

SPREAD THE WORD TO YOUR CUSTOMERS

Boost the effectiveness of your participation in the trade fair by letting your current and potential customers know in advance of the Spielwarenmesse that you will be there. We have just the support you need for this.

INVITATION VOUCHERS

Personally invite your customers to the Spielwarenmesse in Nuremberg. Best of all, ten voucher codes for one-day tickets are already included in your marketing package and are therefore provided to you free of charge. Additional voucher codes can be conveniently ordered in the [Online Service Center](#).

Price: 13.00 € per one-day ticket

LETTER STICKERS

Let your contacts know that you will be taking part in the trade fair with every letter you send. Download a digital template of our letter stickers, which you can easily and quickly personalise and print.

Price: free of charge

VISITOR INFORMATION FLYER

Would you like to contact your customers by e-mail and invite them to the trade fair? Then attach the digital visitor information flyer and give your recipients key facts and figures about the Spielwarenmesse. The flyer (in 17 languages) is available in the [Online Service Center](#).

Price: free of charge



**If you have any questions,
please do not hesitate to contact:**

Bianca Stefan
b.stefan@spielwarenmesse.de
Tel.: +49 911 99813-59

STAND OUT WITH ADVERTISING IN THE SPIELWARENMESSE TRADE FAIR CATALOGUE

With the trade fair catalogue in a new and handy design, trade visitors get a free guide covering all exhibitors and product groups. Take advantage of this opportunity and enhance your standard listing with an ad, company profile or logo.

■ ADS

Ads can be booked on the catalogue's inside and cover pages.

POSSIBLE FORMATS:

1/2 PAGE, PORTRAIT

Format: 80 mm wide, 220 mm high

Price: 1,650.00 €

OUTSIDE BACK COVER

Format: 164 mm wide, 220 mm high

Price: 7,325.00 €

1/2 PAGE, LANDSCAPE

Format: 165 mm wide, 110 mm high

Price: 1,650.00 €

FOLD-OUT

Format: 154 mm wide, 220 mm high

Price: 5,815.00 €

1/1 PAGE

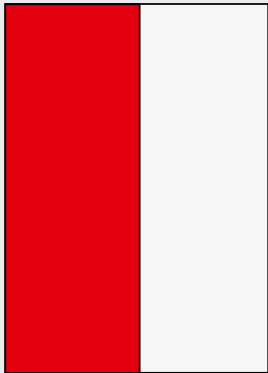
Format: 165 mm wide, 220 mm high

Price: 2,970.00 €

■ SECOND LISTING IN THE EXHIBITOR DIRECTORY

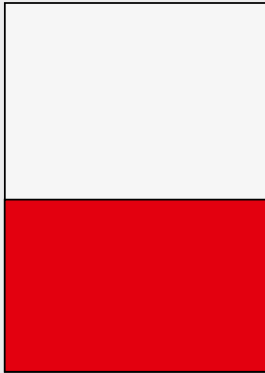
In addition to your company listing, would you also like to be listed under a brand or other company name in the trade fair catalogue exhibitor directory? Then book a second listing. The second listing will refer to your main listing in the trade fair catalogue.

Price: 99.00 €



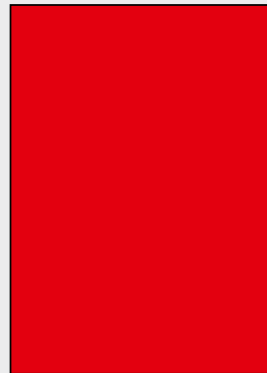
1/2 PAGE, PORTRAIT

Format:
80 mm x 220 mm



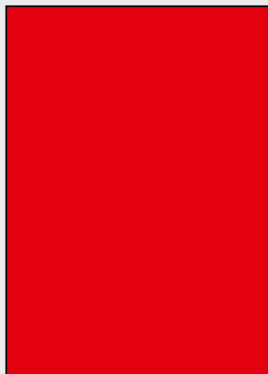
1/2 PAGE, LANDSCAPE

Format:
165 mm x 110 mm



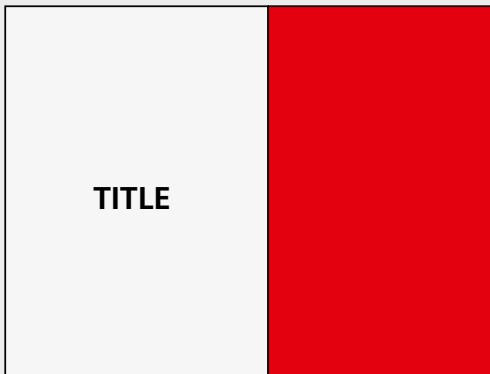
1/1 PAGE

Format:
165 mm x 110 mm



OUTSIDE BACK COVER

Format:
164 mm x 220 mm



FOLD-OUT

Format:
154 mm x 220 mm

■ COMPANY PROFILE

Showcase your business with a full-page company profile near your company listing in the trade fair catalogue.

INCLUDED:

- ADDRESS AND CONTACT DETAILS

- COMPANY LOGO

Format: 12 mm high (max. 350 x 120 pixels)

- CONTACTS AT THE STAND

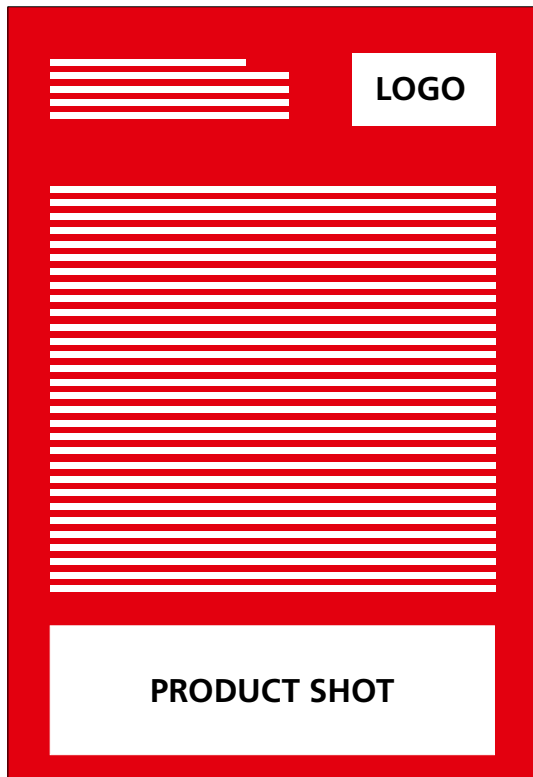
Price: 499.00 €

- COMPANY DESCRIPTION

Max. 1,800 characters including spaces

- ONE PRODUCT SHOT

Max. 125 mm wide x 50 mm high



■ LOGO PACKAGE

Show your colours – with the logo package, you can upgrade your listings in all key trade fair media and make it easier for others to find you.

THE LOGO PACKAGE INCLUDES:

- Logo in the hall plan in the trade fair catalogue, in the online hall plan and in the Spielwarenmesse app
- Logo in the exhibitor directory in the trade fair catalogue
- Logo on the floor plans in front of the halls at the exhibition centre

For online listings, we will use your logo from your digital company profile on Spielwarenmesse Digital. You can edit this at any time using your personal self-service link.

Price: 349.00 €

You can conveniently book the desired forms of advertising via the [Online Service Center](#).

Last date for bookings: 6 December 2021

Deadline for printed materials: 14 December 2021



If you have any questions, please do not hesitate to contact:

Spielwarenmesse® Media Services
NEUREUTER FAIR MEDIA GmbH
Westendstr. 1
45143 Essen/Germany
Tel.: +49 201 36547-410
Fax: +49 201 36547-325
mediaservices@spielwarenmesse.de



PRESS SERVICES

AT THE SPIELWARENMESSE AND AT SPIELWARENMESSE DIGITAL

With our onsite and digital press services, we give you the opportunity to connect with journalists before, during and after the trade fair.

■ PRESS BOXES AT THE SPIELWARENMESSE

The press boxes in the Press Center Ost are a popular go-to for journalists at the trade fair looking to find out more about the innovations, products and exhibiting companies. Offer journalists easy and quick access to information about your attendance at the trade fair and your innovations.

Price: 45.00 €

Early bird rate for orders received by 3 January 2022: 34.00 €

■ YOUR NEWS IN SPIELWARENMESSE DIGITAL

Distribute your press information through Spielwarenmesse Digital with a wide reach. Take advantage of one of the two content upgrades and strengthen your digital presence at the trade fair.

■ YOUR EVENTS IN SPIELWARENMESSE DIGITAL

Enter the date and time of your press events in our event planner on the Spielwarenmesse website for the attention of national and international media representatives. The press calendar is part of the marketing package and does not have to be booked separately.



**If you have any questions,
please do not hesitate to contact:**

Celine Koch
c.koch@spielwarenmesse.de
Tel.: +49 911 99813-65

ONSITE ADVERTISING

Attract great attention and present your ad message to all participants on the Spielwarenmesse fair grounds. Take advantage of this opportunity and direct trade visitors specifically to your stand.



BLOWUPCOLUMN

The BlowUpColumn with the lighting inside also lights the way for visitors from a long way off.

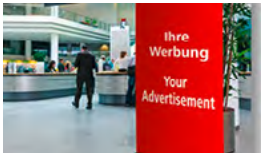
Price: 3,500.00 €



POWERCHARGER

Even the most powerful battery soon empties with all the different apps that need to be used. Sponsor a rest zone for visitors where they can recharge their mobile phones and their own batteries.

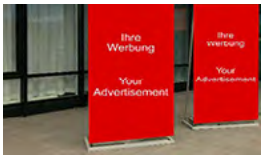
Price: 2,600,00 €



BANNERUP INDOOR

Steer trade visitors straight to your stand – with customized banners!

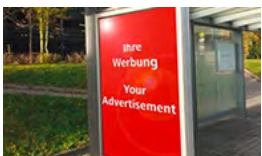
Price: 1,000.00 €



BANNERUP OUTDOOR

Reach trade visitors outdoors and direct them to your stand – with customized banners!

Price: 1,200.00 €



CITYLIGHT VITRINE AT THE BUS STOP

Present your company in well-placed CityLight showcases at the bus stop near the car park.

Price: 1,000.00 €



EXPRESS ROUTE CEILING PANELS

8 ceiling panels printed on both sides with your message are suspended from the ceilings over express route 1 or 9.

Price: 3,500.00 €



LARGE POSTER

The large posters tower above the fences on almost 2m high elevated supports, which make sure they can be seen from almost every parking space within range in the outdoor area.

Price: 3,400.00 €



LARGE AWNING

Our large canvas displays right by the car parks on Grosse Strasse are mounted with expander cables and are extra-large for added impact.

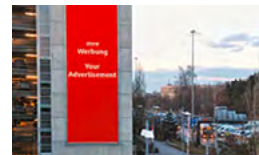
Price: 4,400.00 €



LIGHTPYLON

The best things come in small packages – the LightPylon is increasingly popular for the illumination as well as for its portability. Catch the eye of your target group!

Price: 780.00 €



MULTI-STOREY CAR PARK BANNER

The only advertising on the outside facade of any building on the exhibition site! Your advertising message is placed along Grosse Strasse, past the NCC Ost and further.

PRICE: 12,000.00 €



SLIM BOX XXL

Easy advertising with a light material! Make a big impression with our illuminated Slim Box!

Price: 3,700.00 €



WALKING ACTS

With this attention-grabbing measure, you let your promotional medium, costumed if desired, walk through the exhibition halls and advertise your product.

Price: starting at 200.00 €



ADVERTISING PANELS ON THE WAY TO THE ENTRANCES

Position your company on the route from the car park to the entrance areas and show trade visitors that you are there

Price: 800.00 €



Advertising cube

"Alea iacta est - The cube has been thrown."
We will not throw the cube, but the visitors will certainly take a look at your advertising message.

Price: 1,650.00 €



ADVERTISING PANELS AT THE METRO BRIDGE

Your advertising will be placed next to the information signs of the exhibition and can only be booked exclusively by one exhibitor.

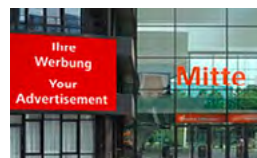
Price: 4,200.00 €



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SPECIAL ADVERTISING



DIGITAL SIGNAGE – NCC MITTE – BIG LED SCREEN

Welcome the visitors in front of the entrance. Your advertising will be displayed at the Entrance Mitte and can't be missed.

Price: 9,750.00 €



DIGITAL ADVERTISING DISPLAY

Our mobile displays can be positioned almost anywhere indoors, so they offer lots of flexibility.

Price: 3,500.00 €



GIGAFRAME SMALL

Welcome visitors in the entrance area with your magnificent, individual display – and make sure they always remember you!

Price: 9,500.00 €



STAIR ADVERTISING

Place your individual company advertising and logo at the heart of activities.

Format: depending on the size of the stairs

Price per Stair: 215.00 €

RENTING SPACE OUTDOOR

Placing your exhibit outside the halls in front of the Mitte entrance allows you to create a special eye-catcher.



Size: Size L =
Truck, approx. 12sqm

Price: 12,000.00 €



Size: Size M =
small Truck, approx. 9sqm

Price: 9,000.00 €



Size: Size S =
Car, approx. 6sqm

Price: 6,000.00 €



If you have any questions, please do not hesitate to contact:

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