



Nuremberg 30 Jan – 3 Feb 2024

Ticket sales for Spielwarenmesse 2024 are under starter's orders

- Day tickets and event tickets available online from 29 November
- New offers for air travellers

'Feel the Spirit of Play!' – this is the motto under which the international toy sector will be gathering from 30 January to 3 February 2024 at the Spielwarenmesse in Nuremberg. From today, buyers and retailers can obtain their tickets at www.spielwarenmesse.de/en/tickets. These tickets include travel on local public transport in the Nuremberg, Fürth and Stein city area. For the entire duration of the fair, therefore, retailers and buyers will be able to travel quickly and easily to the exhibition centre. The day tickets and event tickets for the Spielwarenmesse are available only online. No tickets will be sold on site. A wide range of services are available to help trade fair guests plan their ideal visit to the industry event.

New travel options

Two new offers are available for those travelling by air. Anyone coming to Nuremberg for the Spielwarenmesse with Turkish Airlines can receive a 15% discount on their air ticket, for Economy and Business Class. And for convenient onward travel from Munich airport, the organiser is offering a bus shuttle service for the first time from the Tuesday to the Saturday. Bus tickets can be purchased in advance via the Spielwarenmesse Ticketshop. Information on departure times and locations is available on the www.spielwarenmesse.de/en/bus web page.

Services and tips for a visit to the fair

To help design an especially efficient visit right from the start, the organiser has various helpful services available. Tips on staying in the ToyCity of Nuremberg, and information on travel and accommodation, can be found both on the website and in the Spielwarenmesse app. This turns a smartphone into the ideal travelling companion: as well as finding the latest industry news, users can call up a database of exhibitors with filtering options and the interactive hall plan. Synchronisation with the Spielwarenmesse Digital business platform is also available, allowing participants to arrange appointments with exhibitors in



Nuremberg 30 Jan – 3 Feb 2024

advance and fill out their trade fair diaries. Various communication tools offer the best means of networking with others.

Compact information on preparing for a visit to the fair can be found on the website www.spielwarenmesse.de/en/visit. The Spielwarenmesse Digital networking platform is available all year round at www.spielwarenmesse.de/en/digital. further information on downloading the app for iOS and Android can be accessed at www.spielwarenmesse.de/en/app.

Images are available at www.spielwarenmesse.de/media.

29 November 2023 – kk/sr

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