

# Application

for the World of Toys by Spielwarenmesse eG Pavilion  
at Toy Fair New York 19–22 February 2022

**The deadline for application is 30 September 2021**



**Please return to:**  
Spielwarenmesse eG  
Ramona Schneider  
Tel. +49 911 99813-53  
r.schneider@spielwarenmesse.de



## Exhibitor in the World of Toys by Spielwarenmesse eG Pavilion (contractual partner)

### Contract/invoice address:

(no P.O. Box address)

Company \_\_\_\_\_

Street \_\_\_\_\_

Postcode, town \_\_\_\_\_

Country \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

VAT ID number (EU countries only!):  
\_\_\_\_\_

Email for invoice dispatch \_\_\_\_\_

### Correspondence address:

(only if different to contract address, no P.O. Box address)

Company \_\_\_\_\_

Street \_\_\_\_\_

Postcode, town \_\_\_\_\_

Country \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

**Type of business**    Manufacturer/Industry    Wholesale    Craft trade    Publisher

### General manager/CEO:

Name, Surname \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Language    German    English

### Contact:

Name, Surname \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Language    German    English

## Application for the World of Toys by Spielwarenmesse eG Pavilion

### Please state product categories\* for assigning your exhibits:

Outdoor  
Educational  
Books and Music

Action Figure/POP culture  
Puzzles and Games  
Infant and Pre-school

\* To exhibit in these sections 80% of the product in the booth needs to fall in to the category.

**Registration fee:** 400 € per exhibitor

**Exhibiting fee with stand construction:** 810 € per sqm

- Partition walls (h = 8 feet = approx. 2.44 m)
- Red carpet
- Stand fascia with company logo and brief company name
- 1 table with 3 chairs
- 3 shelves\*\*
- 1 power socket
- 3 clip lights\*\*

\*\* the amount changes with stand size

### Further services:

- Entry in the organiser's catalogue
- Extensive press work
- Announcement in the fair organiser's publications and relevant trade publications
- Creation of a brochure for visitor promotion
- Use of the service area, incl. snacks
- Selection and recommendation of professional service partners for logistics, travel, translation services, etc.
- Support from the team of Spielwarenmesse eG before, during and after the event

**Desired space in sqm (from 9 sqm):** \_\_\_\_\_

The allocation is made in squarefoot. 100 squarefoot corresponds to 9.3 squaremeters, see also Rules for exhibitors B 2.2.

## Information for participation

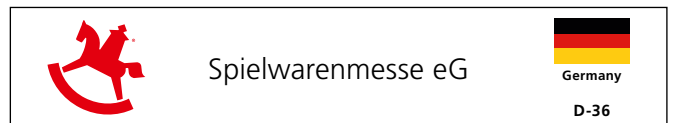
Company Name on the stand fascia:

\_\_\_\_\_

Country on stand fascia:

\_\_\_\_\_

Sample stand fascia:



Please note: Your company logo is a necessary part of the stand fascia. Please send your logo in electronic form in EPS, JPG or AI format together with your application to [r.schneider@spielwarenmesse.de](mailto:r.schneider@spielwarenmesse.de).

### Company data for publication:

Contract address  
Different data:

Company

Street

Postcode, town

Country

Website

Email

Telephone

With how many people are you planning to staff your stand?

\_\_\_\_\_

### The exhibitor declares:

We hereby acknowledge the Rules for Exhibitors B for the World of Toys by Spielwarenmesse eG Pavilion at Toy Fair New York 2022 and accept these rules and also the following Rules for Exhibitors A in the application form as an integral part of the contract to exhibit.

x

**Place, date, company stamp, authorised signature**

The exhibitor hereby agrees to the storage, processing or transfer of personal data by Spielwarenmesse eG in accordance with the German Data Protection Act using automatic or other data processing methods, provided such data is used exclusively for business purposes.



# Rules for exhibitors A

for the World of Toys by Spielwarenmesse eG Pavilion  
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**WORLD  
OF TOYS**  
by Spielwarenmesse eG

## 1. Contractual partner / organizer

Spielwarenmesse eG as contractual partner gives the exhibitor the opportunity to exhibit in the **World of Toys by Spielwarenmesse eG Pavilion** at Toy Fair New York from 19–22 February 2022 (subsequently referred to as WoT Pavilion) in compliance with the following rules:

**Organizer** of Toy Fair New York is:  
The Toy Association, Inc.

**Organizer** of the WoT Pavilion and the exhibitor's contractual partner is:  
Spielwarenmesse eG  
Herderstraße 7  
90427 Nuremberg  
Germany  
Tel. +49 911 99813-0  
Fax +49 911 869660  
info@spielwarenmesse.de  
www.spielwarenmesse-eg.de

**Please send all documents to Spielwarenmesse eG.**

Spielwarenmesse eG has hired display areas for the WoT Pavilion from The Toy Association, Inc. and offers these to the exhibitor together with other services in its own name and to its own account, normally as stand space in a pavilion organized by Spielwarenmesse eG.

## 2. Rules for exhibitors in the WoT pavilion

The Rules for Exhibitors B for the World of Toys by Spielwarenmesse eG Pavilion at Toy Fair New York which supplement these Rules for Exhibitors A will be sent on request and can be downloaded on the Internet at [www.spielwarenmesse-eg.de/en/new-york](http://www.spielwarenmesse-eg.de/en/new-york). The organizer's Rules & Resources for exhibitors still apply and are available on the Internet at [www.spielwarenmesse-eg.de/en/new-york](http://www.spielwarenmesse-eg.de/en/new-york).

The exhibitor confirms with a self-declaration that products exhibited or offered do not violate U.S. intellectual property and copyright laws. The self-declaration includes whether proceedings for infringement of US IPR rules exist or existed in the past and whether there are or have been proceedings for infringement of IPR rules in European or other countries of the world.

## 3. Conclusion of contract

To exhibit in the WoT Pavilion, an exhibitor must send a completed application form signed and stamped by an authorised representative of the exhibitor to Spielwarenmesse eG. Fax copies and e-mail attachments are accepted by Spielwarenmesse eG and are valid for both parties.

The application form constitutes the exhibitor's offer, which is irrevocably binding on the exhibitor until 30 November 2021.

The contract to exhibit is concluded when the exhibitor receives the written declaration of acceptance by Spielwarenmesse eG. Acceptance is declared on admission, but not before 30 October 2021.

## 4. Application fee and exhibiting fee

The exhibiting fee and all other charges stated are net prices in euros and subject to the addition of the statutory rate of VAT applicable at the time of the event and payable at the legally stipulated place.

All prices are subject to any additional taxes and duties levied in the exhibitor's own country. Spielwarenmesse eG is entitled to pass on the charges for such taxes and duties even if they were not known or not levied at the time of the application.

## 5. Services

Payment of the exhibiting fee covers the following services:

### 5.1. Company-specific services

All materials and facilities provided by Spielwarenmesse eG or its appointed third party are hired to the exhibitor for the duration of the event only and shall not be damaged in any way. Damaged parts will be repaired or new parts purchased at the cost of the exhibitor.

#### 5.1.1. Hall space with stand

- Use of stand space in the hall
- Standard labelling of stand
- Rear walls and partition walls
- Furniture (e. g. for a 100 square foot stand: one table, three chairs, three shelves)
- Standard floor covering on stand
- General stand lighting
- Power socket

# Rules for exhibitors A

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## 5.2. General services

- Technical and organizational support for exhibitors from Spielwarenmesse eG during preparation and organization for exhibiting
- Standard general design of the WoT Pavilion in line with CI concept
- General pavilion lighting
- Entry in the fair catalogue and – if planned – inclusion on the Internet website of Spielwarenmesse eG (no liability accepted for incorrect entries)
- Announcement in the fair organizer's publications and relevant trade publications

## 5.3. Non-utilisation

The non-utilisation of individual company-specific or general services does not justify any claim to a reduction of the exhibiting fee. Standard design elements cannot be omitted under any circumstances.

## 5.4. Important information & order forms

For further information and services of Spielwarenmesse eG and terms of participation for Toy Fair New York 2022 please see the **Important information & order forms** which is to be sent out to the exhibitors together with the written declaration of acceptance by Spielwarenmesse eG.

## 6. Entry in the fair catalogue

The information given by the exhibitor under "Exhibitor in the World of Toys by Spielwarenmesse eG Pavilion" and "product categories" on the application form is used in the fair catalogue as official information about the exhibitor's company if Spielwarenmesse eG does not receive other information provided on forms in the **Important information & order forms** in due time.

## 7. Allocation of stands / obligation to exhibit

Stands are allocated by Spielwarenmesse eG. The exhibitor has no claim to the allocation of a certain stand location or size. The exhibitor is obliged to exhibit on the hired stand.

## 8. Withdrawal, termination and non-appearance

Statutory notice of termination or cancellation of the contract to exhibit is excluded, unless expressly allowed by this contract. The right of both parties to extraordinary notice to terminate for important cause remains unaffected.

## 9. Terms of payment

The registration fee is due for payment with the application. The exhibiting fee and all other services provided by Spielwarenmesse eG at extra cost are payable by not later than **30 November 2021**. Services ordered by the exhibitor and invoiced by Spielwarenmesse eG at a later date are due for payment immediately on receipt of the invoice. Bank charges must be paid by the exhibitor.

### Please note:

- Payments are only to be made by bank transfer or by credit card (VISA, MasterCard, American Express)
- Payments are to be made in euro only
- Payments should be made in full to one of the accounts stated on the invoice. Invoiced by:  
Spielwarenmesse eG, Herderstraße 7, 90427 Nuremberg, Germany

## 10. Place of jurisdiction, place of fulfilment, choice of law

If the exhibitor is a businessman, a legal entity in public law or special public asset or has no general place of jurisdiction of his own in the Federal Republic of Germany, Nürnberg is agreed as the place of jurisdiction and fulfilment for payment obligations. The reciprocal rights and duties arising out of this contract are governed by the law of the Federal Republic of Germany.