



Spielwarenmesse 2023: New RedNight networking party and valuable services for the trade

- RedNight – big exhibitor party night on the Thursday evening
- Wide range of services for planning the perfect visit to the fair

For the trade, the Spielwarenmesse is a firm appointment in the calendar. From 1 to 5 February 2023, the whole international industry will come together again at last at the Nuremberg exhibition centre. Exhibitors from a total of 66 countries will be presenting their innovative business ideas and creative product innovations to the specialist trade. To help organise the perfect visit to the fair, a number of services are available to buyers. And what's more, the organising team for the world's leading fair will be on hand with a new networking party.

Get-together at RedNight

On the evening of the second day will be the premiere of RedNight. From 6 pm onwards, more than 100 exhibitors in almost all the Spielwarenmesse halls will be inviting trade fair guests to parties on their stands. Networking in atmospheric surroundings is the big thing at this event. With music and culinary delights, representatives of the sector can make new contacts, get back into conversation with long-established business partners and while away the evening together. Entry to RedNight is included in the ticket, both for trade visitors and for media representatives. No separate registration for the event is required. More information on RedNight is available on the website www.spielwarenmesse.de/en/rednight-2023.

Trade fair planning made easy

Alongside opportunities for networking, retailers will also find plenty of inspiration for range selection at the Spielwarenmesse, as well as presentations of new products and the latest trends. To help them plan their visit efficiently in advance, the fair organizer has put various services at their disposal. All participating companies, new exhibitors, brands and licences can be found quickly and easily on the new Spielwarenmesse app and in the catalogue of



exhibitors at www.spielwarenmesse.de/en/exhibitors-2023. Relevant entries can be saved in a personal Favourites list. And in addition, the interactive hall plans provide an overview of the exhibition space. New to the app is the Guide function. This makes it easy for visitors to find their way around the fair and meet up with their counterparts for discussions. From 10 January, the networking platform Spielwarenmesse Digital will also be available, offering the facility, for example, to arrange appointments with exhibitors in advance.

Tickets for the Spielwarenmesse are available on the website www.spielwarenmesse.de/en/tickets.

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Note for editors: Reprint free of charge. Images are available at 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. A new addition for 2022 is the multifunctional platform Spielwarenmesse Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.
Fair date: Spielwarenmesse®, Wednesday to Sunday, 1 – 5 Feb 2023