



## Start of ticket sales for the 72<sup>nd</sup> Spielwarenmesse in Nuremberg

- Access to countless highlights and new services
- Practical tips for a successful visit to the fair

The world's leading trade fair for toys is back, and will be opening its doors again at last from 2 to 6 February 2022 after a one-year gap. Visitors from the specialist retail trade will be able to secure tickets from 17 November. At the forthcoming Spielwarenmesse they can expect the perfect combination of trends and innovations, networking and toy expertise. Over 1,700 exhibitors have already registered to present their products and new launches. To help retailers and buyers fully prepare for a visit to the fair, the organiser, Spielwarenmesse eG, is offering informative online presentations on its website from November.

### Helpful information

Day tickets for the specialist retail trade are available online only, at [www.spielwarenmesse.de/en/buy-tickets](http://www.spielwarenmesse.de/en/buy-tickets), and can then be accessed at any time via a smartphone. In 2022 there will be no on-site box office. The entry ticket is also valid on all public transport services in tariff zones 100/200 (Nuremberg, Fürth, Stein). Further information on all other admission-related matters can be found on the Spielwarenmesse website. In addition, from mid-January the ticket also enables access to the new platform, Spielwarenmesse Digital. This service offers assistance to retailers preparing for their visit to the fair, providing targeted searches for companies and product groups, as well as helping to manage contacts and arrange meetings – whether virtual or in person at the fair itself.

### Highlights and preparing for the fair

The new Fit For Fair online sessions can also help ensure a successful visit and follow-up to the fair. From November onwards, short informative videos in English and German will be available. Topics covered will include the special shows, the Spielwarenmesse Digital platform and other services at the world's leading fair. All the important information can be found at the website



[www.spielwarenmesse.de/en/fitforfair](http://www.spielwarenmesse.de/en/fitforfair). Visitors will be able to get advance highlights of the Spielwarenmesse through the ToyAcademy. First off, American toy expert Reyne Rice will be speaking on the subject of 'Top trending toy topics'. This presentation will be available in English from 17 November. During the Spielwarenmesse, retailers can look forward not only to the familiar special and activity areas such as the Toy Business Forum but also to some new themed worlds. In the StartupArea, for example, both young German companies and international startups will be presenting their innovations and product ideas. And service providers for retail and industry will be getting their own exhibition area for the first time, with the Service Providers' Area.

Additional highlights of the 72<sup>nd</sup> Spielwarenmesse can be found at [www.spielwarenmesse.de/en/highlights](http://www.spielwarenmesse.de/en/highlights).

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

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**Spielwarenmesse®**

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022