

SPIEL Essen to expand into Hall 8: Board games now across 80,000 m²

- Maximum venue capacity utilised
- Improved visitor guidance ensures greater comfort

SPIEL Essen continues to strengthen its market position, reaching a new milestone. For the first time, all eight halls of the Essen exhibition grounds will be occupied. As the world's largest fair for board games, SPIEL Essen is responding to sustained industry demand and utilising the venue's full capacity. With the opening of Hall 8, the exhibition area expands by approximately 3,700 m² to a total of 81,200 m² – marking another record and the fourth consecutive year of growth. Following the addition of Hall 7 last year, this next step further supports the industry's ongoing development.

Growth on all levels

Eight weeks before the registration deadline, Merz Verlag – a subsidiary of Spielwarenmesse eG – is already seeing an exceptionally high number of exhibitor registrations. This development underscores the industry's trust in the event and the dynamic nature of the market. Demand is being driven by two main factors: long-standing partners are expanding their booths to showcase new products and highlights to an international audience, while numerous new exhibitors are registering for their first appearance at SPIEL. "Full occupancy is a strong signal for the international significance of SPIEL Essen and the innovative power of the industry," says Carol Rapp, Managing Director of Merz Verlag.

Optimising the hall structure

Hall 8 will be used as further exhibition space, creating additional room for exhibitors. The hall structure is being strategically optimised to provide both established and new, smaller companies with attractive presentation opportunities. The proven division into thematic areas remains in place, ensuring clear orientation and a high-quality visitor experience while reflecting the diversity of the industry. The fair team is also working on efficient routing, so that visitors and exhibitors benefit from the expanded space.

Focus on visitor comfort

Special attention is being paid to visitor guidance and smooth admission. With the opening of the North Entrance, which leads directly into Hall 5, visitor traffic will be more evenly distributed, relieving the East, West, and South Entrances. In addition, Hall 1A will see a new waiting area, providing covered space for attendees. „Growth also means responsibility. We are working closely with Messe Essen to ensure a positive experience for all participants,“ emphasises Carol Rapp.

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

5 March 2026 – rdc/gin

SPIEL Essen

SPIEL Essen is the world's largest consumer fair for board games, bringing together over 220,000 passionate gaming fans from all over the world with national and international exhibitors in the heart of the Ruhr region. The fair has existed for over 40 years and presents thousands of new releases from exhibitors representing over 50 nations. The focus is on togetherness and community play, as the new titles can be tested directly on-site at the booths at SPIEL Essen.

Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo and New York**. The Company's own subsidiaries in the key locations of **China and India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmania** in Essen, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG (www.spielwarenmesse-eg.de) is active all year round.