



## Top-class companies extend tenancies for permanent stands at the Spielwarenmesse

- Renovations bring new design to Hall 12.2
- 21 exhibitors are currently long-term tenants

The Spielwarenmesse has taken an important step this year in securing the future of its familiar location in Nuremberg: the tenancies of the leading long-term tenants in Hall 12.2 of the exhibition centre have been extended by three years. At the same time, the area around the 'permanent stands' in the upper level of NCC West has been renovated and will appear in its new splendour at the forthcoming event, which takes place between 30 January and 3 February.

"For over 20 years, Hall 12.2 has represented a very special trade fair experience," says Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. "By extending their contracts for the permanent stands, the major exhibitors are expressing their confidence in Spielwarenmesse over the coming years." Two-thirds of them have been in from the beginning. Currently, 21 German and international companies occupy the 13,700 m<sup>2</sup> exhibition space.

### Exhibitors in Hall 12.2:

Aurora World Corporation

Binney & Smith Europe LTD

FUNRISE Inc.

geobra Brandstätter Stiftung & Co. KG

Happy People GmbH & Co. KG GmbH & Co. KG

HEUNEC GmbH & Co. KG Plüschspielwarenfabrik

HTI - Halsall Toys Int.

IMC Toys Deutschland GmbH

INJUSA Industrial Juguetera, S.A.

John GmbH

LEGO GmbH

Mattel GmbH



Revell GmbH  
Rubies Masquerade Company UK Ltd  
Sieper GmbH  
Sieper Beteiligungs GmbH  
Simm Spielwaren GmbH  
TOMY Deutschland GmbH  
VTECH Electronics Europe GmbH  
Zapf Creation AG  
ZURU Germany GmbH

### **Modernisation for the future**

At the forthcoming Spielwarenmesse, the exhibitors in Hall 12.2 will be presenting their highlights in a freshly redesigned environment. The modernisation, undertaken by brand staging specialists mac. brand spaces, involved removing the steel structures in the arcade walkways to open up the view of the stand areas, providing a friendlier and brighter environment. The new floor covering, the use of modern lighting elements in the walkway areas and the redesigned entrance area complement the fresh look and beckon the buyers in to the well-known toy producers' stand areas. The companies use the spaces all year round – as showrooms and event locations, for example – but primarily for the Spielwarenmesse.

“The dimensions of the 2024 Spielwarenmesse will exceed those of the previous fair – major brands in all product fields are represented. The tenancy extension, the modernisation and the very good occupancy rates in the individual halls are an impressive endorsement of its position as the world's leading trade fair,” says Christian Ulrich in summary.

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

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**spielwarenmesse®**

Nuremberg 30 Jan – 3 Feb 2024

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