

## Tickets now on sale for BRANDmania: Leading brands come together in Essen

**Ticket sales** for the next edition of **BRANDmania** have commenced. The B2B event for licensing, brand collaborations and partnerships will take place **on 24 and 25 June 2026**, once again at the Zeche Zollverein. Set against the extraordinary industrial backdrop of this UNESCO World Heritage Site, the event brings together leading brand companies, licensors and agencies, providing a space for new collaborations, creative ideas and cross-industry networking.

In a relaxed festival atmosphere, BRANDmania brings together companies from a wide range of sectors: from entertainment, media and toys to fashion, food and publishing. As the licensing industry's key platform, the event specifically fosters creative exchange and opens up new opportunities for brand promotion, collaborations and licensing models. The networking opportunities are complemented by the diverse stage programme "The Stage", powered by Licensing International Germany, which is to feature inspiring talks, panel discussions and best-practice examples on both days of the event. Tickets for BRANDmania are now available via the official website. Those interested can also find further information about the event there: [www.brandmania.events](http://www.brandmania.events).

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

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### About BRANDmania

BRANDmania is a B2B networking event in the field of brand collaborations, partnerships and licensing, which aims to bring together companies, brands and potential collaborative partners from different sectors. BRANDmania will take place on 24 and 25 June 2026 at the Grand Hall at the disused coal mine Zeche Zollverein in 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



## Press Release

**Spielwarenmesse eG**

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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](http://www.spielwarenmesse-eg.de)) is active all year round.