



We were already able to make many interesting contacts at last year's Spielwarenmesse. With the new Services for Trade and Industry product group, we can reach potential customers in an even more targeted way this year and test our new and innovative Live Compliance Check stand concept.



TAKE-E-WAY GMBH

Oliver Friedrichs, Managing Director

Platform for national and international service providers

33

EXHIBITORS

11

COUNTRIES

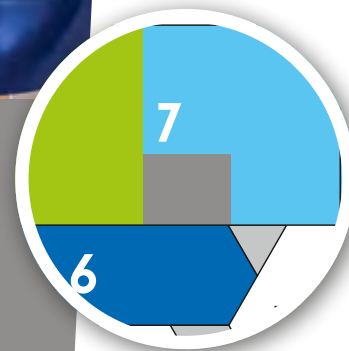
2,000 m²

EXHIBITION SPACE

Figures valid for the Spielwarenmesse® 2024



SERVICES FOR TRADE AND INDUSTRY



YOUR CONTACT

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YOUR PARTICIPATION OPTIONS

Choose from three 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

3. MEETINGPOINT

As a service provider, you can also present yourself at a **MeetingPoint** in this exhibition area. The 6 m² space is equipped with everything you need to present your company. In addition, it offers you the flexibility: You can decide whether to exhibit here for all 5 days of the fair or for (at least) 3 days.

- ! 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

- Ideal opportunity to reach new target groups in retail and industry
- Individually tailored participation concepts with presentation options

IDEAL PLATFORM FOR SUPPLIERS

- POS and merchandise management systems
- Shop fitting
- Logistics
- Marketing and advertising agencies
- Production technologies and consultancy
- Resources and manufacturing materials
- Software
- Packaging and displays
- Advertising materials
- Test and inspection institutes

THE VISITORS

- Decision-makers from all forms of trade (specialist buyers, trading companies, independent retailers, distributors)
- Employees from industry and retail who are responsible for the purchasing of services
- Industrial companies – from start-ups to market leaders
- Purchasing cooperatives
- Associations