



Creative new products to be selected for ToyAward at the Spielwarenmesse International Toy Fair 2013

Spielwarenmesse
International Toy Fair
Nürnberg
30.01.–04.02.2013

- ToyAward chosen in five categories for specific target groups
- Main winner receives € 20,000 for future marketing measures

For a whole year, toy manufacturers puzzle over and fiddle with new products they want to present at the 64th Spielwarenmesse International Toy Fair Nürnberg. Of the estimated 1 million products exhibited at the leading fair, some 70,000 are new. A handful of the best new products will win the ToyAward of Spielwarenmesse eG. A jury presents the award in five categories for specific target groups:

- Baby&Infant (0–2 years)
- PreSchool (3-5 years)
- SchoolKids (6-10 years)
- Teenager&Family (over 10 years)
- SpecialAward of the Toy Fair Special Toys 3.0

To make it to the winners' rostrum, the new products must first convince the expert jury of trade representatives and social and play educationists. They particularly judge creativity, play fun, safety and degree of innovation and select one product in each category from 15 nominations. The five newly crowned products must then win the favour of the professional audience in the InnovationCenter (hall 4), because the fair visitors choose the ToyAward Traders'Favourite during the whole International Toy Fair. The main winner, the Traders'Favourite, receives a money prize of € 20,000 and is announced at the closing press conference of the International Toy Fair on Monday, 4.2.2013.

Exhibitors at the International Toy Fair 2013 can register their new products for the ToyAward at www.toyaward.com from October onwards. Registration is free and possible until 14.12.2012.

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Spielwarenmesse International Toy Fair Nürnberg

The Spielwarenmesse International Toy Fair Nürnberg, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for some 76,000 buyers and toy traders from over 100 nations.

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Fair date: Spielwarenmesse International Toy Fair Nürnberg, Wednesday to Monday,
30.1-4.2.2013