



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** 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 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

- **Let's Connect! Toy Community Meetup:** Networking and casual sessions on trending topics, Hall 2

- **Toy Business Forum:** Daily insights from the experts on current market developments and trends, Hall 3A
- Product group **Services for Trade and Industry**, Hall 7
- **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, 22 Jan 2026, 11 am, Historic City Hall Nuremberg and livestreamed on Spielwarenmesse Digital
- **PressDay:** Tuesday, 27 Jan 2026:
 - 8.50 am **Walking Act Photo Session:** joint press photo with the Executive Board at Spielwarenmesse eG, Toy Business Forum, Hall 3A
 - 9 am **ToyPitch**, Toy Business Forum
 - 10.15 am **BusPitch**, departure at Entrance Ost
 - 10.30 am **Tour of ToyTrends and Toys for Kidults**, Entrance Mitte
 - 11 am **Exhibitors' presentations**, directly at the exhibitors' stands
- **ToyAward presentation to the winners:** Wednesday, 28 Jan 2026, 11 am, Toy Business Forum, Hall 3A
- **Guided Tour of StartupArea:** Wednesday, 28 Jan 2026, 12 pm, meeting point: Lounge, Hall 3A, D-05
- **Exclusive Coffee Break in the LicenseLounge:** Wednesday, 28 Jan 2026, 3 pm, Foyer NCC West



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,
prior registration required)
- Thursday, 29 Jan 2026:
**Awards Ceremony of the Model Car
Hall of Fame**, 4.30 pm, Toy Business
Forum, Hall 3A,
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

Admission

- Day e-ticket: €25
- 5-day e-ticket: €45
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