

Mitte Eingang · Entrance

FEEL THE SPIRIT OF PLAY

Your Spielwarenmesse Guide

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, monitoring trends, networking.

01

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

IMPORTANT:

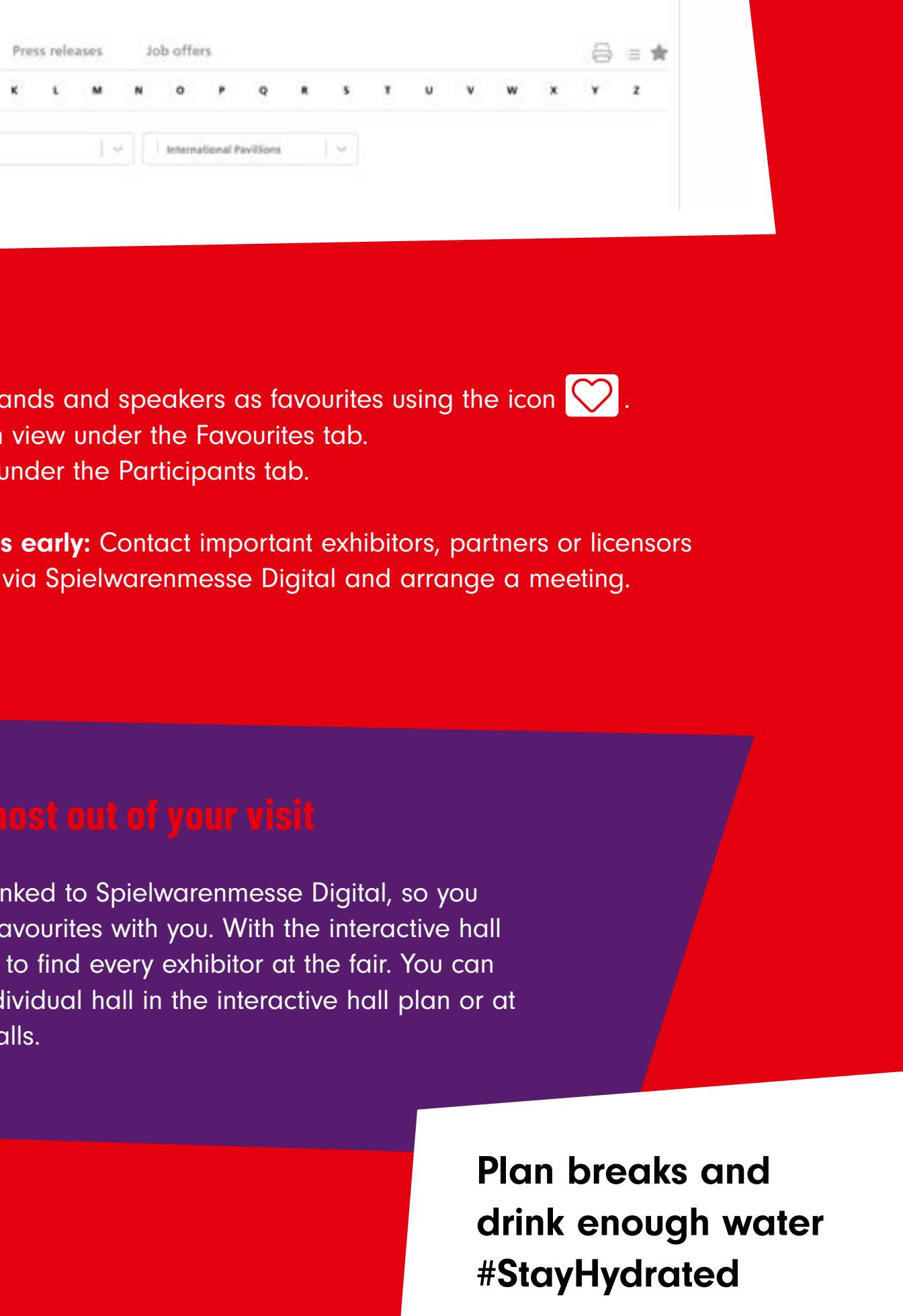
*Start planning your **journey** and **accommodation** in good time.*

Digital Tools

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

WEBSITE with all the important information about the fair, from travel arrangements to tickets.

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



The search function in Spielwarenmesse Digital allows you to filter according to your interests and find suitable exhibitors.

[EXHIBITORS & PRODUCTS](#) > [COMPANIES](#)

[Companies](#) [Products](#) [Brands](#) [Licenses](#) [Categories](#) [Press releases](#) [Job offers](#)

[All](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[SEARCH FOR EXH](#) [Product groups](#) [Hall](#) [International Pavilions](#)

[Type of exhibitor](#) [Countries/Regions](#)

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.

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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:



 **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 as well as digital and interactive features.

 **BABY AND INFANT ARTICLES**
For the needs of the very young – a variety of toys and clothing, practical furnishings for accessories as well as travel systems.

 **WOODEN TOYS, TOYS MADE FROM SUSTAINABLE MATERIAL**
Materials for the future – sustainable materials made from wood, cardboard or other natural materials as well as special pedagogical concepts.

 SCHOOL ARTICLES, STATIONERY, BACK-TO-SCHOOL and do it yourself – useful utensils for starting school, craft materials for creative products and other paper, office supply and stationery.

 **TECHNICAL TOYS, EDUCATIONAL TOYS**

And metal toys, educational building, foster construction and children's craft sets and educational collectible figures from a variety of themed worlds.

 **ELECTRONIC TOYS** – interactive kits for programmable robots, toys, remote-controlled toys, virtual worlds and electronics for educational toys.

 **MODEL CONSTRUCTION AND**

Classics, kits and innovations for miniatures worlds – beginners, professionals and collectors.

 SPORTS, LEISURE, OUTDOOR

Toys for leisure pursuits such as bicycles and playgrounds – ball sports equipment.

 FESTIVE ARTICLES, CARNIVAL, FIREWORKS

Costumes, decorations and firecrackers for seasonal events and special occasions.

 **GAMES, BOOKS, LEARNING AND EXPERIMENTING**

Fostering creativity – digital functions and innovative new products with didactic as well as various educational and experimental kits.

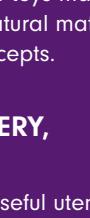
 **MULTI-PRODUCT GROUP**

Comprehensive range of offerings – area for exhibitors with a broad product selection.

 **SERVICES FOR TRADE AND INDUSTRY**

A showcase for experts – from testing and manufacturing services.

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

 Click on the **COMPANIES** for more information

 Click on the **EXHIBITORS & PRODUCTS** for more information

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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 **SPIELWARENMESSE-APP** or the **LINKEDIN-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:

In 2026, Spielwarenmesse celebrates its 75th edition. This special occasion will be honored at the fair with a variety of activities.



Etiquette & Behaviour

TRADE FAIR OUTFIT:
Comfortable and definitely wear shoes you can walk in all day.

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 and YouTube.

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

Highlights

Our focus topics



New Product Gallery

Product innovations from one exhibitor. 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 purchasing behaviour, ideal for forward-looking assortment planning.



Kidults

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



LicenseLounge

The license fair is 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.



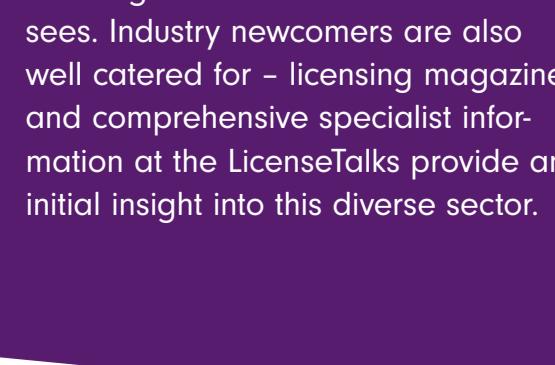
Toy Business Forum

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



Special: 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 and take a short break from the busy Trade Fair routine.



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StartupArea

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



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 learnt 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.**

