



# Your Spielwarenmesse Guide

01

## Preparation – Your Key to Trade Fair Success

It's best to consider in advance what you want to achieve at the fair and how you want to use your time. For example: expanding your product range, getting to know cooperation partners, monitoring trends, networking.

Click on the **linked** words for more information.

IMPORTANT:  
*Start planning your journey and accommodation in good time.*

## Digital Tools

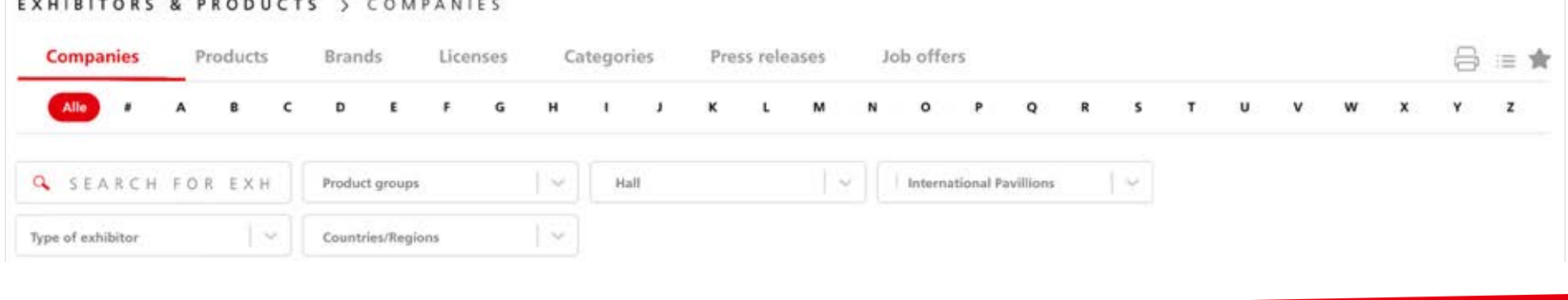
For planning your visit, you can use our digital tools.

**WEBSITE:** Here you will find all important information about the fair, from travel arrangements to tickets.

**SPIELWARENMESSE DIGITAL** enables you to research exhibitors in detail, arrange and plan appointments. The exhibitor events and the programme of the Toy Business Forum can also be found here.



*The search function allows you to filter precisely according to your interests and find suitable exhibitors*



**Tip:** Save exhibitors, products, brands and speakers as favourites using the icon, so you always have everything in view under the Favourites tab.

Favourite contacts can be found under the Participants tab.

**It pays to arrange appointments early:** Contact important exhibitors, partners or licensors in advance by email, LinkedIn or via Spielwarenmesse Digital and arrange a meeting.

## On site – How to get the most out of your visit

The **SPIELWARENMESSE APP** is linked to Spielwarenmesse Digital, so you always have your calendar and favourites with you. With the interactive hall plan, you are perfectly equipped to find every exhibitor at the fair. You can find the detailed plan of each individual hall in the interactive hall plan or at the entrances to the respective halls.

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Plan breaks and drink enough water  
**#StayHydrated.**

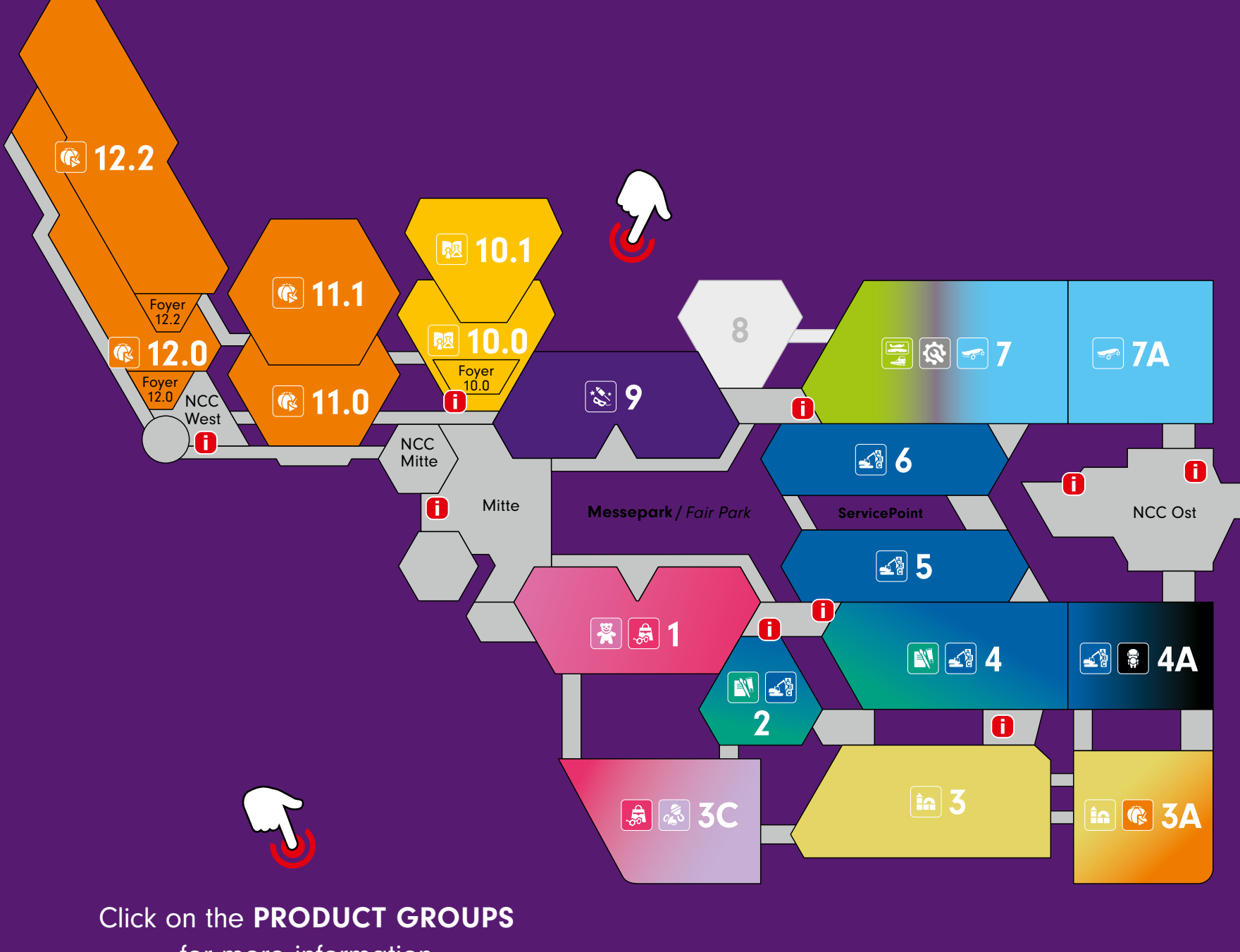
*On Spielwarenmesse Digital you can contact participants and schedule appointments in the calendar.*

You can find all of this here.



**Attention!**  
Please consider the walking distances between your appointments. The exhibition grounds are extensive.

You can find the interactive hall plan and the **SITE LAYOUT** by **PRODUCT GROUPS** on the **WEBSITE**, **SPIELWARENMESSE DIGITAL** and in the **APP**.



Click on the **PRODUCT GROUPS** for more information

- LIFESTYLE PRODUCTS**  
Trends in children's rooms – original gifts, clothing and accessories as well as decorations.
- DOLLS, SOFT TOYS**  
The classics of the toy industry – traditional dolls and soft toys also with digital and interactive features, plus accessories.
- BABY AND INFANT ARTICLES**  
For the needs of the very young – a variety of toys and clothing, attractive furnishings for the home and safety, practical care and feeding accessories as well as travel systems.
- WOODEN TOYS, TOYS MADE FROM SUSTAINABLE MATERIAL**  
Materials for the future – traditional toys made from wood, cardboard, cork and other natural materials as well as special pedagogical concepts.
- SCHOOL ARTICLES, STATIONERY, CREATIVE DESIGN**  
Back-to-school and do it yourself – useful utensils for starting school, craft materials for creative pursuits and other paper, office supply and stationery products.

- TECHNICAL TOYS, EDUCATIONAL TOYS, ACTION TOYS**  
An abundant assortment – building, construction and metal toys, educational toys that foster the skills of children of all ages and coveted collectible figures from a variety of themed worlds.
- ELECTRONIC TOYS**  
Technology meets toys – interactive kits for programmable robots, remote-controlled toys for the young and old, ideas for games in virtual worlds and electronic educational toys.
- MODEL CONSTRUCTION AND MODEL RAILWAYS**  
Classics and innovations for miniature worlds – complete kits and extensive accessories for beginners, professionals and collectors.
- SPORTS, LEISURE, OUTDOOR**  
Toys for leisure pursuits in summer and winter – exciting innovations such as bicycles, playhouses and ball sports equipment.
- FESTIVE ARTICLES, CARNIVAL, FIREWORKS**  
Everything you need for a celebration – original costumes, decorations and firecrackers for seasonal events and special occasions.

- GAMES, BOOKS, LEARNING AND EXPERIMENTING**  
Fostering creativity – board games and innovative new releases with digital functions, plus children's and young adult literature as well as various educational and experimental kits.
- MULTI-PRODUCT GROUP**  
Comprehensive range of offerings – area for exhibitors with a broad product selection.
- SERVICES FOR TRADE AND INDUSTRY**  
A showcase for experts – from testing and inspection institutes through to packaging manufacturers and agencies offering various marketing services.



## Networking

### Conversation starter:

An elevator pitch is a great way to present yourself and your concerns concisely. With a little preparation, it's easy to make a clear, professional and likeable first impression.

### Capturing contacts:

Use business cards, badge scanning with the **MESSE-APP**, or the **LINKEDIN-QR-CODE** QR code.

## 3 Tips for your Trade fair Visit



## The Networking Event

*At Red Night, on the evening of the trade fair Thursday, parties take place directly at the exhibition stands – with drinks, snacks and a relaxed atmosphere*

### Don't miss out:

2025 marks the 75th edition of the fair. This anniversary will be celebrated with something special at the fair, and on Thursday evening there will be a big fireworks display.



## Etiquette & Behaviour

### TRADE FAIR OUTFIT:

*Neat, comfortable and definitely shoes you can walk in all day. Don't forget your e-ticket for the next day – this avoids stress in the morning.*

**Large bags/trolleys** must be left at the **cloakroom**.

### Direct sales are not permitted:

No private purchases/sales on the exhibition floor

## Stay up to date

*Follow Spielwarenmesse on social media to get the latest news first: LinkedIn, Instagram, Facebook und YouTube.*

Additionally, the **NEWSLETTER** gives you exclusive insights, trends and insider news.

# Highlights

## Our focus topics

*The focus topics of Spielwarenmesse provide you with a concise overview and help you to discover new ideas and business opportunities in a targeted way. They offer clear guidance within the diverse range of the fair and make it easy to identify the most exciting developments in the industry at a glance.*



### New Product Gallery

Product innovations from exhibitors compactly presented in one area. Discover new products, trends and innovations at a glance. This is an effective way to find items for expanding your product range.



### ToyTrends

The international **TrendCommittee** presents the most important trends for the coming year here. The trend analysis provides well-founded insights into developments that influence purchasing behaviour. Ideal for forward-looking assortment planning.



### Kidults

Products in this area are characterised by high quality standards, collector's value and nostalgia. Toys for this growing target group are presented here in the categories "Collectibles", "Creative Fantasy" and "Tabletop Games", providing a quick overview of the Kidults.



### ToyAward

An international jury of experts annually awards particularly innovative and market-relevant new products at the fair. Here you can find an award-winning product for every age group, distinguished by ingenuity and play value.



### Sustainable Collection

Discover sustainable toys at the fair – these are easy to find thanks to uniform labelling at the stands, in the New Product Gallery and online. The selection is based on verified criteria such as material, design and value chain. Presentations at the Toy Business Forum provide additional input.



### StartUpArea

The StartupArea showcases new developments and creative approaches from young companies. Innovative product ideas and fresh impulses enrich the range and enable early monitoring of emerging trends.



### LicenseLounge

The perfect meeting point for direct exchange between licensors and licensees. Industry newcomers are also well catered for – licensing magazines and comprehensive specialist information at the LicenseTalks provide an initial insight into this diverse sector.



### Toy Business Forum

The Toy Business Forum offers daily expert presentations on trends, market developments and innovations. The content provides practical information and supports you in navigating the dynamic market environment.



### Special: Sports, Leisure, Outdoor

This area is all about trying things out. Here you will find an overview of products that embody the joy of movement. By testing them, everyone can experience the toys for themselves and take a short active break from the busy trade fair routine.



### Follow-up – Your trade fair success starts now

- Organise and prioritise contacts and business cards
- Send follow-ups to the conversations you had at the fair
- Record success monitoring and lessons learned for the next fair

# 03.

#### Bonus tips:

- If you prefer a physical site plan, pick up our Fair Guide on site.
- Listen actively & ask targeted questions: What are the new products? Which trends do you see? How is distribution handled?
- Our VisitorLounges are perfect for a short break.
- If you have any questions, you can always approach the Spielwarenmesse staff. There are info counters between the exhibition halls that can help you in detail.
- Make notes directly after a conversation. This makes follow-up much easier.

# 04.

**Now you are perfectly prepared  
for Spielwarenmesse.**

**From now on, it's all about having fun  
and experiencing the Spirit of Play.**

**We wish you a successful fair.**



spielwarenmesse 

**CELEBRATE WITH US!**  
**75<sup>th</sup> SPIRIT OF PLAY**  
Nürnberg, 27 – 31 Jan 2026