



Spielwarenmesse
International Toy Fair
Nürnberg
30.01.–04.02.2013

At a Glance

64th Spielwarenmesse International Toy Fair Nürnberg 30. January–4 February 2013

- The Spielwarenmesse International Toy Fair Nürnberg is the world-leading fair for toys, hobbies and leisure.

■ Key data

- World's number 1 for play and leisure activities
- 76,055 trade visitors from 120 nations at the International Toy Fair 2012
- 2,776 exhibitors from 62 countries at the International Toy Fair 2012
- More than a million products, including around 70,000 new products
- 160,000 m² of display area
- date –from Wednesday to Monday, 30.1–4.2.2013

■ Specials

- **Toy Fair Special** - the annually changing fair motto of the International Toy Fair offers visitors valuable insights into the currently most exciting theme in the toy industry – in the central (Mitte) entrance area.
- **4th Global Toy Conference** in NCC Mitte from 9.30 a.m.–4 p.m. on 4.2.2013. The leading experts at the Global Toy Conference examine the toy industry - with practical examples.
www.globaltoyconference.com
- **InnovationCenter** – overview of trends & new products in hall 4, C-19 – E-20. Presentation of the ToyAward, including visitors' voting for the main winner of the ToyAward.

- **Toy Business Forum** – daily specialist knowledge on topical issues in the toy industry in hall 4, C-19 – E-20.
- **Best of China Pavilion organized by Spielwarenmesse eG** – selected exhibitors of quality products in hall 11.0.
- **New Exhibitor Center** – new exhibitors and ideas in hall 11.1.
- **GamesCafé** – game designers get-together and exhibition by the German Games Archive Nuremberg in hall 10.0, B-05.
- **Testing & Inspecting Center** – test institutes for safe toys in hall 11.1.
- **Young Innovative Companies** – hall 11.1.

■ Press events

- **Main press conference of Spielwarenmesse eG** – Thursday, 24.1.2013, 11 a.m., NCC Mitte, Brüssel hall
- **PressPreview – new products show** – Tuesday, 29.1.2013, 9 a.m., NCC Ost
- **Fair opening ceremony** – Tuesday, 29.1.2013, 6.30 p.m., NCC Mitte, Brüssel hall, with presentation of ToyAwards
- **Press Get-together** – Thursday, 31.1.2013, 5.30–7.30 p.m., NCC Ost, level 3
- **Presentation to loyal exhibitors** – Sunday, 3.2.2013, 6 p.m., NCC Ost, St. Petersburg foyer
- **Closing press conference** – Monday, 4.2.2013, 11 a.m., NCC Ost, Hongkong room, with announcement of ToyAward main winner



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■ **Admission prices**

- **1-day e-ticket:** presale 17 euros
- **Permanent e-ticket:** presale 35 euros
- **1-day printed ticket:** presale 20 euros/ at ticket desk 23 euros
- **Permanent printed ticket:** presale 38 euros/ at ticket desk 49 euros
- **e-ticketing** available for registered trade visitors in 93 countries.

Your **entrance pass** and **e-ticket** entitle you to **free use** of local public transport throughout the Nuremberg regional transport system (VGN) on the days of the fair.

■ **Opening times**

- Wednesday to Sunday daily from 9 a.m. to 6 p.m., Monday until 5 p.m.
- Note for visitors: Children and juveniles under the age of 16 years are not admitted to the fair.

■ **International Toy Fair on the Internet**

www.toyfair.de (English)
www.spielwarenmesse.cn (Chinese)
www.toy-award.de
www.globaltoyconference.com
www.twitter.com/spielwarenmesse
www.youtube.com/spielwarenmesse
www.pinterest.com/spielwarenmesse

■ **Events at the International Toy Fair**

- **Tuesday**, 29.1.2013: PressPreview, opening ceremony
- **Wednesday**, 30.1.2013: ToyNight
- **Thursday**, 31.1.2013: Toy Business Forum starts; presentation of Seal of Excellence
- **Saturday**, 2.2.2013: Enjoy Toy Fair City; fireworks at 6.05 p.m.
- **Sunday**, 3.2.2013: presentation to honour exhibitors
- **Monday**, 4.2.2013: Global Toy Conference, 9.30 a.m.-4 p.m.

■ **How to be there?**

- **Exhibitors:** Application documents at www.toyfair.de/exhibitors
contact person: Christian Beyer
c.beyer@spielwarenmesse.de
- **International trade visitors** can obtain entrance passes via our representatives www.toyfair.de/representatives contact person: Marion Weiss:
m.weiss@spielwarenmesse.de
- **Journalists:** accreditation at www.toyfair.de/press
contact person: Sabrina Huck
s.huck@spielwarenmesse.de

■ **ToyKnowHow on the Internet**

www.yourtoycom.com
www.facebook.com/toysgogreen

■ **Company on the Internet**

www.spielwarenmesse-eg.com
www.toyfair.de/representatives