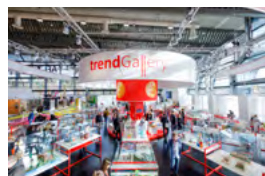




PRODUCT PRESENTATION

IN SPECIAL AREAS AND ACTIVITY AREAS

Increase your visibility at the exhibition centre by using attractive secondary placements to stage your innovations.



TRENDGALLERY

This special area in Hall 8 is the visitor magnet of the Spielwarenmesse and provides the perfect platform for presenting your trade fair innovation as a secondary placement. Set the scene for your product with a high-impact showcase (available in three different sizes).

Price: showcases from 340.00 €

► **additional Information**



NEW PRODUCT PACKAGE

This package includes selected measures that will help you to professionally launch your new product: for example, a showcase in the TrendGallery, a product description on Spielwarenmesse Digital, a press box, a teaser post on Facebook and a story takeover on the Spielwarenmesse Instagram channel. The package also includes participation in the PressPreview with 6 m² of stand space.

Price: from 1,750.00 €

PRESSPREVIEW



This unique event will take place from 9 am to 12:30 pm on 1 February 2022, the day before the Spielwarenmesse opens its doors. Traditionally, it has been used by media representatives as the basis for their reporting on the first day of the trade fair. With a presentation stand (available in three different sizes), you have the opportunity to present your product before the official start of the trade fair and ensure it gets attention from the international media.

Price: from 1,470.00 €

► **additional Information**



TOYAWARD

For the Spielwarenmesse innovation award, a jury of experts selects winners in six categories (Baby & Infant, PreSchool, SchoolKids, Teenager & Adults, Startup and Sustainability). The products submitted by the winners and nominees benefit from a high-impact presentation in the TrendGallery for the duration of the trade fair and receive extensive press coverage.

Price: free of charge

► **additional Information**

TOYS GO GREEN



The new special area for sustainable toys in Hall 3A offers you an outstanding opportunity to present your products in four different sustainability categories. The products will be reviewed and selected during the application process and then impressively staged at the fair.

Price: free of charge

► **additional Information**



INSIGHTS-X AREA

The new Insights-X Arena in Hall 4 gives you the opportunity to present your stationary innovations to relevant industry representatives by means of a secondary placement. In combination with an information stand for the stationary expo in Nuremberg, our concerted efforts will generate attention for Insights-X in October and your products.

Price: free of charge

► **additional Information**



TECH2PLAY

Electronic toys are the focus in this interactive activity area in Hall 4A. Effectively showcase your technological innovations in four different categories and demonstrate them in person to interested trade visitors.

Price: free of charge

► **additional Information**