

Insights-X with new business platform and attractive supporting programme

- Efficient planning for a visit to the fair with Insights-X Digital
- Practical presentations for the trade and the ever popular industry party

Insights-X is a key date in the calendar once again for the international stationery sector. From 5 to 7 October, leading manufacturers and suppliers of all sizes will be displaying to the trade their creative innovations for the forthcoming business year. In addition, participants from the sector can take advantage of a varied supporting programme on all three days. And the organiser, Spielwarenmesse eG, has added to the live event at the Nuremberg Exhibition Centre the new business platform, Insights-X Digital. This service will be available to trade visitors from 26 September at digital.insights-x.com, where they can use their e-tickets to register for the service and set up their personal profile.

Trade fair planning made easy

The countless features of Insights-X Digital provide the trade with an even more efficient way to prepare for and follow up on the fair. The platform offers a compact overview of exhibitors and company contacts, along with multimedia product presentations. Using different search and filtering options, relevant businesses, innovations and brands can quickly be found and saved in a Favourites list. Another of the platform's focuses is on networking. Using private chats, group chats, audio calls and video meetings, buyers and retailers can get in touch with exhibitors in advance and arrange to meet at Insights-X. In addition, all participants at the fair will receive contact suggestions based on the interests included in their personal profiles.

Topping up the knowledge at the InsightsArena

The seventh edition of Insights-X has a varied supporting programme for the trade. Every day during the fair, at the InsightsTalks in the InsightsArena (Hall 10.0), the focus is on communicating up-to-date industry information. Between 1 and 3 pm each day, experts will be speaking on the key topics of online marketing, digitalisation, sustainability and trends in retail and in the stationery sector. On the Wednesday and Thursday, these will be followed by the LicenseTalks, giving exciting insights into the world of licensing. All presentations will also be streamed in German and in English on the Insights-X Digital platform and will subsequently be available as video-on-demand. For memorable reminders of Insights-X, a

Press Release

fabulous photo campaign will be running in the InsightsArena. A representation of the Iron Throne from the famous 'Game of Thrones' series, built out of thousands of pens and pencils, provides the perfect backdrop. A further highlight, on the first evening of the fair, is the AfterHour at the Entrance West. From 6 pm live music, drinks and delicious food will be available to all participants, in atmospheric surroundings where they can get to talk to longstanding acquaintances and new business partners and look back over the first day of the fair.

Text length: 2.818 characters

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

14 September 2022 – kk

Insights-X – Your Stationery Expo

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors from 5 to 7 October 2022. Further information can be found online at www.insights-x.com.

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.