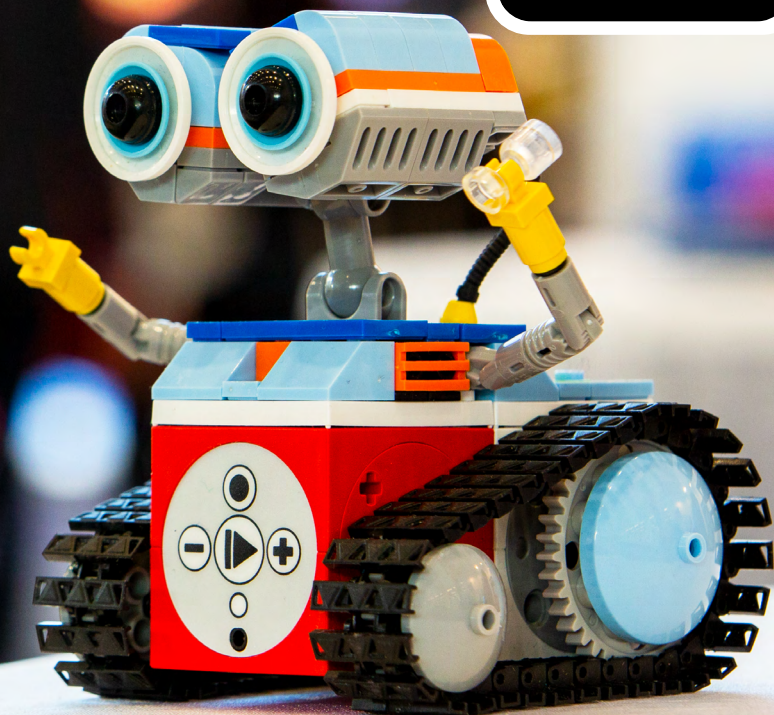


Electronic Toys



TRENDSETTING PRODUCT GROUP

Visitor

"It's very important because here it is a point where we meet people and we discover also new products and see the technology – the new technology – in the toy world."

MB Group, Mohamed Barkat, General Manager

Exhibitor

"The Spielwarenmesse is following a trend in the market by introducing the product group. Our products are optimally placed among electronic toys. The Tech2Play activity area itself is the perfect platform for our products and we were able to make numerous contacts through it. The visitors were fascinated by the robots and the like."

Robotis Co. Ltd./Robotis Inc, Paul Mark, Sales/Marketing Manager

12 product groups in **18** halls

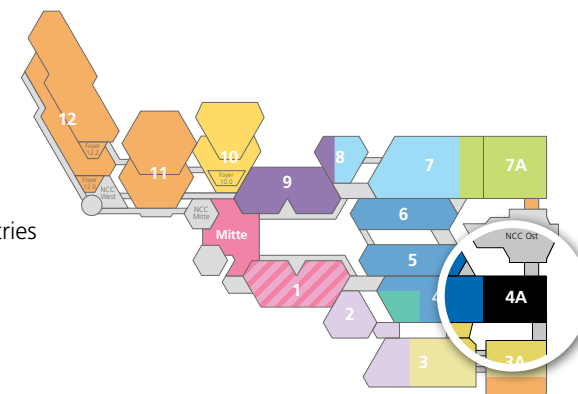
2,843 exhibitors from **70** countries

62,357 trade visitors from **136** countries

1,367 bloggers and journalists from **38** countries

1 million products

120,000 innovations



All figures refer to the Spielwarenmesse 2020.



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Electronic Toys

The product group

- Electronics-based games and educative toys for children and adults, all within one hall
- Robotics, digitally controlled and programmable toys
- Current trends and innovations in the RC segment

Robots

Play figures and model kits, electronic pets, programmable toys

RC toys

RC toys, car racing tracks, drones

Virtual play

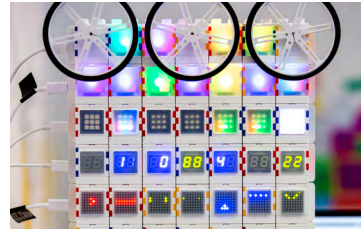
Augmented reality toys, virtual reality toys, consoles, electronic toys

Electronic educational toys

Tablets, electronic learning pens, educational applications, educational and school software

Other

Wearables, action cameras, 3D printers and accessories



Visitor groups

- Toy shops
- Electronics retailers
- Department stores, supermarkets, food retailers, discounters
- Mail order business, online shops
- Leisure parks, theme parks
- Social and public institutions, nursery/school outfitters

Exhibitors in this product group

100 Exhibitors **23** Countries **7,000 m²** Exhibition space

Would exhibit again: Yes, certainly – Yes, probably **84.4 %**

Exhibiting at the Spielwarenmesse is an important or very important component of the overall marketing mix. **90.5 %**



Registration

Register conveniently online from 1 March 2021 here:

www.spielwarenmesse.de/en/application

The ways you can participate

- Exhibiting fee excl. stand construction package
- Marketing package 649 €
- AUMA fee 0.60 €/m²
- Waste disposal fee 2.70 €/m²

Prices

(without stand construction or equipment, per m² of floor space)

Row stand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
184 €/m ²	224 €/m ²	241 €/m ²	245 €/m ²
Minimum stand size: 9 m ²			

A registration fee of 400 € must be paid. The registration fee will be deducted in full from the exhibiting fee. Registration can only be processed once the registration fee has been received. The registration fee will be reimbursed in the case of non-admission.

Marketing package

The obligatory marketing package includes the following services:

- Compulsory entry in the official Spielwarenmesse print and online media, including Smart-Package at Spielwarenmesse Digital 2022
- LicenseGuide entries
- Trade fair calendar entries
- Invitation vouchers for ten one-day tickets

All prices are subject to statutory VAT.