



spielwarenmesse®

**FEEL
THE SPIRIT
OF PLAY** NÜRNBERG

spielwarenmesse®

Webinar

Spielwarenmesse Digital

www.spielwarenmesse.de/en/fitforfair

Andreas Gerngroß

Digital Marketing Manager



Vanessa Müller-Kosog

Project Manager



01

Reasons for a
digital platform
and official
Spielwarenmesse
media

02

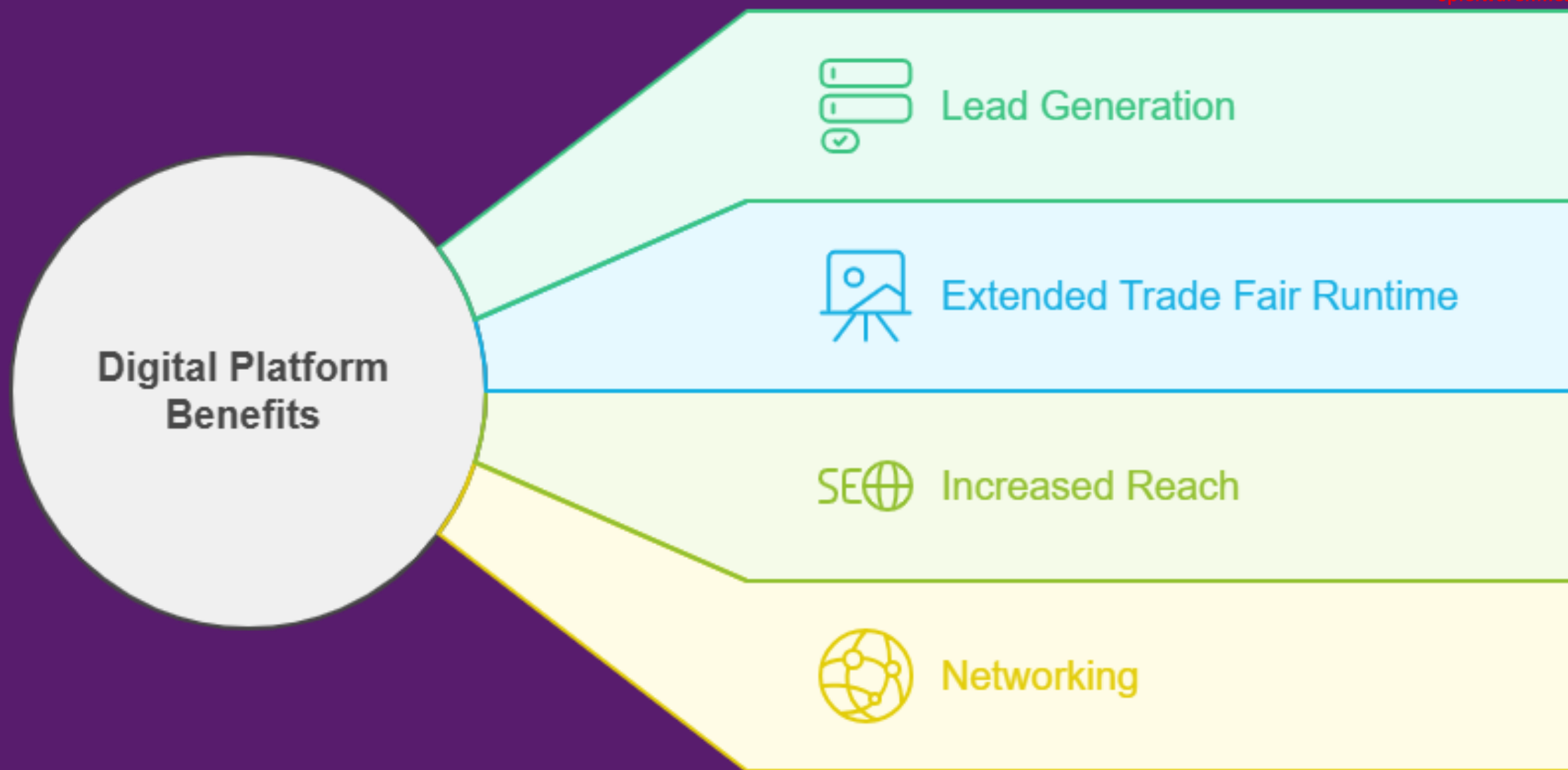
Functions of
Spielwarenmesse
Digital

03

Maintenance of
your company
profile

04

Q&A – Your
questions





Shared, cloud-
based dataset



Exhibitor directory & Hall plan



Free access 365 days a year

Compact version of your corporate
presence



Digitalplattform



Company profile 365 days a year

Best preparation and follow-up of the trade fair

Comprehensive communication options



Spielwarenmesse App



The optimal tool for use on site

Available for iOS and android

NEW: LeadScanning - collecting contacts



Trade fair calendar



Enter exclusive stand promotions in the official trade fair calendar for visitors

Displayed on the web and app



Social Media



Newsletter



SEARCH

Search



Guest



Partici...



Chat



Sched...



Notifi...



Home

Favorites

Exhibitors VISIT EXHIBITORS >



Recommended Participants FIND NEW PEOPLE >

SEARCH

Search

Guest

Home

Exhibitors VISIT

- Use personal company email
- Two company admin profiles are automatically generated from the registration

spielwarenmesse 

Simply register with your email address and become part of the community: experience live streams, find products, network and exchange ideas with other industry professionals!

Please enter a valid e-mail address.

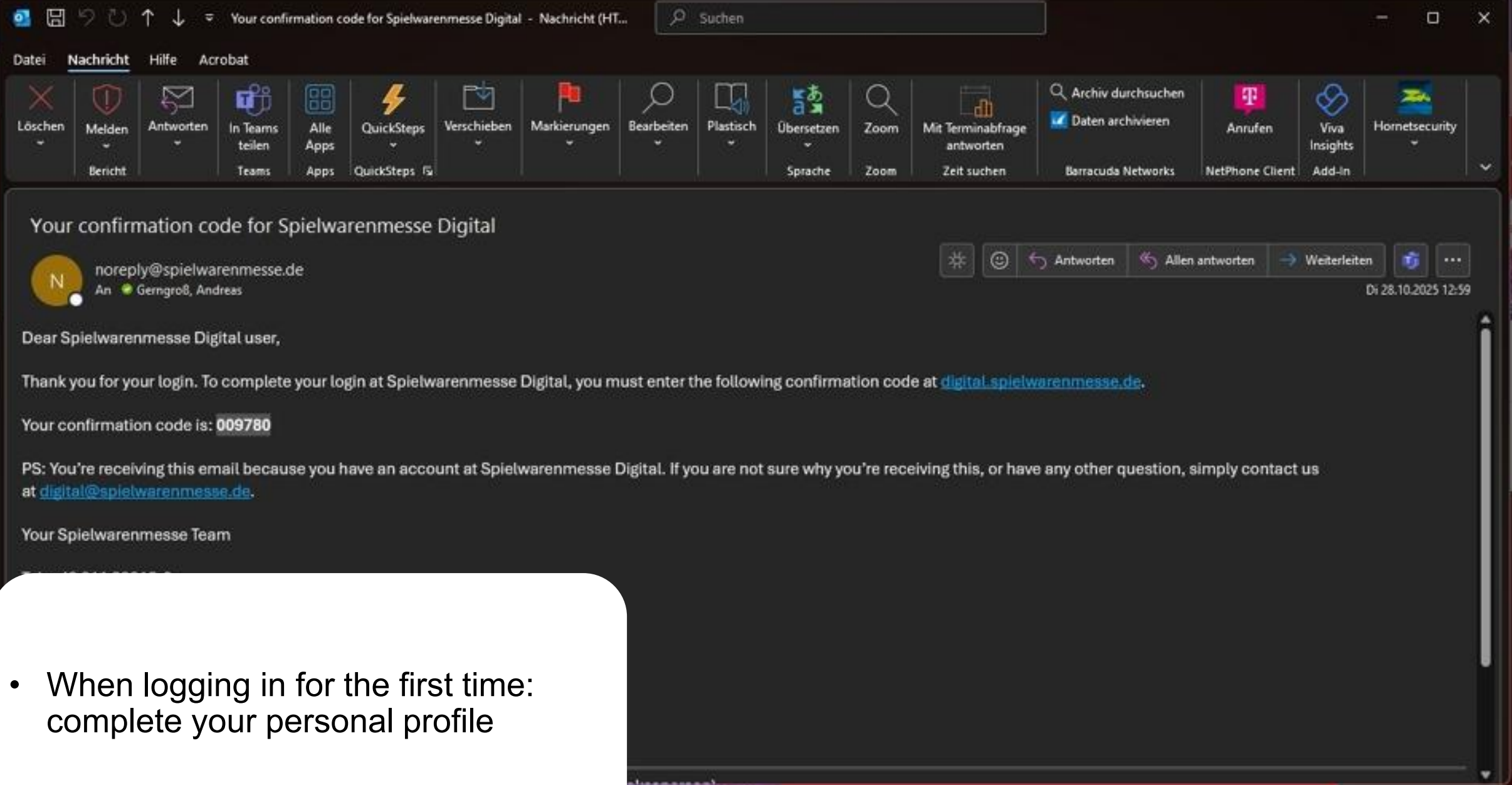
☐ I consent to my personal data (first name, surname, email address) being processed for the purpose of participating in Spielwarenmesse Digital. I have read and understood the [privacy policy](#) I can revoke my consent at any time with future effect by deleting my account.

☐ I have read and agree to the [terms of use](#).

ENTER

OR

Check your system
2.20.0-10227



- When logging in for the first time: complete your personal profile



Home



Favorites



My Schedule



Exhibitors & Products



Leadfinder



Programme



Media Library



Voucher



Press

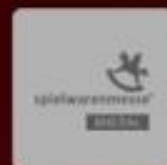


Help



Favorites

HIBITORS >



Hall 11.1 | C-21A



GNET

Hall 11.0 | D-03

SEARCH

Search

Settings

SEARCH FOR PEOPLE

AllRecommendedRequestsContacts

HomeFavorites

Exhibitors

VISIT EXHIBITORS

AMAYA

Hall 5 | A-27

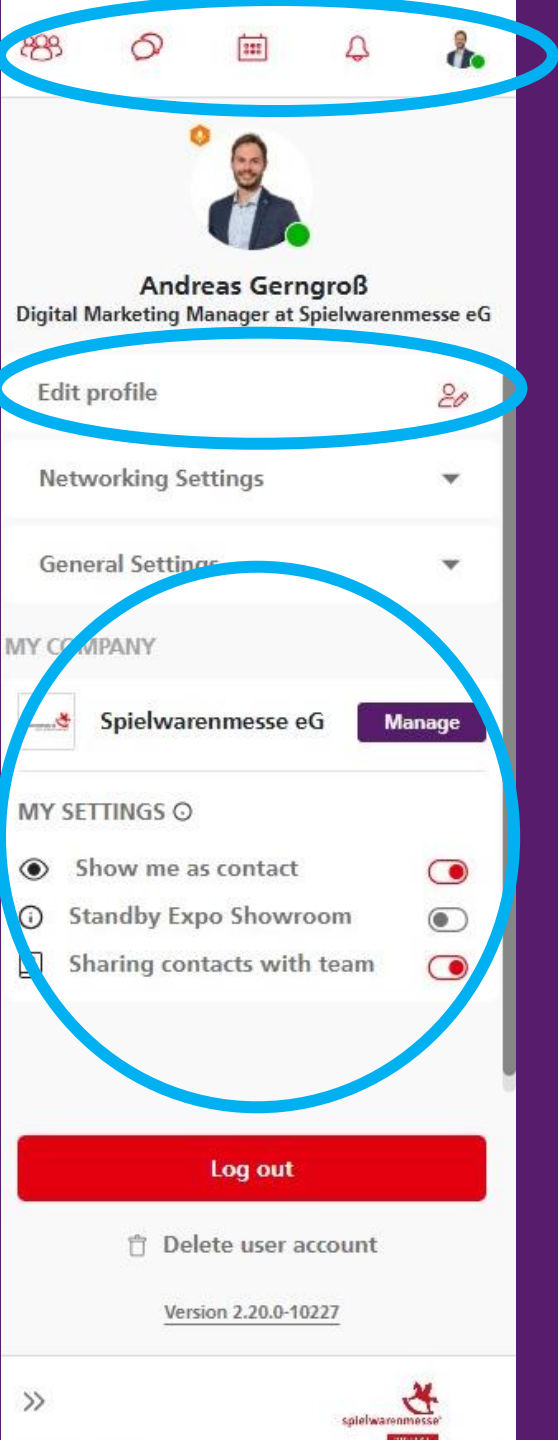
AMAYA SPORT S.L.

Xingtai Linku Technology Co.,Ltd

SKY MAGNETECH (N

Recommended Participants

FIND NEW PEOPLE



Communications Center

- Personal communication options (contacts, chat, appointments)
- Maintaining personal profile
- Managing company profile and employees



Cancel

Save



Upload new

Delete current

JPG and PNG format only. Min. 300 x 300 px, under 1 MB.

Settings



Networking



Do not disturb



Email language preference

English



[Delete user account](#)

Basic info

Socials

Offers / Requests

Interests

Your interests

Action toys ✕

Blog ✕

Books ✕

Press ✕

Sports, leisure, outdoor ✕

Sustainability ✕

Technical toys ✕

Search

Antarctica

Association

Australia and New Zealand

Baby and infant articles

Caribbean

[Show more](#) ▼

Back



Andreas Gerngroß

Digital Marketing Manager at Spielwarenmesse eG

Edit profile



Networking Settings



General Settings



MY COMPANY



Spielwarenmesse eG

Manage

MY SETTINGS



Show me as contact



Standby Expo Showroom



Sharing contacts with team



Log out



Delete user account

Version 2.20.0-10227





Recommended Participants

FIND NEW PEOPLE >

Me



Andreas Gerngroß

Digital Marketing Manager ...

Recommendation ready!





SEARCH

Search



HOME > MY PROFILE > EDIT PROFILE



Upload new

Delete current

JPG and PNG format only. Min. 300 x 300 px, under 1 MB.

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Technical toys X

Northern America X

Search

Antarctica

Association

Australia and New Zealand

Baby and infant articles

Caribbean

Central America

Central Asia

Craft trade

Creative design

Daily press

Department store

Distributor

Dolls

E-Games

Eastern Africa

Eastern Asia

Eastern Europe

Electronic toys

Exporter

Fashionable products

Festive articles, carnival

Fireworks

Games

General press

Hypermarket/supermarket

Importer

Learning and experimenting

Licensee

Licensor/Licensing agency

Manufacturer / Industry

Melanesia

Micronesia

Middle Africa

Model construction, hobbies

Model railways and accessories

News agency

Northern Africa

Northern Europe



Andreas Gerngroß

Digital Marketing Manager at Spielwarenmesse eG



Networking



Do not disturb



General Settings



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Manage

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Delete user account

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EN

EN

SEARCH

EXHIBITORS & PRODUCTS > COMPANIES > SPIELWARENMESSE EG > BACKOFFICE

Team

Visitors

Contact request

Meeting request

Rooms

Statistics

You have included 5 users as visible on your exhibitor profile page. You can change the visibility at any time via the icons.

Team members (18)

Invitations (0)

SEARCH FOR A TEAM MEMBER

Filter

Andreas Gerngroß (a.gerngross@spielwarenmesse.de)

Digital Marketing Manager at Spielwarenmesse eG

Sharing contacts with team: On

Me

Admin

Team Member

Team Member

Invite team member

Edit profile

Visit Shop

Andreas Gerngroß

Digital Marketing Manager at Spielwarenmesse eG

Networking

Do not disturb

General Settings

MY COMPANY

Spielwarenmesse eG

Manage

MY SETTINGS

Show me as contact

Standby Expo Showroom

Sharing contacts with team

Log out

Delete user account

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Fit For Fair: Spielwarenmesse Digital | 30.10.2025

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SPIELWARENMESSE EG > BACKOFFICE

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G

Invite a team member

✕

🔍 Enter name or business email

- ☒ **Team Member**
Scans and collects contacts.
- ☒ **Content Manager**
Manages company content, edits settings and details.
- ☐ **Shop Manager**
Manages the shop, edits settings and company details.
- ☐ **Lead Manager**
Manages leads, contacts, edits settings and details.
- ☐ **Team Manager**
Manages organization members, edits settings and company details.
- ☐ **Admin**
A team admin has all of the above permissions enabled.

👤+ Invite

Invite a team member



info



Can't find team member? Enter an e-mail address to invite a new team member to create an account.

☐ Team Manager

Manages organization members, edits settings and company details.

☐ Admin

A team admin has all of the above permissions enabled.

Invite



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Contact request

Meeting request

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Invite team member



SEARCH FOR A TEAM MEMBER



Filter



Andreas Gerngroß (a.gerngross@spielwarenmesse.de)
Digital Marketing Manager at Spielwarenmesse eG

Me

Sharing contacts with team: On

Admin



Team Member



Team Member



Andreas Gerngroß

Digital Marketing Manager at Spielwarenmesse eG



Networking



Do not disturb



General Settings



MY COMPANY



Spielwarenmesse eG

Manage

MY SETTINGS



Show me as contact



Standby Expo Showroom



Sharing contacts with team



Log out

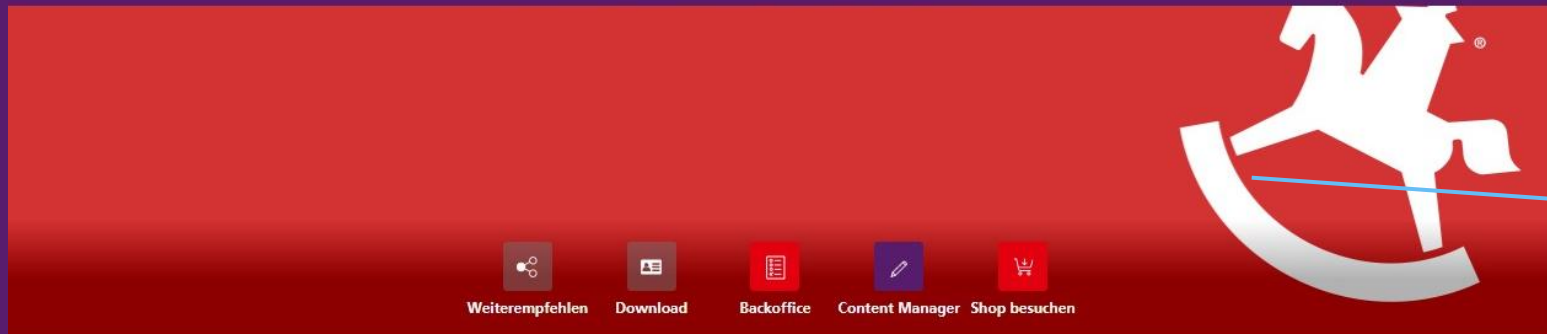


Delete user account

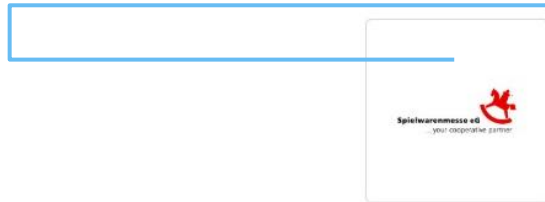
Version 2.20.0-10227

Edit profile

Visit Shop



AUSSTELLER & PRODUKTE > UNTERNEHMEN > SPIELWARENMESSE eG



Spielwarenmesse eG



Herderstr. 7
90427 Nürnberg
Germany

info@spielwarenmesse.de
www.spielwarenmesse.de

Where to find us

Digital | 1
Main Exhibitor

About us

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading toy fair in Nuremberg, Germany.

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its team operates from the 'ToyCity' of Nuremberg

Digital company profile

Header

Logo

Social Media

Company information

Stand number & Company description

Contact person (5)



Andreas Gerngroß
Digital Marketing Manager at Spielwarenmesse eG



Andrea Horn
Digital & Content Marketing Manager at Spielwarenmesse eG



Vanessa Müller-Kosog
Project Manager at Spielwarenmesse eG



Contact person(s)

Product categories

Products, external media and links, vouchers, etc.

Product categories

▶ Lifestyle Products (1)



Wooden Toys, Toys made from natural materials



School Articles, Stationery, Creative Design



Technical Toys, Educational Toys, Action Toys



Model Railways and Model Construction



Sports, Leisure, Outdoor



Festive Articles, Carnival, Fireworks



Games, Books, Learning and Experimenting



Products



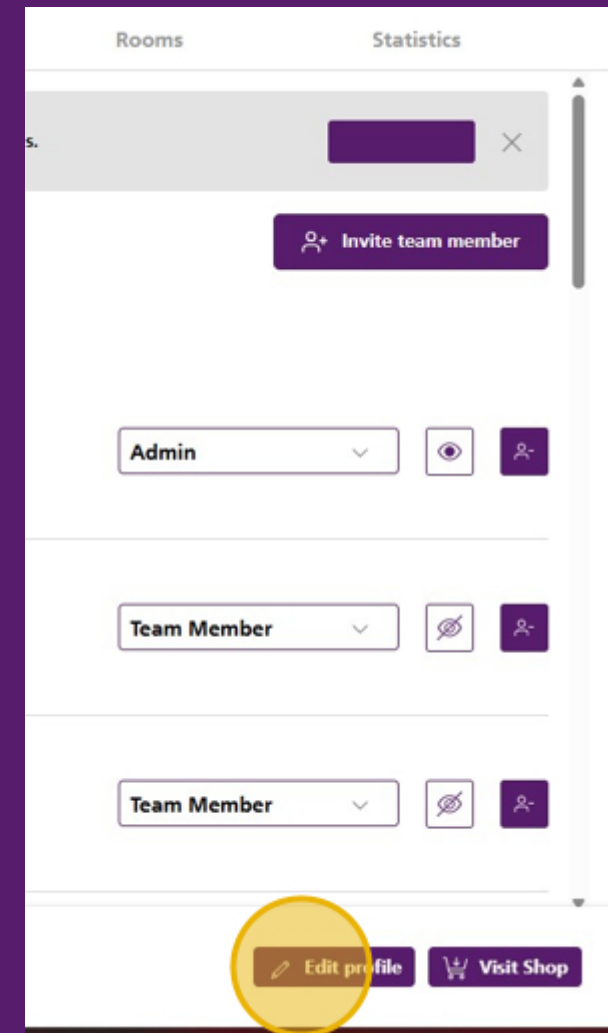
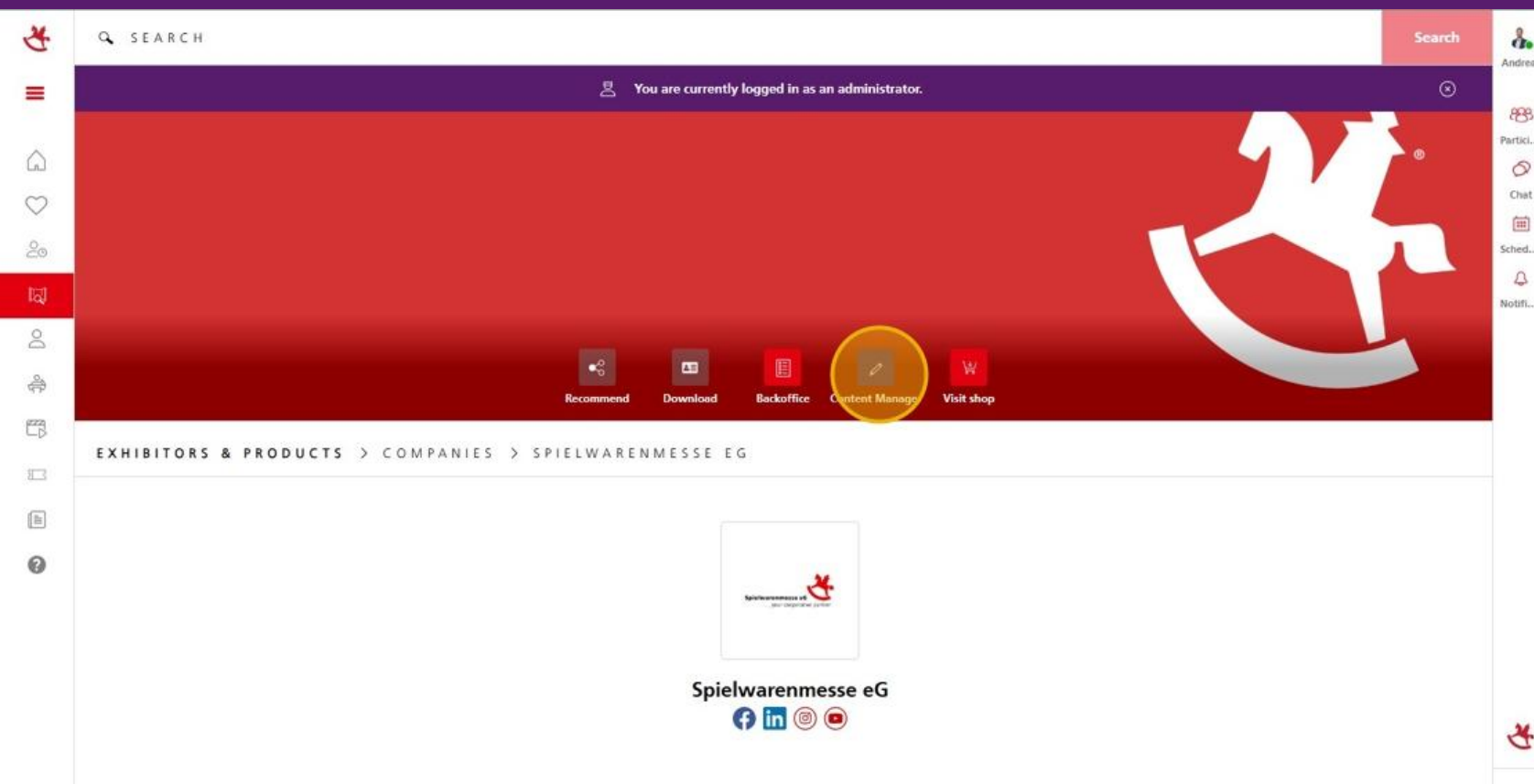
Demo



Link (1)

Company website





Spielwarenmesse eG

Upload the basic information for your digital company profile. Please note that as soon as you click the red "publish button" at the top right, the data will be published in the online exhibitor directory, on Spielwarenmesse Digital and in the Spielwarenmesse App. You can edit all services included in your media package as well as any individual services you have booked in addition. If you would like to book further services, you will find the "Spielwarenmesse Digital Shop" on the left side in the navigation.

Upload

Company logo



Browse files

Delete current image

Key visual



Browse files

Delete current image

Select a product

Spielwarenmesse Digital

App

Basic Information

Company name*

Phone

Discard changes

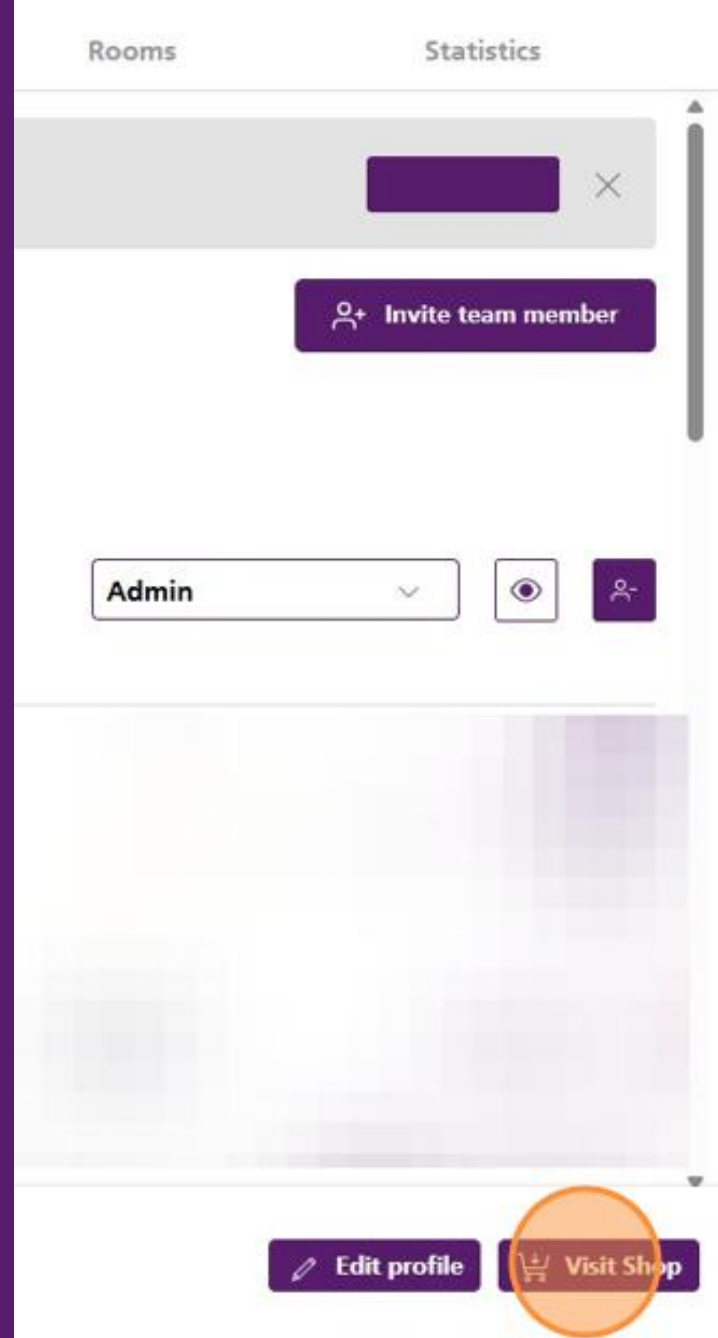
Publish

EN | DE

Fit For Fair: Spielwarenmesse Digital

30.10.2025

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Hello, Andreas Gerngroß

Overview

Your profile

Addresses

Orders

 [Log out](#)

Overview

Here you have direct access to your exhibitor profile. You can edit and upload content using the Content Manager:

 [Event Guide](#)

 [Content Manager](#)

Personal data

Mr. Andreas Gerngroß

Spielwarenmesse eG

Customer number: 00921565

E-Mail: a.gerngross@spielwarenmesse.de

LeadScan



What's that?

Enables **tickets to be scanned** using the Spielwarenmesse app to collect contact details.

As an exhibitor, you also have the option of **downloading the collected data** from the Spielwarenmesse Digital back office.

- **Objective**
Tracking of potential business partners during and after the fair
- **Free service for all trade fair participants**



Benefits

1

Efficient data collection

Direct and automatic recording of visitor data, no manual effort required

2

Qualified leads

Access to valuable contact data such as visitors' interests, job title and company

3

Easy integration into your in-house CRM

Maximum compatibility through CSV export





- 1. Create your personal profile, invite colleagues**
- 2. Maintain company profile [+ Shop]**
- 3. Check personal profile regularly**

SEE YOU ONLINE

SPIRIT
LAY NÜRNBERG

If you have any questions, please contact:



NEUREUTER FAIR MEDIA GmbH
Tel. +49 201 36547-372
mediaservices@spielwarenmesse.de



Your questions

Now ask us your questions using the "Q&A" button in the bottom bar.