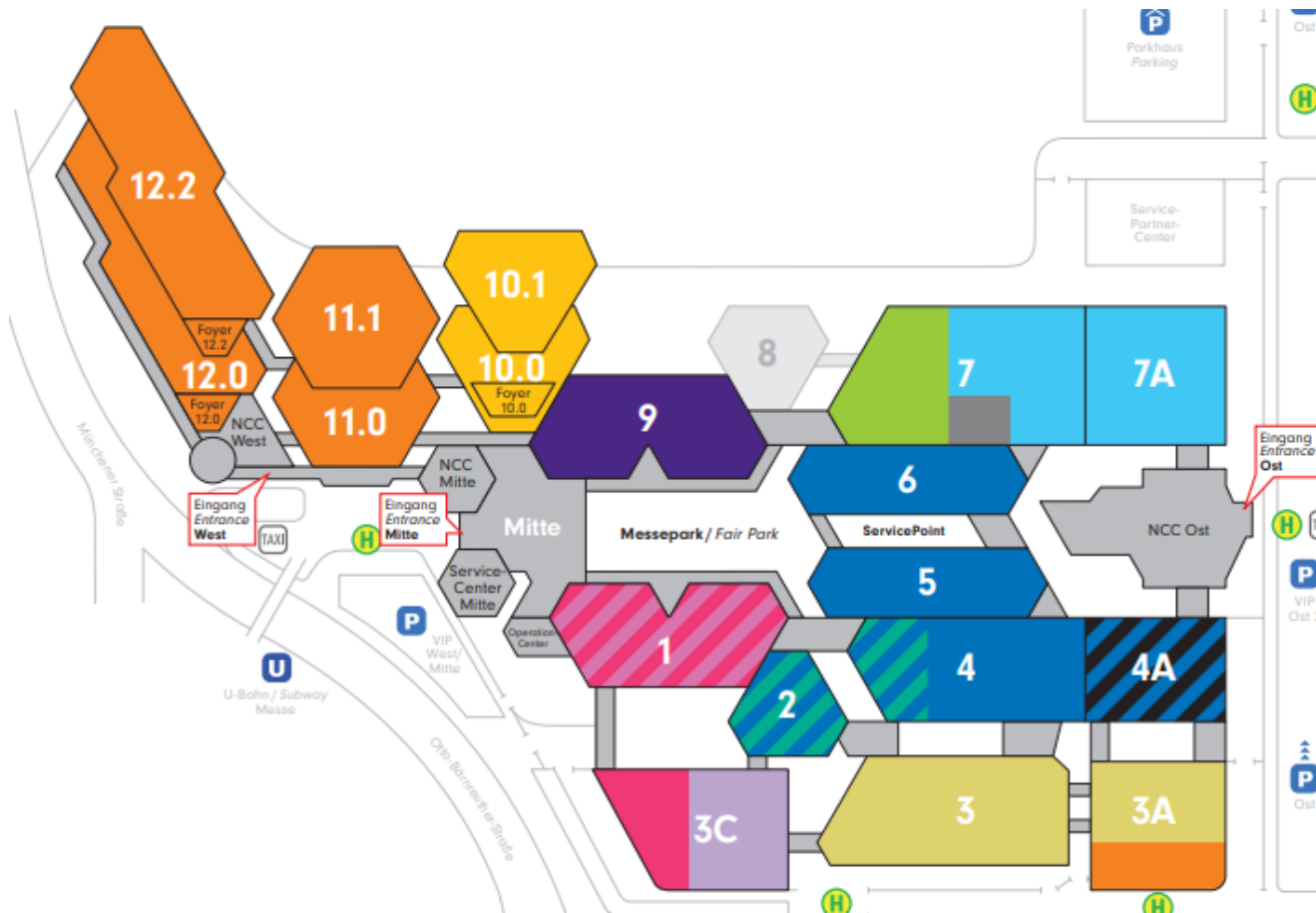


EXHIBIT

Dates and deadlines



Halls and product groups



Lifestyle Products



Dolls, Soft Toys



Baby and Infant Articles



Wooden Toys, Toys made from Sustainable Materials



School Articles, Stationery, Creative Design



Technical Toys, Educational Toys, Action Toys



Electronic Toys



Model Construction and Model Railways



Sport, Leisure, Outdoor



Festive Articles, Carnival and Fireworks



Games, Books, Learning and Experimenting



Multi-Product Group



Services for Trade and Industry



Organising your exhibition stand



Information on stand construction

- The most important specifications for the stand:
 - A minimum construction height of 2.5m and a maximum construction height of 4.5m
 - Open stand design
 - Furniture and stand decorations must be flame-retardant
 - Stand partition walls / white, clean rear walls
 - Additional: furniture, electricity, sufficient lighting, cleaning
- Stand space is generally empty*
- 3 options for stand construction:
 - Your own stand
 - Hire an official ServicePartner of Spielwarenmesse
 - Book a stand construction package from Spielwarenmesse

**Except when participating with the
New Exhibitor Package*

Information on stand construction

Official ServicePartners for stand construction:



Stand construction package from Spielwarenmesse:

- Carpet, stand walls, lockable compartment, furniture, lighting, power supply and daily stand cleaning
- Bookable in 2 versions
 - BASIC 9 - 30m²
 - PREMIUM 12 - 50m²
- Booking deadline: 12. / 22. December

Opening hours

Assembly							Fair times					Dismantling					
Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue		
19.01.	20.01.	21.01.	22.01.	23.01.	24.01.	25.01.	26.01.	27.01.	28.01.	29.01.	30.01.	31.01.	01.02.	02.02.	03.02.		
7am – 8pm					7am – 10pm		7am - 6pm	9am – 6pm					9am – 5 pm	5pm-12am 12am – 8pm	7am – 8pm	7am – 7pm	
							Admission daily from 7am, Stand to be occupied no later than 8:45am										
Assembly and dismantling passes															Assembly and dismantling passes		
Exhibitor passes																	



Exhibitor passes

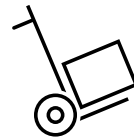
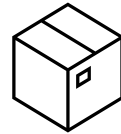
- Valid during assembly, dismantling periods and the fair
- On trade fair days = inclusive ticket for local public transport
- Number of free exhibitor passes depending on stand size:
 - Up to 10m²: 2 passes
 - Up to 20m²: 3 passes
 - Up to 30m²: 4 passes
 - etc.
- ServiceShop → voucher and pass manager
 - From there send passes direct to employees
 - Charging of additional passes only after the trade fair



Trade fair logistics

Deliveries

- **Delivery address** for good to your stand:



Spielwarenmesse 2026

Your company name

Hall: ____ Stand: ____

Messezentrum

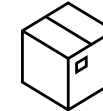
90471 Nuremberg

Germany

**Please do not send
to the Spielwarenmesse eG
office address** !

- Shipping via **parcel service**

- All delivery providers usable with access to exhibition grounds BUT
- Delivery often problematic
- Official ServicePartner:
Business Services Schwabach Mail Boxes Etc. 0036



MAIL BOXES ETC.™

- **For delivery of pallets**

- Exhibition logistic providers: DB Schenker, Kühne + Nagel
- Forklifts
- Empty and full goods storage
- With own forwarding agent: consultation recommended



DB SCHENKER



KÜHNE+NAGEL

- Keep in mind the **Sunday driving ban** for trucks

Trade fair logistics

Loading and unloading in the loading yard

- During assembly and dismantling: short-term entry into the loading yards possible
- Cash deposit of **100 EUR** required (no card payment accepted)
- Depending on vehicle size: staying duration 1-3 hours
- Entry on the last day of the fair from 7/8pm (before: delivery of empties)



Parking

- **Trucks, trailers, vans:** free parking on Poststraße 4, free shuttle to/from the exhibition grounds
- **Cars during assembly:** free parking in the official parking areas of the exhibition grounds
- **Cars during fair times:** Paid parking in the official parking areas of the exhibition grounds
 - Extended parking permit available in the Online Service Centre for 70 EUR
 - Day parking permit upon entry to the site for 14 EUR
- **e-charging stations** and **disabled parking spaces:** Overview map on our website
- **Coaches:** designated bus station at the entrance to Große Straße – day parking ticket for 15 EUR



Waste disposal

6.1 Waste management

All the following rules are based on the currently valid requirements of the Recycling Management Act (German KrWG), the associated implementation provisions and regulations, particularly including the Commercial Waste Regulations (German GewAbfV), the “state laws” and “local government by-laws”.

The city of Nuremberg has issued a by-law on waste management which governs waste prevention and waste sorting and is binding on exhibitors and organizers.

The exhibitor is responsible for proper and environmentally compatible disposal of waste produced during assembly and dismantling and during the event by it or its contractors (e. g. stand builders, caterers, etc.). The exhibitor is the producer of this waste. The technical handling of disposal for recycling and removal is solely incumbent on Spielwarenmesse eG or its appointed ServicePartner.

6.1.1 Waste disposal

According to the German Waste Management Act, the German Commercial Waste Regulation (GewAbfV) and the Waste Framework Directive (Directive 2008/98/EG with amendments by Directive (EU) 2018/851), waste should be primarily avoided during assembly and dismantling and during the event. Exhibitors and their contractual partners are obliged to effectively contribute to this in every phase of the event. This aim must be pursued by all concerned in the planning and coordination phases. This especially applies to packaging material, advertising material, carpets, disposable stand equipment, empty containers, pallets and disposable crockery. Please particularly observe the ban on the use of swabs, cutlery, plates, straws, stirrers and balloon poles made of plastic. The ban also applies to disposable cups and disposable packaging made of expanded polystyrene (styrofoam).

- Technical regulations: waste should be avoided wherever possible
- Waste generated during set-up and dismantling as well as during the trade fair: **Waste disposal fee**
- Excluded from this: disposal of **exhibition stands**
- Professional disposal of complete exhibition stand, or elements of, at the end of the trade fair:
 - Calculation when NOT registered 1.500 EUR
 - With booking in the **Online Service Center**: 1.000 EUR



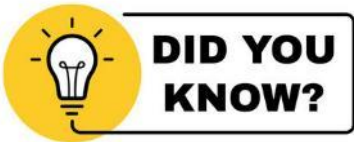
Waste disposal



Please help us avoid such images from the past in the future!

Sustainability

- Disposable table wear (cups, plates, cutlery etc.), specifically made of plastic, is strictly prohibited!
 - Please bring and use your own crockery and glasses for serving guests at your stand!
- In every hall there are exhibitor kitchens with sinks and a boiler for hot water, which can be used free of charge
 - Fetching water for preparing hot drinks
 - Washing dishes



Tap water in Nuremberg is safe and drinkable → “Bring your bottle!”





Online Service Center

spielwarenmesse

DE/ EN

Welcome to the Online Service Center

Customer ID:

Password:

Forgot your password?

☐ Show characters

☐ Remember login data.

Login

spielwarenmesse

Your events

Change Password

DE/ EN

Your events - Online Service Center

Deadlines

With our practical schedule you will never miss a deadline for trade fair preparation! You can conveniently transfer each individual date to your personal calendar.

Documents

You have unread documents.

B-01

Documents

You have unread documents.

C-64

Documents

You have unread documents.

A-01

Note

Your **voucher and pass manager** is located in the ServiceShop. Click on the purple button under the heading "ServiceShop" to get to it.

When planning your trip, please note that the fair will be open to visitors until 5pm on the last day of the fair (31 Jan 2026).

ServiceShop

Spielwarenmesse 2026

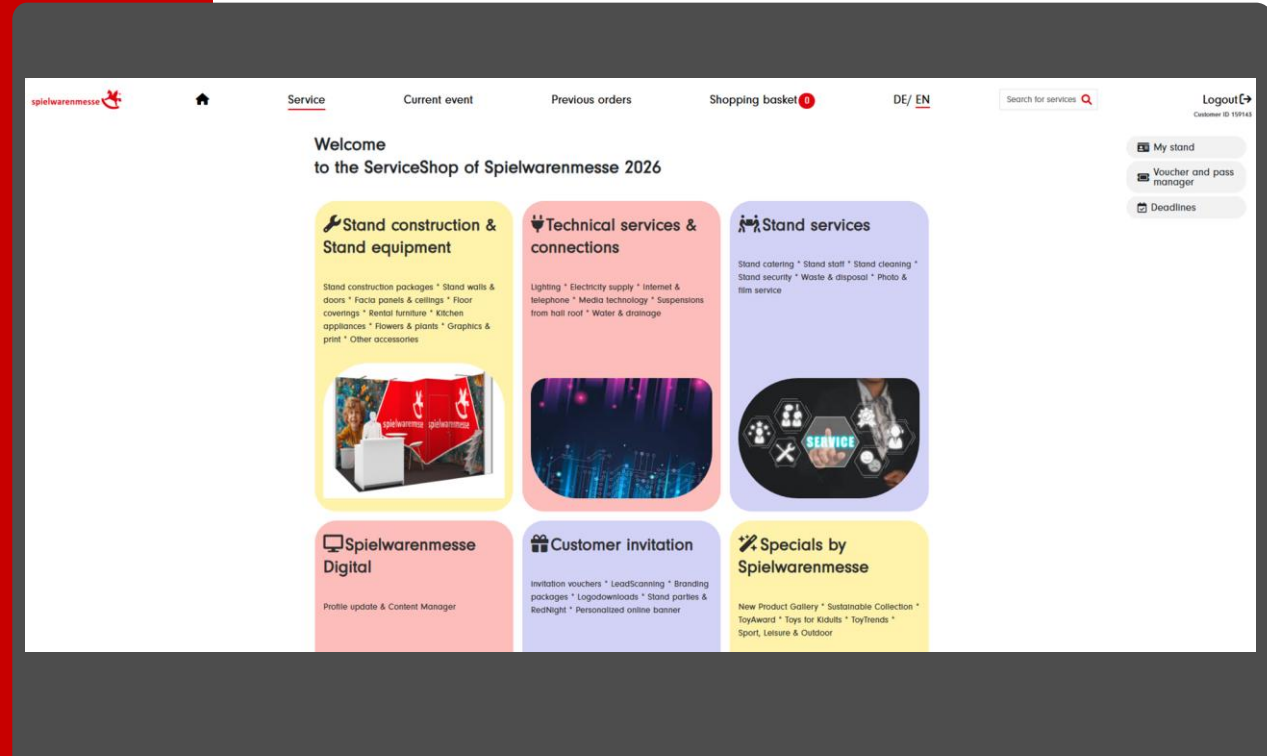
hall 11.0, stand B-01 (Main exhibitor VisitorLounge by Spielwarenmesse)

placed

Webinar Spielwarenmesse Basics | 15.10.2025

18

- My Stand -> My Documents: Hall plan, Stand plan, Invoice
- Orders for stand equipment, technical services and stand services,...
- Sub-login possible, e.g. for your stand builder
- Voucher and pass manager





Sources of information

Information for exhibitors

www.spielwarenmesse.de/en/exhibit/information-for-exhibitors/

Information for exhibitors

Here you will always find all the important information you need to prepare your participation at the fair and make it a success. All content is constantly updated and expanded by us.

THE FAIR

Exhibitors 2026



EXHIBIT

Stand planning



EXHIBIT

Online Service Center



EXHIBIT

Marketing & Advertising



EXHIBIT

Press Services





Free Marketing Services



A contact for every request

www.spielwarenmesse.de/en/exhibit/contact-for-exhibitors/

Choose topic 

| 

Choose topic

Customer invitations

Donation programme

Early assembly and assembly extension

Exhibition certificate

Exhibition insurance

Exhibitor ceremony

Greta Neumann
Junior Sales Manager
Phone: +49 911 99813-46
[WRITE AN E-MAIL](#)

Your contact for new exhibitors

- Product group: [Lifestyle Products](#)
- Product group: [Dolls, Soft Toys](#)
- Product group: [Baby and Infant Articles](#)
- Product group: [Model Construction and Model Railways](#)
- Product group: [Wooden Toys, Toys made from Sustainable Material](#)
- Product group: [Technical Toys, Educational Toys, Action Toys](#)
- Product group: [Electronic Toys](#)
- [Startups](#)
- [Sustainable Collection](#)



Natalia Kalberlah
Sales Manager
Phone: +49 911 99813-60
[WRITE AN E-MAIL](#)


Your contact for new exhibitors

- Product group: [School Articles, Stationery, Creative Design](#)
- Donation programme



ServicePartner of the Spielwarenmesse

Find the right ServicePartner for your needs. Our ServicePartners look forward to hearing from you!

Choose topic 

Your contact for halls 1, 2, 3C, 8-12, Eingang Mitte:

- Kitchen equipment
- Wastewater / Water
- Water supply and drainage



ABL BROCHIER Klimatechnik und
Gebäudemanagement GmbH
ServicePartner
Phone: +49 911 9812969
[WRITE AN E-MAIL](#)

Your contact for:

- Advertising material
- Business cards
- Printshop / Printed matter



albrechtmedia Volker Albrecht
ServicePartner
Phone: +49 175 563 44 44
[WRITE AN E-MAIL](#)



Your local contact

A strong network of representatives in over 100 countries makes it easy for our partners to stay in contact with us all over the world.

[Find your local contact here](#)

Dates and deadlines for exhibitors

<https://www.spielwarenmesse.de/en/exhibit/dates-and-deadlines/>

< October 2025 November December 2025 >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	31	1	2
		Fit for Fair: Spielwarenmesse Digital (English) 09:00 - 10:30 Fit for Fair: Spielwarenmesse Digital (German) 14:00 - 15:30				
3	4	5	6	7	8	9
Spielwarenmesse Digital	Start of ticket sales Voucher codes					
10	11	12	13	14	15	16
		Event calendar: stand activities	Deadline: Exhibitors on Stage			
17	18	19	20	21	22	23
24	25	26	27	28	29	30
Registration deadline: ToyAward Deadline: Specials by Spielwarenmesse			Deadline: PressDay Registration deadline: ToyPitch Press		Deadline: Exhibition plan	



24 November DEADLINE

Deadline: Specials by
Spielwarenmesse

all-day

Register your new products for an exclusive secondary placement on our Specials by Spielwarenmesse until to-day only.

[Learn more](#)

Google Calendar > iCal Export >

Tip: you can upload
deadlines into your
personal calendar

Downloads

www.spielwarenmesse.de/en/exhibit/downloads/

Downloads

In our download area you will find important documents sorted by topic:

Participation Documents

[Stand allocation process for Spielwarenmesse 2026](#) ↓

[Conditions of participation Spielwarenmesse 2026](#) ↓

Information about stand construction

[Important information stand construction](#) ↓

[Services Responsibilities by hall](#) ↓

[ServicePartners for ceiling](#) ↓

[ServicePartners for electrical supply](#) ↓

[ServicePartners for cleaning and waste disposal](#) ↓

[ServicePartners for freight forwarding and water supply](#) ↓

Exhibition grounds

[Site plan/ hall overview](#) ↓

[Hall deliveries](#) ↓

[Parking spaces for people with disabilities](#) ↓

[Lorry parking spaces](#) ↓

[Exhibitor kitchens](#) ↓

Information for stand builders!

Your personal contacts

Halls 1, 3C

Ramona Scheidel

☎ +49 911 99813-56

✉ r.scheidel@spielwarenmesse.de

Halls 4A, 7, 7A

Vanessa Müller-Kosog

☎ +49 911 99813-45

✉ v.mueller-kosog@spielwarenmesse.de



Halls 2, 4, 5, 6, 12.2

Niklas Renner

☎ +49 911 99813-57

✉ n.renner@spielwarenmesse.de



Halls 9, 11.0, 11.1

Heiko Röschlein

☎ +49 911 99813-38

✉ h.roeschlein@spielwarenmesse.de



Halls 3, 3A, 7

Ramona Schneider

☎ +49 911 99813-53

✉ r.schneider@spielwarenmesse.de



Halls 10.0, 10.1, 12.0

Francesca Ercoli

☎ +49 911 99813-47

✉ f.ercoli@spielwarenmesse.de





Marketing & Advertising

Promote your participation and increase your visibility!

Promote your participation!

Free Tools

- Communicating your trade fair participation
 - Banner generator
 - Social media campaign with socialPALS
- Plan promotions at your stand
 - Event calendar
- Write and contact to your customers
 - Communication kit
 - Tickets for free entry



Invite your customers

Invitation vouchers for free day tickets



- According to stand area
 - Up to 50m²: 50 day tickets
 - 51-100m²: 100 day tickets
 - from 101m²: 200 day tickets
 - Additional usable codes: invoice following the trade fair
 - Day ticket 19 EUR inc. VAT / Multi-day ticket 30 EUR inc. VAT
- Voucher and pass manager available from the start of November
- Branding Package
 - Customers receive voucher code → they see your branding when redeeming in the ticket store → see your logo on their ticket

Maintaining your contacts

Lead-Scanning with the Spielwarenmesse App

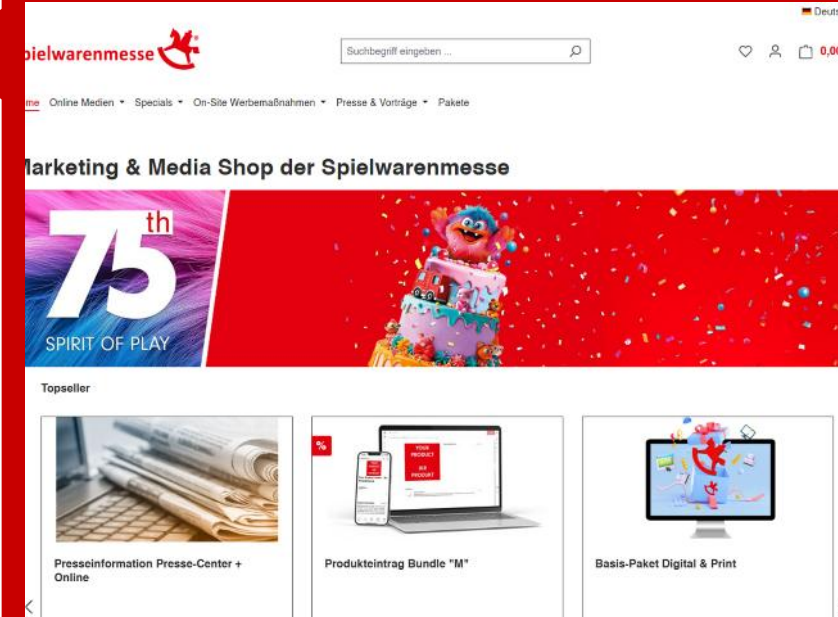
- Scan ticket with the app
- Data: company, name, e-mail
- Available in Spielwarenmesse Digital



You can be found...

... on Spielwarenmesse Digital!

- Digital platform:
 - Company profiles of all exhibitors with product presentations, brands and registered co-exhibitors
 - Interactive hall plan
 - Trade fair participants with personal profile
- THE resource for fair visitors:
 - Preparation and follow-up from the trade fair visit
 - On-site orientation during the fair
 - Networking with trade fair participants
- Follow-up of trade fair participation:
 - Who was at your stand and when (scanned contacts)
 - Who visited your digital profile
- Stand out from the crowd!
 - Additional digital services in the Spielwarenmesse Digital Shop



Save the date
Webinar „**Spielwarenmesse Digital**“
29. Oktober 2025, 9 am

Draw attention to your stand...

... with a variety of advertising opportunities at the exhibition centre

- Indoor und outdoor banners
- Display advertising at trade fair and hall entrances
- Advertising on stairs
- Washroom Advertising
- Individual indoor and outdoor advertising spaces
- Walking Acts
- And many more

Save the date
Webinar „Advertising Opportunities
at Spielwarenmesse“
October 24, 9 am



75th Anniversary

The Spielwarenmesse has taken place every year since 1950



- The very first Spielwarenmesse was launched in 1950 under the name 'Deutsche Spielwaren Fachmesse' (German Toy Trade Fair).
 - 351 companies and 4,300 buyers
 - A cooperative was then founded consisting of the trade fair committee and 46 companies.
 - The coming years saw logo and name changes and strong growth.
- A lot has happened in the past 75 years, including the forced pause due to the coronavirus pandemic in both 2021 and 2022.
- There are a lot of special offerings and events taking place for our 75th anniversary. Among other things, there will be...
 - ... a unique firework display
 - ... a mini exhibition
 - ... 39 special areas, where exhibitors are preparing very special anniversary promotions
- Additionally, the stands that have been with us from the very beginning of our journey will be especially marked out in gratitude

Specials

**TOYS
FOR
KIDULTS**

**Sustainable
Collection**

**TOY
TRENDS
2026**

**NEW
PRODUCT
GALLERY**



Specials by Spielwarenmesse

Toys for Kidults

- Entrance Mitte
- Free of charge



- Goal: make visitors aware of the high-revenue target group, adults
- Curated products in 3 categories:
 - Collectibles
 - Creative Fantasy
 - Tabletop Games



Specials by Spielwarenmesse

ToyTrends

- Entrance Mitte
- Free of charge



- Focus: Current trends in retail trade that push the toy industry forward
- Two key trends:
 - AI Loves (to) Play
 - Creative Mindfulness
- Curated products are exhibited in each category



Specials by Spielwarenmesse

New Product Gallery

- Hall 3A
- Prices starting from 380 €



- Popular contact point for visitors
- Presentation of innovations from all product groups
- Showcases can be booked in three different sizes (depending on availability)

Specials by Spielwarenmesse

ToyAward

- Hall 3A
- Free of charge



- 6 different categories
- Presentation of the winners and nominees
- Awarding of the ToyAward on the 28.01.2026 in the Toy Business Forum, Hall 3A



Specials by Spielwarenmesse

Sport, Leisure, Outdoor

- Hall 7A
- Free of charge



SPECIAL



- Focus: Outdoor and leisure games and accessories
- Testing area for trying out different products
- Action area for driving scooters, vehicles and other ride-ons



Specials by Spielwarenmesse

NEU: Sustainable Collection

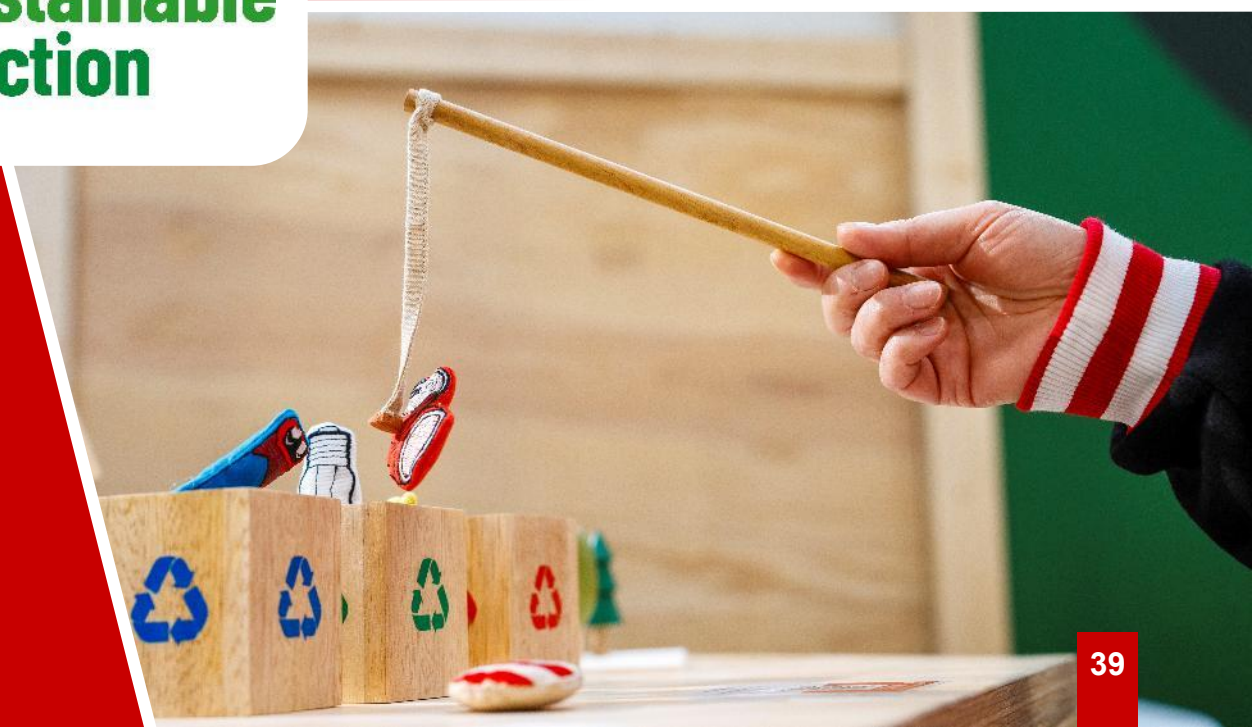
- Signposted on your individual stand
- Digital visibility on Spielwarenmesse Digital



Curated collection of sustainable products

Criteria:

- Environmentally friendly materials
- Resource-saving and long-lasting design
- Sustainability in the manufacturing process
- Incentive of sustainable trade



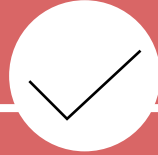
Specials by Spielwarenmesse

Deadlines



Application

24.11.2025



Acceptance/rejection

19.12.2025

ToyAward: 01.12.2025



Submission

09.01.2026

23.12.2025



Press Services

Over 1,500 national and international press representatives on site

Press Services

Contact the press directly

- **Press boxes**
 - On-site and digital
- **PressDay**
 - On the first day of the fair (Tuesday)
 - Photo- and camera-effective opening in Toy Business Forum/Hall 3A with band and walking acts by the exhibitors
 - In all halls: Media-effective, creative campaigns at exhibitor stands
- **ToyPitch** on PressDay
 - Three-minute pitch at the Toy Business Forum
 - Attention-grabbing presentation of your new product
 - Exclusive Pitch in the Shuttle Bus from NCC Ost – NCC Mitte
- **What's New Guide**
 - News report with ad booking
 - Your product news for press and visitors





Entertainment programme



ToyNight



THE exhibitor party on the first evening of the fair

- Tuesday, 27.01.2026 from 6:30 pm
- Location: Near the exhibition center (PSD Bank Nürnberg ARENA)
- Event for exhibitors with show acts, catering and music
- A new motto every year!
- Registration opens in December → limited ticket availability



THE networking event

- Thursday, 29. January 2026, 6 – 11pm
- Stand parties in all halls
- Registration fee and security costs are waived
- Registration is mandatory (via the Online Service Center before 17.01.2026)
- Publication of the participating exhibitors on Spielwarenmesse Digital

Toy Business Forum / Exhibitors on Stage

Hall 3A

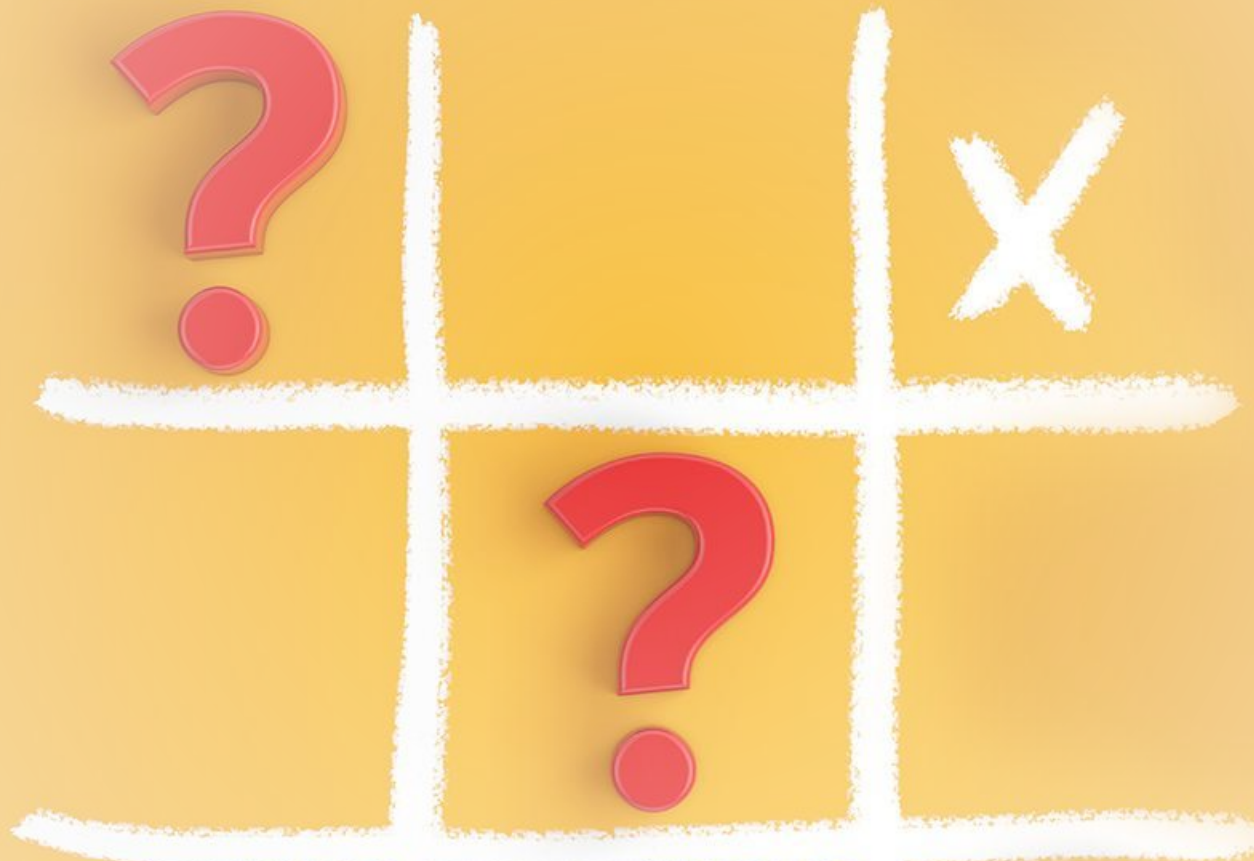


- Tuesday to Saturday from 10am to 4pm
- Podcasts, panel discussions und lectures on relevant industry topics
- Presentation of the ToyAward on the Wednesday



- Tuesday and Thursday from 10:30-11:30 am
- Specialist presentations from exhibitors
- Duration: each 15 minute presentation costs 990 EUR
- Application open until 14.11.25





Tips & Tricks

Travel

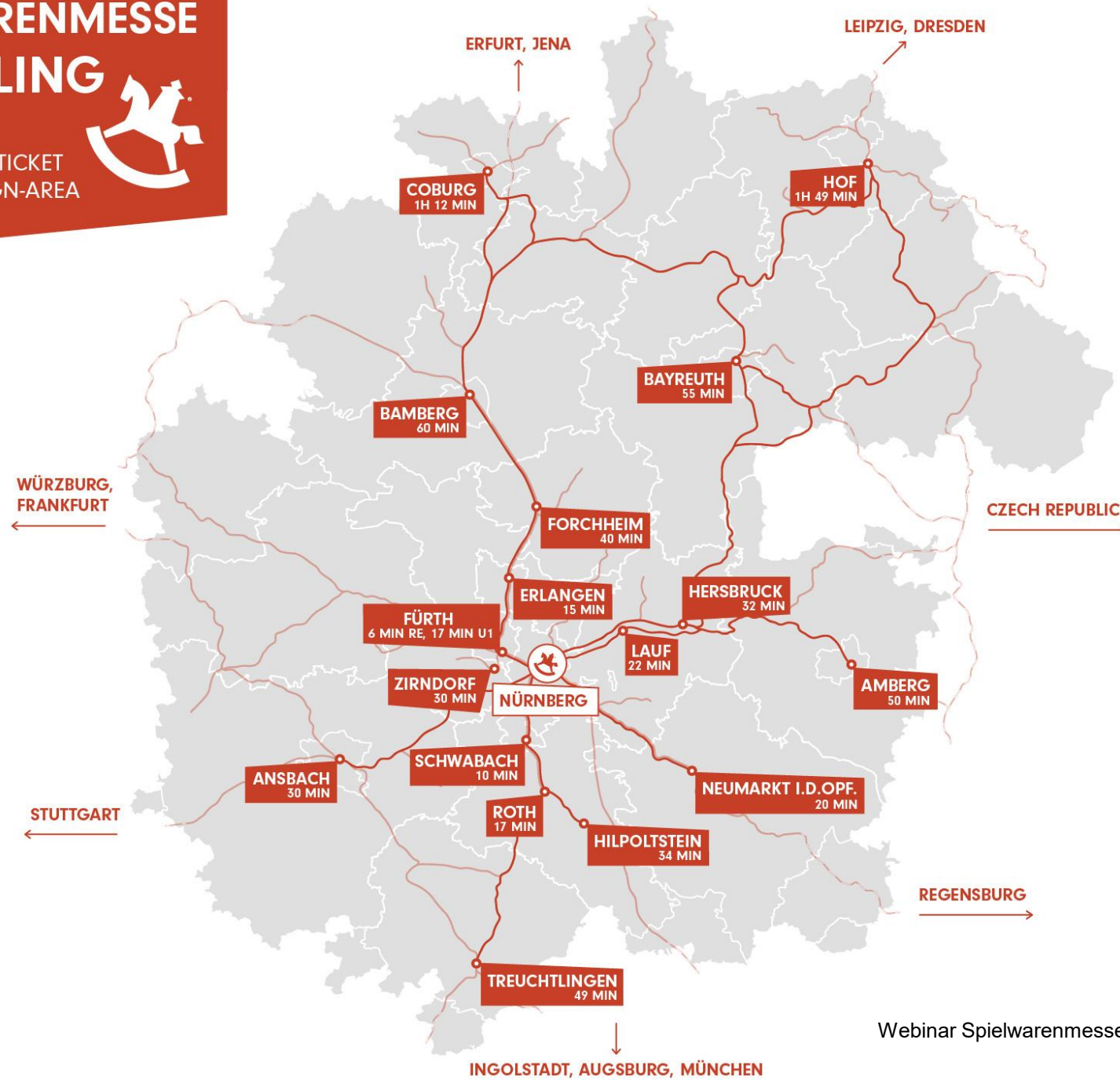
www.spielwarenmesse.de/en/travel

- VGN-KombiTicket
 - Entry ticket is valid as a public transport ticket in the entire VGN-area
- Cooperation with Deutsche Bahn: Event Offer
 - Available to book now, can be combined with BahnCard discounts
- Partnership with Turkish Airlines
 - Discount codes for all flights to and from Nuremberg and to and from Munich
- Spielwarenmesse Bus
 - Munich Airport to Nuremberg Exhibition Centre and back
 - Sunday, 25 January to Sunday, 31 January 2026
 - For exhibitors, visitors and press



SPIELWARENMESSE TRAVELLING

WITH THE KOMBITICKET
IN THE ENTIRE VGN-AREA



Accommodation

www.spielwarenmesse.de/en/stay



- Tips for communication:
 - Book early & directly with Hotels
 - Hotel offers outside Nuremberg
- **NEW** Revolugo Bookingplattform
<https://platform.revolugo.com/hotels?wid=spielwarenmesse-2026>
- PartnerHotels of NürnbergMesse
 - Contingents in Nuremberg and surrounding region
<https://hotels.nuernbergmesse.de/en/hoteloffers/ISM-2026>
- Booking.com, Airbnb, Bed & Breakfast
- Camping Knaus and other camping offers in Nuremberg



Catering

- Catering opportunities on the entire exhibition grounds
 - Restaurants
 - Food trucks
 - Pretzel stands
 - Mobile cafés
 - Catering in the exhibiting centre
- A wide range of hot and cold offerings, including healthy, vegetarian and vegan options such as salads, bowls and smoothies
- An overview of all catering locations can be found here:
 - FairGuide (issues onsite)
 - Spielwarenmesse App (incl. menus)

IPR Council



Free **service** for out-of-court dispute resolution

For complaints regarding exhibitor's industrial property rights

DURING the fair

Register complaints here: Organizer's Lounge (NCC West, Level 1)

Your Preparation:

Register industrial property rights early in advance

Bring all documents to the Spielwarenmesse

Tip: exhibition certificate

Just in case...



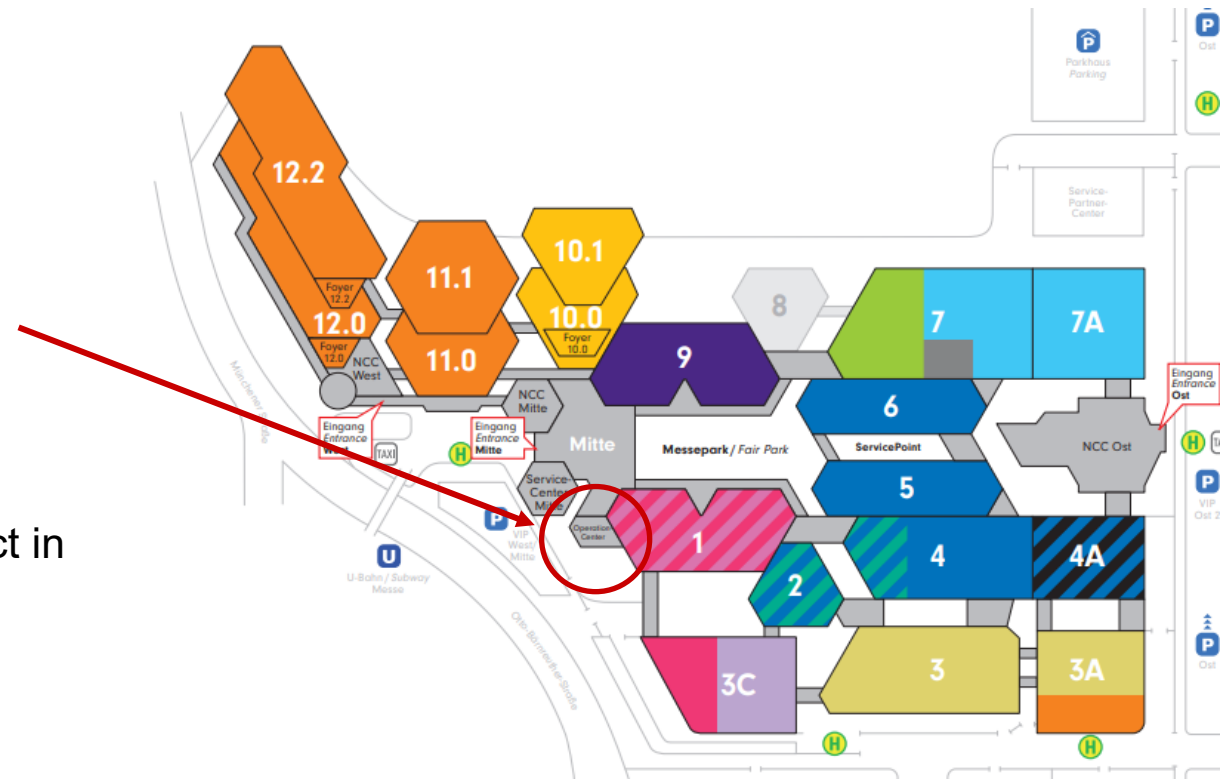
- 1 Mitte (Hauptsanitätswache/ OperationCenter)
- 2 NCC West
- 3 NCC Ost
- Polizei Mitte (OperationCenter)
- Notruf SecurityControlUnit
T +49 911 8606-7000

- Emergency number when on the exhibition grounds:
+49-911-8606-7000
- First aid stations in Entrance West, Mitte and Ost



Theft at your stand

- Prevention
 - Lock valuables & prototypes
 - Organise camera observation at your stand or
 - stand security
- Hall security by official service partner ESS
- Take out exhibition insurance
- Procedure in case of theft
 - Inform the police immediately
 - Police onsite in the Operation Centre (Tel. +49-911-86066154)
 - Notify your personal Spielwarenmesse contact in writing
- **Important: Take immediate action!**





The last day...

Measures taken for a position close to the fair

- Official rules:
 - The stand must remain equipped with products and staffed until the official closing time
 - Direct sale of products to visitors is prohibited and will be strictly controlled
 - Avoid taking trolleys and suitcases into the halls – especially on the last day of the fair
- Tips and tricks:
 - Take the official trade fair closing into account when planning your trip
 - Do not pass on your exhibitor pass when no longer required
 - Only end invitations to trade visitors
 - Do not hand out products to collecting visitors
 - Only use the official donation project



Charity project

You do not want to take **your products** back with you after the fair but would rather donate them to a good cause

Donate them to the Spirit of Play Foundation by Spielwarenmesse eG



- Collection from your stand or you can hand in your products in person at our collection stations
- Information and registration available at: www.spielwarenmesse-eg.de/en/foundation-for-exhibitors/



Q&A

Now is your opportunity to ask question through the Q&A button in the bottom bar in the app

**Thank you for
attending!**

Follow us:

