



**spielwarenmesse**

Nürnberg 2 – 6 Feb 2027

## 76<sup>th</sup> Spielwarenmesse: At a glance

### Key information

- The Spielwarenmesse is the world's leading event for the toy sector.
- Open Tuesday, 2 Feb – Saturday, 6 Feb 2027

### 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** present the Spielwarenmesse trends through numerous product examples.
- The **New Product Gallery** in Hall 3A offers innovations compact in one place.
- In Hall 3A, the **ToyAward area** spotlights the finalists and winners of the 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

- **Let's Connect! Toy Community Meetup:** Networking and casual sessions on trending topics
- **Toy Business Forum:** Daily insights from the experts on current market developments and trends, Hall 3A

- **New: Product group Manufacturing Services**, Halls 11.0 and 11.1
- **GamesCafé:** Meeting point for games inventors, Foyer of Hall 11.0
- **LicenseLounge:** Networking area for the licensing industry with **LicenseTalks**, Foyer Entrance West
- **International Pavilions**, various halls

### Press dates of Spielwarenmesse eG

- **Main Press Conference:** Thursday, 28 Jan 2027, Ofenwerk Nuremberg and livestreamed on Spielwarenmesse Digital – a separate invitation follows
- **PressDay:** Tuesday, 2 Feb 2027, **Photo stop: Opening parade**, followed by **ToyPitch**, Toy Business Forum, Hall 3A, **BusPitch**, departure at Entrance Ost, **Tour of the Specials ToyTrends and Toys for Kidults**, Entrance Mitte, and **Exhibitors' presentations**, directly at the stands
- **ToyAward presentation:** Wednesday, 3 Feb 2027, Toy Business Forum, Hall 3A

### Events during the Spielwarenmesse

- Tuesday, 2 Feb 2027:  
Start of **Toy Business Forum**, Hall 3A
- Wednesday, 3 Feb 2027:  
**Value of Play Conference**, 9 am, Toy Business Forum, Hall 3A
- Thursday, 4 Feb 2027:  
**RedNight – Big exhibitor party night:** 6 pm – 10 pm, stand parties in various halls
- Friday, 5 Feb 2027:  
**International Game Inventors Convention** followed by an evening event with the presentation of the 'DuAli Awards' of the Ali Baba Games Club, Brussels hall and foyer, Munich hall, Level 1, Entrance Mitte



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### Wanting to attend – but how?

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

### Admission

- Day e-ticket: €29,  
Saturday: €18
- 5-day e-ticket: €55  
Tickets for Spielwarenmesse 2027 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: 2<sup>nd</sup> 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,  
**new: Saturday until 2 pm**
- Press Center, NCC Ost, Level 1  
daily 8.30 am – 6 pm,  
**new: Saturday until 2 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

- Official hotel partner: [Revolugo](http://Revolugo)
- Booking accommodation:  
[www.spielwarenmesse.de/en/stay](http://www.spielwarenmesse.de/en/stay)
- Discovering Nuremberg:  
[www.spielwarenmesse.de/en/nuremberg](http://www.spielwarenmesse.de/en/nuremberg)

### Spielwarenmesse online

[www.spielwarenmesse.de](http://www.spielwarenmesse.de)  
[www.spielwarenmesse.de/en/digital](http://www.spielwarenmesse.de/en/digital)  
[www.toyaward.de/en](http://www.toyaward.de/en)



### The organiser online

[www.spielwarenmesse-group.com](http://www.spielwarenmesse-group.com)