



75th Spielwarenmesse: At a glance

Key information

- The Spielwarenmesse is the world's leading event for the toy sector.
- Open Tuesday, 27 Jan – Saturday, 31 Jan 2026

Spielwarenmesse Digital

- Innovative business platform for digital networking
- Virtual product presentations from exhibitors
- Expert talks on livestream

Specials by Spielwarenmesse

- The Special **Toys for Kidults** in **Entrance Mitte** showcases products for the target group of game-playing adults.
- In **Entrance Mitte**, the **ToyTrends** bring the Spielwarenmesse trends with numerous product examples to live.
- The **New Product Gallery** in **Hall 3A** presents innovations compact in one place.
- In **Hall 3A**, the **ToyAward** stand spotlights the nominees and winners of the Spielwarenmesse novelty prize.
- Young German and international businesses introduce themselves in the **StartupArea** in **Hall 3A**.
- The **Special Sports, Leisure, Outdoor** in **Hall 7A** encourages to try out toys for the outdoors in a Testing Area.

More highlights

- **Toy Business Forum:** Daily insights from the experts on current market developments and trends in **Hall 3A**

- Product group **Services for Trade and Industry** in **Hall 7**
- **GamesCafé:** Meeting point for games inventors in the **Foyer of Hall 11.0**
- **LicenseLounge:** Networking area for the licensing industry with **LicenseTalks** in **Foyer Entrance West**
- **International Pavilions**, various halls

Press dates of Spielwarenmesse eG

- **Main Press Conference:** Thursday, 22 Jan 2026, in the Historic City Hall Nuremberg and livestreamed on Spielwarenmesse Digital – a separate invitation follows
- **PressDay:** Tuesday, 27 Jan 2026, **opening ceremony with walking acts**, followed by **ToyPitch** in the Toy Business Forum in Hall 3A, **Tour of ToyTrends and Toys for Kidults** in Entrance Mitte and **exhibitors' presentation at the booths**, directly in the halls
- **ToyAward presentation to the winners:** Wednesday, 28 Jan 2026, Toy Business Forum, Hall 3A
- **Guided Tour of StartupArea:** Wednesday, 28 Jan 2026, StartupArea, Hall 3A

Events during the Spielwarenmesse

- **Tuesday, 27 Jan 2026:**
Start of **Toy Business Forum**, Hall 3A
- **Wednesday, 28 Jan 2026:**
Value of Play Conference, 8:30 am, Toy Business Forum, Hall 3A
(Admission from 8 am at Entrance Ost)
- **Thursday, 29 Jan 2026:**
Induction ceremony of the Model Car Hall of Fame, Toy Business Forum, Hall 3A, at 4:30 pm



RedNight – Big exhibitor party night:

stand parties in various product groups,
6 pm – 10 pm

- **Friday, 30 Jan 2026:**
Game Inventors Convention followed by an evening event with the presentation of the 'DuAli Awards' of the Ali Baba Games Club, Entrance Mitte, Level 1, Foyer, Brussels hall, Munich hall

Wanting to attend – but how?

- **Media representatives:** Accreditation at www.spielwarenmesse.de/en/accreditation
Contact: presse@spielwarenmesse.de
- **Exhibitors:** Registration forms at www.spielwarenmesse.de/en/exhibit
Contact: sales@spielwarenmesse.de
- **Trade buyers** can buy their tickets in their own country through their representative at www.spielwarenmesse.de/en/tickets
Contact: visitors@spielwarenmesse.de

Admission

- Day e-ticket: €25
 - 5-day e-ticket: €45
- Tickets for Spielwarenmesse 2026 can be purchased online from November onwards. We ask you to buy your ticket before travelling to the fair. The QR code on the ticket can be scanned at the turnstiles at the Entrances West, Mitte and Ost to the Exhibition Center Nuremberg.

The e-ticket entitles to **journeys on all VGN buses/trains** (for trains: 2nd class, supplement-free trains) to/from Spielwarenmesse within the **entire VGN-Area** until the end of the operating hours (including nightliner services). VGN terms and conditions apply in all other respects.

Opening hours

- Daily 9 am – 6 pm, Saturday until 5 pm
- Press Center, NCC Ost, Level 1
daily 8.45 am – 6 pm, Tuesday from 8.30 am, Saturday until 5 pm
- Note: Persons under 16 years of age will not be admitted – excluding children up to the age of 6 months accompanied by a fair participant.

Your stay

- Booking accommodation: Bed and breakfast through Airbnb or hotel rooms at one of the fair's partner hotels
www.spielwarenmesse.de/en/stay
- Discovering Nuremberg:
www.spielwarenmesse.de/en/nuremberg

The Spielwarenmesse online

www.spielwarenmesse.de
www.spielwarenmesse.de/en/digital
www.toyaward.de/en



The organiser online

www.spielwarenmesse-eg.de