



spielwarenmesse®

**FEEL
THE SPIRIT
OF PLAY** NÜRNBERG

spielwarenmesse®

Webinar

Spielwarenmesse Digital

www.spielwarenmesse.de/en/fitforfair

Andreas Gerngroß

Senior 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

Digital Presence x Spielwarenmesse

1

GET FOUND

Company profile, products & brands make your offering easy to find online.

2

MAKE CONNECTIONS

Networking and live chat make direct contact easy.

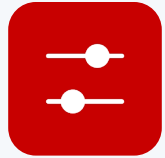
3

USE YOUR LEADS

LeadScan, export & key metrics support your follow-up.

VISIBLE 365 DAYS → BEFORE THE FAIR · ON SITE · AFTERWARDS

Update once – visible everywhere



Content Manager

Central place to maintain your company profile



Data source



Spielwarenmesse Digital (web app)

Platform incl. exhibitor directory – freely accessible, directly within the platform



Native apps (iOS & Android)

Hall and stand finder, programme and on-site LeadScanning



Website

Public hall plan and events calendar

Social media and newsletter: not part of the ecosystem

Your basic listing

Spielwarenmesse Digital

App

Events calendar



Basic listing

Your basic profile is already set up – add to it free of charge, e.g. with up to 5 products



Get found

Visitors search for companies; filter by e.g. product group and location



Hall plan

Interactive and available across all trade fair media

Your company business card for every visitor

Spielwarenmesse Digital

The digital platform for your trade fair presence – 365 days a year

Spielwarenmesse Digital

App

Events calendar



Lead generation

Collect and download leads, and import them into your CRM.



Visible 365 days

Products and companies are reachable all year round.



Greater reach

Better visibility and more efficient follow-up.



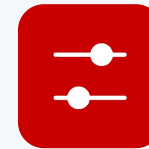
Networking

Connect with exhibitors, visitors and industry experts.



Easy profile updates

Keep data in sync across all systems.



Content Manager

Self-service in the Content Manager; upgrades via the Marketing & Media Shop.

Included in the media package price – once your stand is confirmed

Spielwarenmesse App

The ideal tool for use on site



Spielwarenmesse Digital

App

Events calendar



Finding your way

Hall and stand finder for getting around on site



Programme

Keep track of events – including stand promotions



LeadScan

Capture contacts on site and follow them up straight away

Available for iOS and Android



LeadScan – A Closer Look

Capture contacts at the stand – directly in the Spielwarenmesse App

Spielwarenmesse Digital

App

Events calendar



1. Collect as a team

Add team members to the profile and scan together – data consolidated in real time



2. Scan

Scan the ticket or QR code in the app – the contact is saved automatically



3. Export

Export all contacts as a CSV file

LeadScan Team: the whole team collects leads together

Events calendar

Exclusive stand promotions for visitors – visible in the web app, native apps and website

Spielwarenmesse Digital

App

Events calendar



1. Submit

Create a stand promotion in the official events calendar (Content Manager)



2. Review

Every entry is reviewed



3. Publishing

Visible in the web app, native apps and website



SEARCH

Search

SPIELWARENMESSE

Digital



Home Favorites

Exhibitors VISIT EXHIBITORS >



Hall 12.0 | I-16
ANCORY UK LTD
New exhibitor



Hall 7 | C-62
Best Sport & Freizeit GmbH



Hall 11.1 | A-30
Yiwu Baibian Electronic
New exhibitor



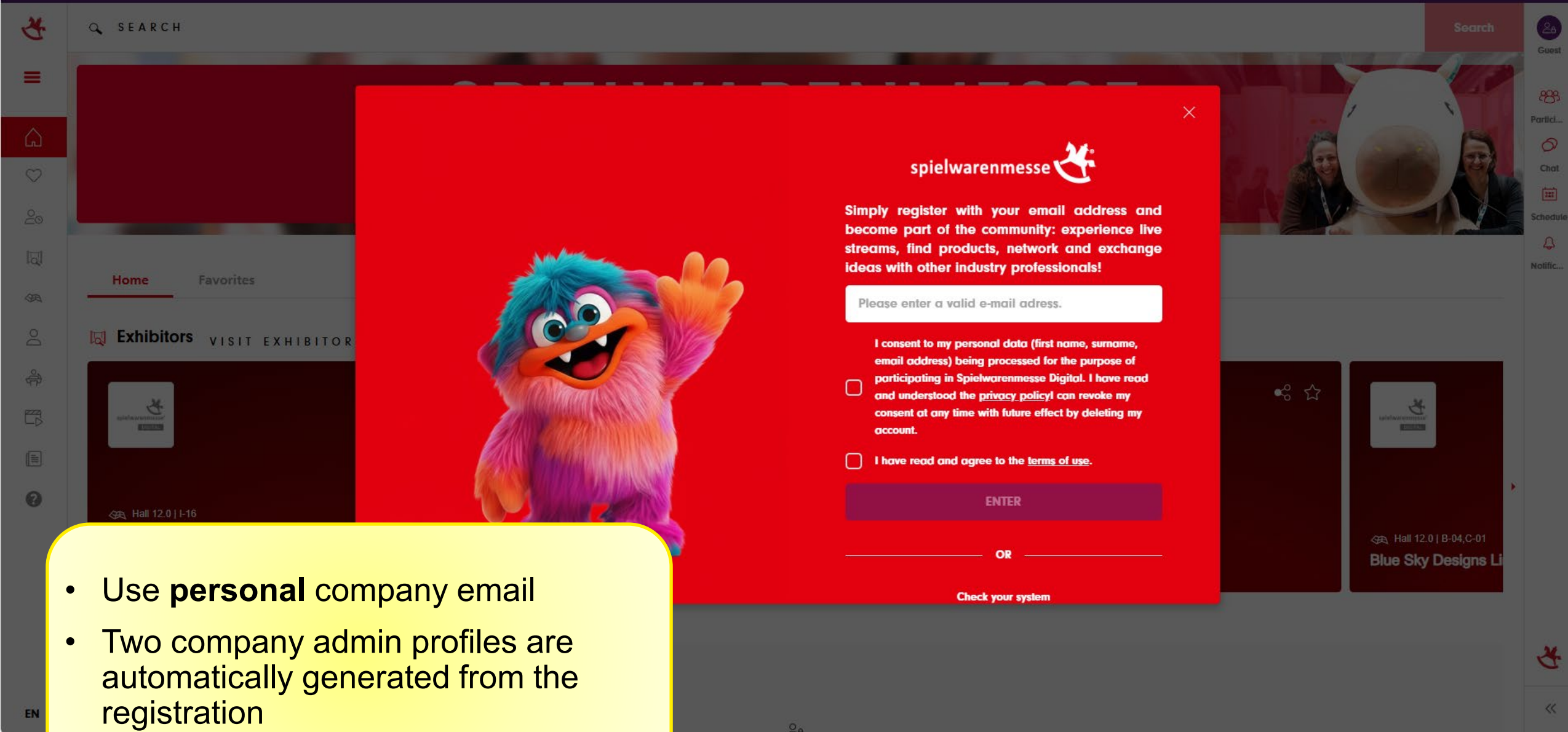
Hall 12.0 | B-04, C-01
Blue Sky Designs Li

Matchmaking FIND YOUR MATCHES >



Notific...





The screenshot shows the Spielwarenmesse Digital website interface. A red overlay is centered on the page, featuring a registration form and a cartoon monster character. The monster is blue and pink with large eyes and a wide smile, waving its right hand. The registration form includes the Spielwarenmesse logo, a welcome message, a text input field for an email address, two consent checkboxes, an 'ENTER' button, an 'OR' separator, and a 'Check your system' link. The background of the website is visible through the overlay, showing a search bar, navigation icons, and a list of exhibitors.

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](#)

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

Suchen

Datei Nachricht Hilfe Acrobat

Löschen Melden Antworten In Teams teilen Alle Apps QuickSteps Verschieben Markierungen Bearbeiten Plastisch Übersetzen Zoom Mit Terminabfrage antworten Archiv durchsuchen Daten archivieren Anrufen Viva Insights Hometsecurity

Your confirmation code for Spielwarenmesse Digital

 noreply@spielwarenmesse.de
An  Gerngroß, Andreas

Di 28.10.2025 12:59

Dear Spielwarenmesse Digital user,

Thank you for your login. To complete your login at Spielwarenmesse Digital, you must enter the following confirmation code at digital.spielwarenmesse.de.

Your confirmation code is: **009780**

PS: You're receiving this email because you have an account at Spielwarenmesse Digital. If you are not sure why you're receiving this, or have any other question, simply contact us at digital@spielwarenmesse.de.

Your Spielwarenmesse Team

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



Search



Kathari...



Partici...



Chat



Schedule



Notific...



Home



Favorites



My Schedule



Exhibitors & Products



Hallplan



Leadfinder



Programme



Media Library



Press



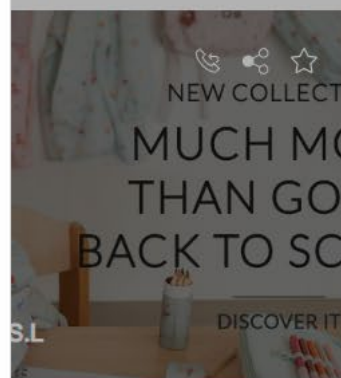
Help

SPIELWARENMESSE

Digital



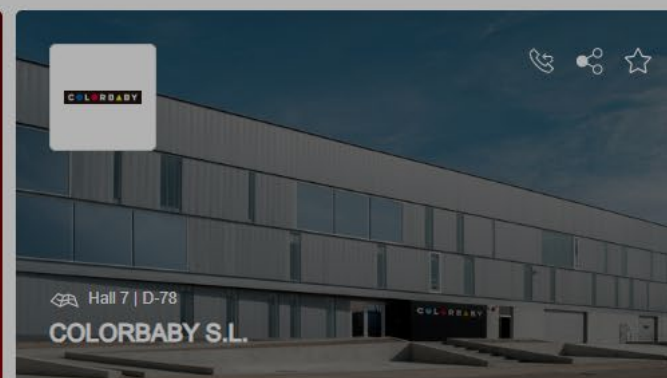
EXHIBITORS >



Hall 3 | E-11

LITTLE GENIUS TOYS PRIVATE LIMITED

New exhibitor



Hall 7 | D-78

COLORBABY S.L.



Hall 12.0 | A-09 | A-11

Pyramid International

OUR MATCHES >



EN | DE

<https://digital.spielwarenmesse.de> [Print](#)



SPIELWARENMESSE

Digital



Home

Favorites

Exhibitors VISIT EXHIBITORS >

Hall 12.0 | D-02
Intek International Ltd.

Hall 10.0 | D-21
DETOA Albrechtice s.r.o.

Hall 11.0 | C-08,D-05 | D-08,E-05
SPORTS GOODS AND TOYS EXPORT PROMOTI

Matchmaking FIND YOUR MATCHES >

Katharina Straub
Dual Student 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

Spielwarenmesse eG [Manage](#)

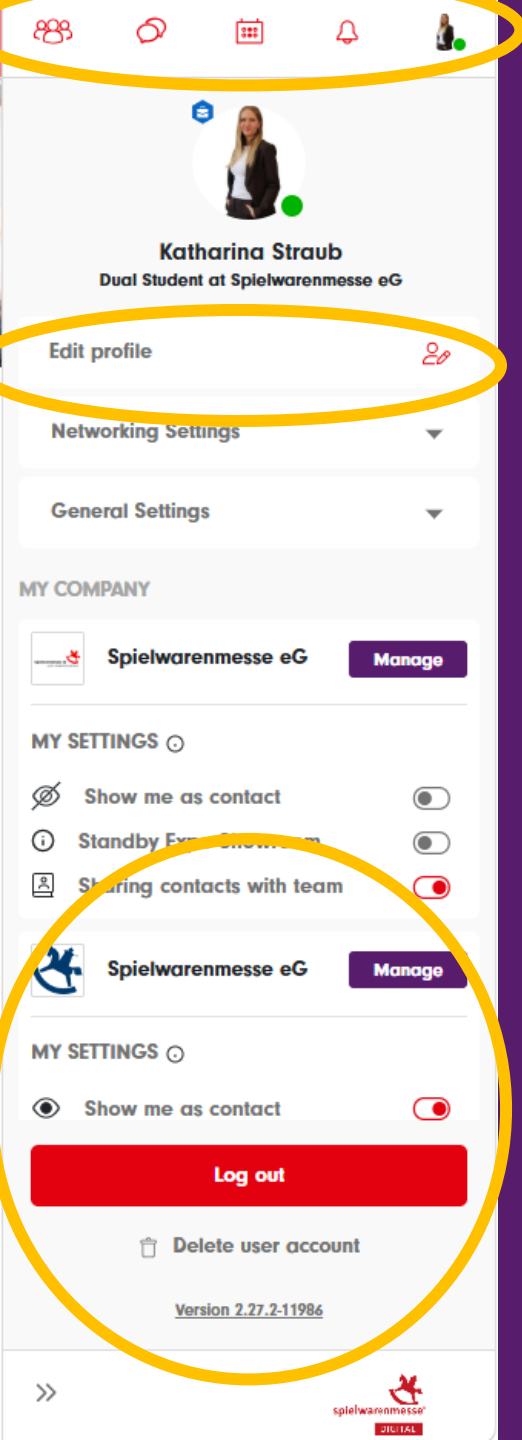
MY SETTINGS

☒ Show me as contact

[Log out](#)

[Delete user account](#)

Version 2.27.2-11986



Communications Center

Personal communication options (contacts, chats appointments)

Maintaining personal profile

Managing company profile and employees



Basic

Communication

Address

Attributes

Social Media

✦ Matchmaking

✦ Matchmaking ready Nice progress — you're now able to receive more relevant content

We use these details to suggest relevant contacts and content to you — and to make your profile visible to the right attendees.

Interests

Your interests

Search

14 selected

Books

Creative design

E-Games

Fashionable products

Festive articles, carnival

Games

Learning and experimenting

Model construction, hobbies

Model railways and accessories

Soft toys

Offers & needs Pro tip: The more details you provide, the better matches we can find for you

I'm offering

Add categories of what you offer...

I'm looking to buy

Add categories of what you are looking for...

Cancel

Save

**Katharina Straub**
Dual Student 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



Spielwarenmesse eG

Manage

MY SETTINGS

Show me as contact

Log out

Delete user account

Version 2.27.2-11986



❖ Matchmaking FIND YOUR MATCHES >





Katharina Straub Me

Dual Student at Spielwarenmesse eG

🔥 Matchmaking ready

My information

+49 911 99813-710

k.straub@spielwarenmesse.de

Germany

German, English

Socials



Edit profile

Interests

Books Creative design E-Games Fashionable products

Festive articles, carnival Games Learning and experimenting

Model construction, hobbies Model railways and accessories Soft toys

Sports, leisure, outdoor Sustainability Western Europe

Wooden toys, toys made from natural material

I'm offering

You currently have no selected offers

I'm looking to buy

You currently have no selected requests



Spielwarenmesse eG



Recommend



Download



Bookmark



Katharina Straub
Dual Student 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



Spielwarenmesse eG

Manage

MY SETTINGS

Show me as contact

Log out

Delete user account

Version 2.27.2-11986





Team

Visitors

Contact request

Meeting request

Rooms

Statistics

Team members (4)

Invitations (3)

SEARCH FOR A TEAM MEMBER

Filter



Katharina Straub (k.straub@spielwarenmesse.de)

Me

Dual Student at Spielwarenmesse eG

Sharing contacts with team: On

Invite team member

Admin



Admin



Admin



Admin



Katharina Straub
Dual Student 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



Spielwarenmesse eG

Manage

MY SETTINGS

Show me as contact



Log out

Delete user account

Version 2.27.2-11986



To edit your company profile or buy more items click on one of these buttons

Edit profile

Visit Shop

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

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

SEARCH

EXHIBITORS & PRODUCTS > COMPANIES > SPIELWARENMESSE EG > BACKOFFICE

Team

Visitors

Contact request

Meeting request

Rooms

Statistics

Team members (4)

Invitations (3)

Invite team member

SEARCH FOR A TEAM MEMBER

Filter

Katharina Straub (k.straub@spielwarenmesse.de)

Dual Student at Spielwarenmesse eG

Sharing contacts with team: On

Me

Admin

Admin

Admin

Admin

EN

To edit your company profile or buy more items click on one of these buttons

Edit profile

Visit Shop

Search

Katharina Straub

Dual Student at Spielwarenmesse eG

Edit profile

Networking Settings

General Settings

MY COMPANY

Spielwarenmesse eG

Manage

MY SETTINGS

Show me as contact

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Spielwarenmesse eG

Manage

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Delete user account

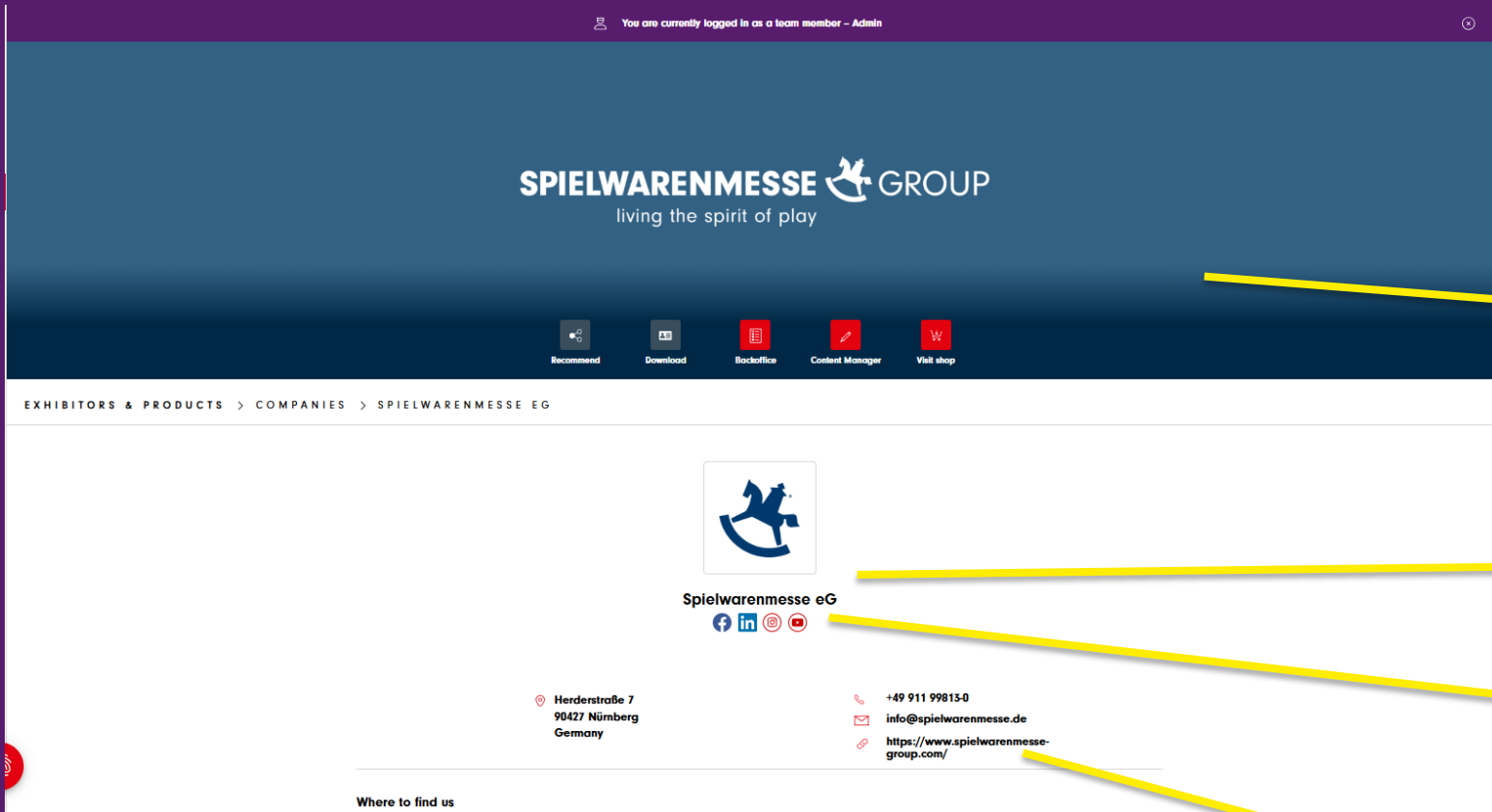
Version 2.27.2-11986

>>

Fit For Fair: Spielwarenmesse Digital

28.10.2026

24



Digital company profile

Header

Logo

Social Media

Company information

Stand number & Company description

Where to find us

Digital | 1
Main Exhibitor

About us

Spielwarenmesse Group 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 and is supported by representatives in over 100 countries....

Show more ▼

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 und links, voucher, 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



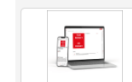
Festive Articles, Carnival, Fireworks



Games, Books, Learning and Experimenting



Products



Product entry

Presenting additional products and showcasing variety – beyond the media package, further product entries can be individually booked. With texts, images and videos, products are displayed on Spielwarenmesse Digital and in the app, ensuring they are presented in the best possible way....



Weblinks (2)



Company Website



Marketing & Media Shop



SPIELWARENMESSE GROUP

living the spirit of play



Recommend



Download



Backoffice



Content Manager



Visit shop

EXHIBITORS & PRODUCTS > COMPANIES > SPIELWARENMESSE EG



Spielwarenmesse eG



Herderstraße 7
90427 Nürnberg
Germany

+49 911 99813-0
info@spielwarenmesse.de
<https://www.spielwarenmesse-group.com/>

Where to find us

Invite team member

Admin



Admin



Admin



Admin



Edit profile

Visit Shop



Home



Welcome, Spielwarenmesse eG

This is the Content Manager. Everything you enter here becomes your exhibitor entry - what visitors find in the event app, in the web guide and in the print catalogue.

[Go to company information](#)

What you can enter here



Your company

Name, address, logo and description, and the categories visitors use to find you.



What you offer

Products, trademarks, brochures, images and videos, and links to your own pages.



What happens at your stand

Your events and the people visitors can talk to.



How you reach visitors

News and stories, coupons and job offers, your entry in the print catalogue.

💡 A good place to start



Pick your categories

Categories decide which searches and filters lead visitors to you.



Announce an event at your stand

Events appear in the programme visitors plan their day with.





SEARCH



EXHIBITORS & PRODUCTS > COMPANIES > SPIELWARENMESSE EG > BACKOFFICE

Team

Visitors

Contact request

Meeting request

Rooms

Statistics

Edit profile

Visit Shop

Team members (8)

Invitations (0)

Invite team member

SEARCH FOR A TEAM MEMBER

Filter



Vanessa Müller-Kosog (v.mueller-kosog@spielwarenmesse.de)

Project Manager at Spielwarenmesse eG

Sharing contacts with team: On

Me

Imported

Team Owner

Admin



Spielwarenmesse Digital (digital@spielwarenmesse.de)

Feel Good Manager at Spielwarenmesse eG

Last active: 13 days ago

Sharing contacts with team: On

Admin



Andreas Gerngroß (a.gerngross@spielwarenmesse.de)

Digital Marketing Manager at Spielwarenmesse eG

Last active: 11 minutes ago

Sharing contacts with team: On

Imported

Team Owner

Admin

Marketing & Media Shop of Spielwarenmesse



Specials by Spielwarenmesse

Maximise your visibility with **free additional placements** at key hotspots throughout the trade fair. From the New Product Gallery to the ToyAward – take advantage of our specials to attract maximum attention from over 57,500 trade visitors.

[Discover all Specials](#)

Top seller



Product entry

Presenting additional products and showcasing variety – beyond the media package, further product entries can be individually booked. With...



Product categories

Being found by the right trade visitors: With additional product categories, the company profile can be presented even more broadly in the...



Press release Press Center + online

With press boxes in the Press Center and digitally on the Spielwarenmesse Digital platform, media professionals have quick and easy access to...

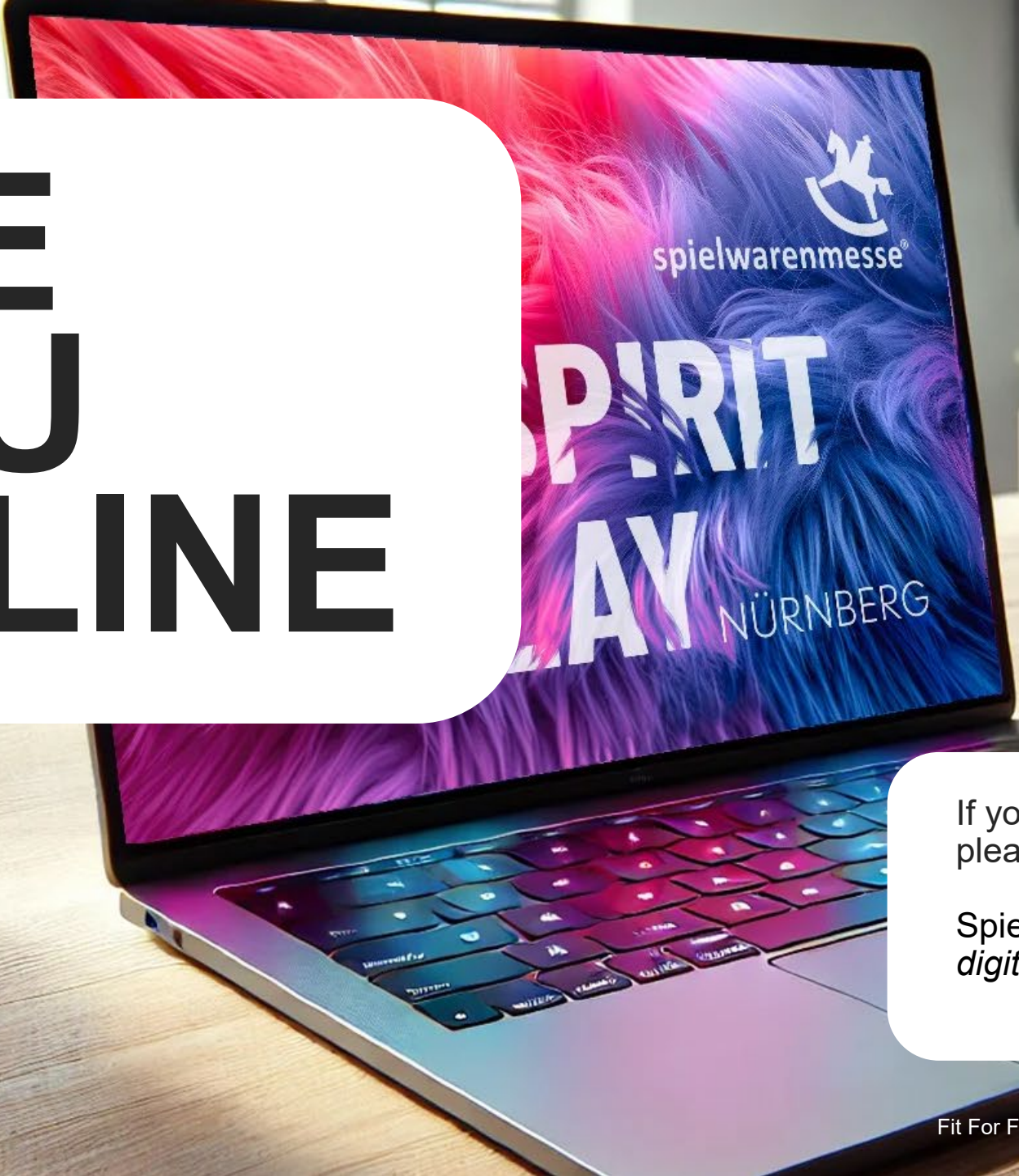




Your questions

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

SEE YOU ONLINE



spielwarenmesse®
SPIRIT
AY NÜRNBERG

If you have any questions,
please contact:

Spielwarenmesse Team Digital
digital@spielwarenmesse.de