



The entire global toy market is represented here at this trade fair. We believe the lifestyle aspect completes the toy experience. As an exhibitor in this area, this opens up to us a new target market that we have not been able to tap into previously. The buyers are very different and varied. The balance between retailers, suppliers, potential licensees and producers at the trade fair is also really good.



**SANTORO**

Goddie Quaye, Sales Director

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**Trends in fashion, design and accessories**

80

EXHIBITORS

22

COUNTRIES

5,500 m<sup>2</sup>

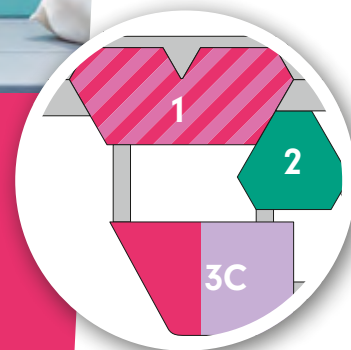
EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024

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**LIFESTYLEPRODUCTS**



**YOUR CONTACT**

Natalia Kalberlah  
Tel. +49 911 99813-60  
[n.kalberlah@spielwarenmesse.de](mailto:n.kalberlah@spielwarenmesse.de)





# YOUR PARTICIPATION OPTIONS

Choose from two options:

## 1. INDIVIDUAL SPACE



### ROW STAND

1 side open

**218 €/m<sup>2</sup>**



### CORNER STAND

2 sides open

**265 €/m<sup>2</sup>**



### HEAD STAND

3 sides open

**286 €/m<sup>2</sup>**



### BLOCK STAND

4 sides open

**290 €/m<sup>2</sup>**

### YOUR COSTS

Space price (requested number of m<sup>2</sup>)

+ Media package with comprehensive services 750 €

+ AUMA fee 0.60 €/m<sup>2</sup>

+ Waste disposal fee 4.95 €/m<sup>2</sup>

## REGISTRATION

Register conveniently online at

[www.spielwarenmesse.de/en/exhibit/application/](http://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 m<sup>2</sup>
- Stand construction, basic equipment and power supply included
- All media package services, AUMA and waste disposal fees included

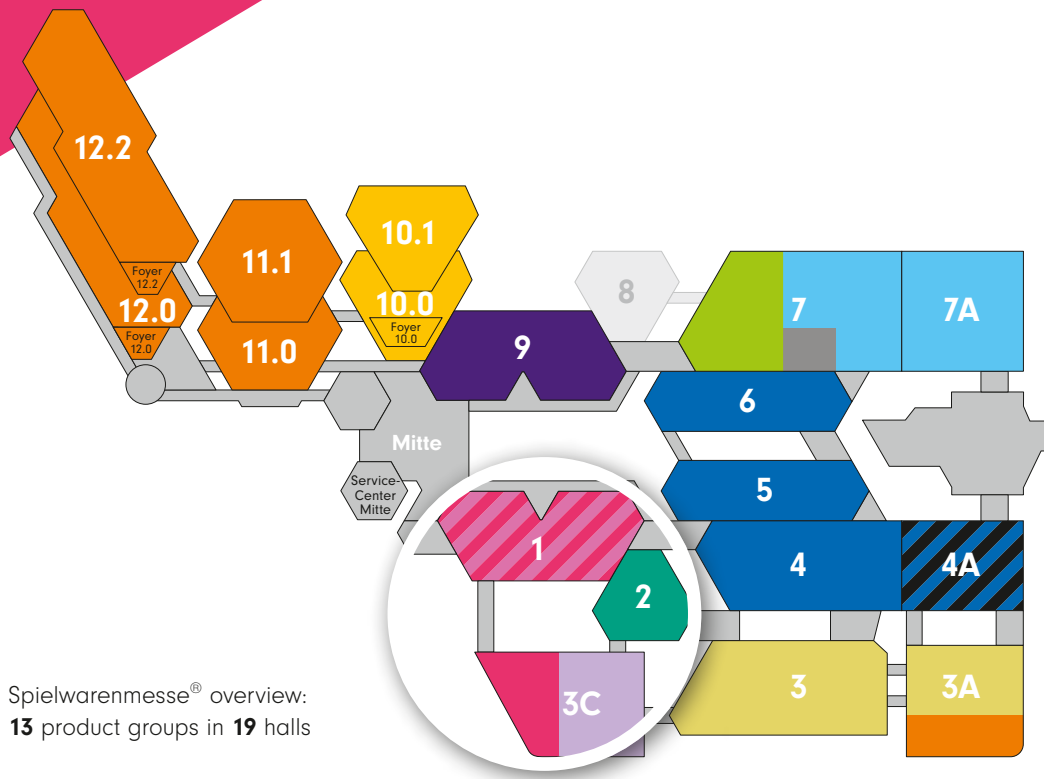
- ! The registration fee is 400 €. This is deducted in full from the participation fee following review and on approval. It is refunded in the case of non-approval.

## FAIR CALCULATOR

Would you like to work out your specific costs? Then use our free Fair Calculator

[www.spielwarenmesse.de/en/exhibit/fair-calculator](http://www.spielwarenmesse.de/en/exhibit/fair-calculator)





Spielwarenmesse® overview:  
13 product groups in 19 halls

### THE PRODUCT GROUP

- Attractive add-on range for visitors to the Spielwarenmesse®
- Prominent location at the exhibition site
- A segment with a promising future: trend towards design in children's bedrooms

### THE VISITORS

- Toy retailers, stationery retailers
- Drugstores, supermarkets, department stores
- Food retailers, discounters
- Mail order businesses, online shops
- Gift shops and craft stores
- Licensors, licence agencies
- Furniture stores, retailers of decorations

### FASHION & ACCESSORIES

- Hair accessories
- Chains and pendants
- Bracelets
- Rings
- Wristwatches
- Glasses and accessories
- Cosmetics
- Perfumes
- Scarves
- Headwear
- Bags and backpacks
- Carry cases, wallets and purses
- Umbrellas
- Mobile phone and laptop accessories
- Glitter tattoos
- Nail polish
- Bicycle accessories

### TEXTILES

- Bedding and bed accessories
- Home textiles
- Kitchen textiles
- Bathroom textiles

### GIFTS

- Key rings
- Photograph and autograph albums
- Confectionery and chocolate
- Gift packaging
- Money boxes and figures
- Souvenirs
- Baking sets
- Snow globe

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

### HOME & DECORATION

- Children's furnishings
- Lighting
- Lights, lamps and accessories
- Seasonal decorative items
- Crockery and cutlery
- Candles, tea lights
- Clocks, alarm clocks
- Placemats and napkins
- Storage boxes
- Mirrors
- Posters, pictures
- Carpets, floor mats
- Wallpaper, wall stickers
- Garden accessories
- Home accessories
- Kitchen accessories
- Photo and picture frames

