



It's good to feel the positive atmosphere at the trade fair and to start the toy year 2024 with this spirit. These are challenging times. This makes it all the more important for the industry to come together here, exchange ideas and do good business.



FRANCKH-KOSMOS VERLAGS-GMBH & CO.KG

Matthias Kienzle, Managing Director

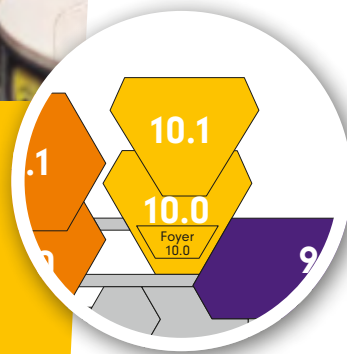
The trade fair visitor magnet

252	39	14,800 m²
EXHIBITORS	COUNTRIES	EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



**GAMES, BOOKS, LEARNING
AND EXPERIMENTING**



YOUR CONTACT

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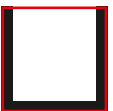




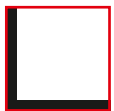
YOUR PARTICIPATION OPTIONS

Choose from two options:

1. INDIVIDUAL SPACE



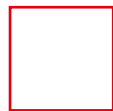
ROW STAND
1 side open
218 €/m²



CORNER STAND
2 sides open
265 €/m²



HEAD STAND
3 sides open
286 €/m²



BLOCK STAND
4 sides open
290 €/m²

YOUR COSTS

- Space price (requested number of m²)
- + Media package with comprehensive services 750 €
- + AUMA fee 0.60 €/m²
- + Waste disposal fee 4.95 €/m²

REGISTRATION

Register conveniently online at www.spielwarenmesse.de/en/exhibit/application/



2. COMPLETE PACKAGE – NEW EXHIBITOR PACKAGE

With the **New Exhibitor Package**, we offer a complete solution for anyone exhibiting at Spielwarenmesse® for the first time. You get all you need for a successful trade fair: we've thought of everything, from the stand space, stand construction and power supply through to various marketing options. Let us take care of it all for you.

- Freely selectable stand size of between 9 and 20 m²
- Stand construction, basic equipment and power supply included
- All media package services, AUMA and waste disposal fees included

! The registration fee is 400 €. This is deducted in full from the participation fee following review and on approval. It is refunded in the case of non-approval.



FAIR CALCULATOR

Would you like to work out your specific costs? Then use our free Fair Calculator www.spielwarenmesse.de/en/exhibit/fair-calculator





Spielwarenmesse® overview:
13 product groups in **19** halls

THE PRODUCT GROUP

- Innovations in the classic games sector
- Growth in ranges with digital and interactive elements
- Located centrally, Hall 10 can be quickly reached from everywhere

THE VISITORS

- Toy retailers, mail order businesses, online shops, games shops
- Drugstores, supermarkets, department stores, electronics trade
- Food retailers, discounters
- Specialist media, trade publishers, booksellers, museum shops
- Games forums, game designers, game illustrators, game rental shops
- Decision-makers from all education sectors
- Social and public institutions, nursery/school outfitters

GAMES

- Children’s games
- Quiz games
- Card games
- Dice games
- Puzzles
- Parlour games
- Board games
- Puzzlers
- Role plays
- Game accessories
- Game literature
- Games for best agers

BOOKS AND PUBLISHING PRODUCTS

- Children’s books
- Young adult books
- Audio books
- Colouring books
- Manga and comics
- Bookmarks
- Bookends
- Children’s magazines
- Teaching and learning materials

LEARNING AND EXPERIMENTING

- Educational Games
- Experimental kits
- Globes and atlases

NON-BOOK

- Posters
- Paper products
- Stationery
- Calendars
- Magnetic items
- Cartography

Licensed products, sustainable products and products for people with special needs

