

Application

for the World of Toys by Spielwarenmesse eG Pavilion
at Toy Fair New York March 1–4, 2025

The deadline for application is 15 October 2024



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 _____

Type of business Manufacturer/Industry Wholesale Craft trade Publisher

General manager/CEO:

Name, Surname _____

Email _____

Telephone _____

Language German English

Correspondence address:

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

Company _____

Street _____

Postcode, town _____

Country _____

Website _____

Email _____

Telephone _____

Contact:

Name, Surname _____

Email _____

Telephone _____

Language German English

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Please state product categories* for assigning your exhibits:

Outdoor Play
Educational
Books & Music

Action Figures/Pop Culture Collectibles
Games & Puzzles
Baby & Toddler

* 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:

950 € per sqm

- Partition walls (h = 8 feet = approx. 2.44m)
- 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
- 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 to 30 sqm): _____

The allocation is made in squarefoot. 100 squarefoot corresponds to 9.3 squaremeters, see also Rules for exhibitors 3.3.

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.

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 for the World of Toys by Spielwarenmesse eG Pavilion at Toy Fair New York 2025 and accept these rules 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.

