



Spielwarenmesse Digital: Highlights and functions at a glance

- Online platform provides comprehensive networking
- Exhibitors and visitors benefit from extended offering

Planning for the next Spielwarenmesse 2022 is well under way. To maximise success at the trade fair in Nuremberg, organiser Spielwarenmesse eG is expanding its range of services to include Spielwarenmesse Digital. The new platform extends the already huge reach of the live event, which is scheduled to run from 2 to 6 February 2022. It will be a valuable tool for all participants before, during and after the Spielwarenmesse as well as a treasure trove of important information – from product presentations to networking contacts and talks held by experts.

Overview of all exhibitors and products

Spielwarenmesse Digital provides a comprehensive summary of all participating companies and their products. This includes both the exhibitors on site in Nuremberg and those taking part only digitally. The integrated search function allows visitors to research specific exhibitors, products, brands, and licences, to remember relevant companies or to contact them directly. Exhibitors can show themselves in their best light in their digital company profile. Besides an individual header image, the listing can include an introduction to the company, a presentation of the product range and personal staff profiles. These functions allow users to enter into direct contact with each firm.

Networking made easy

“Our world-leading fair has huge coverage, successfully connecting the global toy industry. The new digital platform will make it even easier for attendees to network,” stated Ernst Kick, CEO of Spielwarenmesse eG. All participants will have their own personal profile that can be filled with information about individual interests, social media and other details. Personalised suggestions will help users generate new contacts on the platform. It is also possible to search for and add individual firms to a favourites list, recommend contacts to others, arrange appointments either at the fair or virtually and to chat. This is facilitated



by the various communication tools on Spielwarenmesse Digital, such as private chat, group chat, audio calls and video meetings.

Access to talks and content

The extensive programme of events at the physical Spielwarenmesse will also be live-streamed on the digital platform. Included are the Toy Business Forum, the LicenseTalks and workshops as well as the exhibitors' product presentations, which will be transmitted from Nuremberg to the rest of the world. In addition, Spielwarenmesse Digital gives users access to the special areas and the usual information services such as the exhibitors' press packs and the MediaPoint. The full range of services, such as the press conferences and talks will continue to be available on demand once the Spielwarenmesse has drawn to a close.

Further details about the new digital offering can be found at www.spielwarenmesse.de/en/digital.

Text length: 2,827 characters

Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

17 June 2021 – lp

Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022