



Nuremberg 30 Jan – 3 Feb 2024

## Press activities for the 73<sup>rd</sup> Spielwarenmesse

The change to the schedule of the next **Spielwarenmesse** (Tuesday 30 January to Saturday 3 February 2024) has ramifications for the **PressPreview**. The innovations show, at which exhibitors give high profile presentations of their product highlights to national and international press representatives, has always taken place on the Tuesday before the Spielwarenmesse. With the new arrangement the organiser, Spielwarenmesse eG, is taking the opportunity to bring the benefits of the format right to the heart of proceedings at the Spielwarenmesse.

Exhibitors will now be able to use the first day of the fair for press initiatives directly at their own stands, and to make use of testimonials, that effectively attract media attention. These activities will be registered in advance so that the press department can provide journalists with a clear schedule of events. The schedule will be published at the Main Press Conference on the Thursday before the Spielwarenmesse.

In addition, the plan is that the ToyAward, which this year was presented at the PressPreview, will in future similarly be integrated directly into the Spielwarenmesse itself. This will allow not only media representatives and content creators but also trade fair visitors to experience the exciting awards ceremony live. An entertaining Trend Report will also be produced to help guide the media through the innovation jungle. More information on the new press events will follow later in the year.

Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media).

3 May 2023 – sw

### **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

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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®, Tuesday to Saturday, 30 Jan – 3 Feb 2024