

Definition

Trade visitors are all persons who trade in or work with toys or other products represented at Spielwarenmesse on a commercial basis.

The core target group of Spielwarenmesse® comprises trade buyers.

The decisive factor for eligibility for visiting Spielwarenmesse® is proof of the person's legitimate interest. This could be employment in one of the following in the various target groups:

SUGGESTED target groups for trade visitors:

- Toy retailers
- Toy wholesalers
- Department stores
- Mail-order companies
- Self-service chains, supermarkets
- Importers/exporters
- Hobby and craft shops
- Souvenir or gift shops
- Museum shops
- Sports shops
- Furniture shops
- Discount shops
- Convenience shops (e.g. kiosks, service stations, railway station shops, neighbourhood stores)
- Stationery shops/ office supplies
- Paper retailers and wholesalers
- Decoration shops
- Book and music shops
- TV shopping centres
- Online shops
- Florists /garden centres
- Chemist's shops
- Shops specialising in articles for babies
- Model railway shops
- Model retailers

Proof:

Company business card or extract from commercial/itinerant traders register.

Social enterprises:

- Nursery schools, day nurseries
- Schools
- Therapeutic practices
- Workshops for people with disabilities

Proof of eligibility:

Confirmation from the organization supporting the facility that the stated person is authorized to order toys for the facility.

The collection of donations is prohibited and we expressly request all concerned to refrain from such action. Our exhibitors take part in our official Spielwarenmesse® donation campaign every year.

Other trade visitors:

- Salesmen
- Agencies (Event, PR, Marketing, Advertising)
- Licensors
- Licensees
- Showmen (i.e. raffle stalls, fairground rides)
- Amusement-, Leisure parks

Proof of eligibility:

Company business card or extract from commercial/itinerant traders register.