



Meet Europe's top buyers!

Insights 

Your stationery expo

Nuremberg, 14 – 16 October 2020



# SYMPATHETIC PERSONAL INDIVIDUAL

## 5 years Insights-X means 5 years quality

### A unique concept goes into the sixth round

This young expo developed with the industry entered its fifth year in 2019 and, yet again, proved a very positive experience for both, exhibitors and visitors alike. As always the main focus was on: **the success of the participants.**

Insights-X benefits from the organiser's unique cooperative structure. This form of enterprise is based on a community of values incorporating cooperation, partnership, trust, fairness and responsibility.

### Key benefits of Insights-X

#### 1 Perfect timing

The autumn timing is just right for presenting new paper, office supply and stationery products for the year ahead.

#### 2 Top buyers in attendance

The trade visitor quality is excellent, with buyers from all across Europe attending.

#### 3 Personal support

The personal support provided to our exhibitors ensures everything runs smoothly before and during the expo.

#### 4 An expo conceived by the industry for the industry

Exhibitors actively shape Insights-X and provide input that is used to enhance the expo concept.

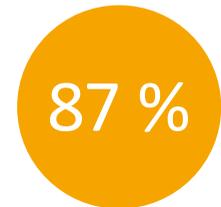
#### 5 Stationery brand expo

Insights-X attracts impressively high-quality exhibitors, with all key sellers in the back-to-school segment represented.

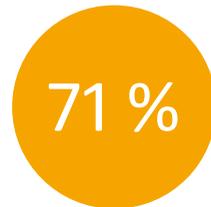
# Key figures

## International trade visitors

The quality of trade visitor is underlined by the remarkably high proportion of top buyers and decision-makers.



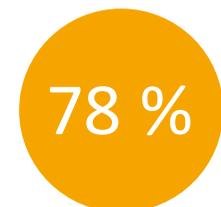
of the trade visitors are **decision-makers**



of the trade visitors have either already **placed orders** or **definitely plan on placing them**

## Satisfied exhibitors

You have time for in-depth discussions with the right visitors at Insights-X. In addition to the trade visitor quality, the personal support from the professional team also promotes exhibitor satisfaction.



of exhibitors consider Insights-X a **highly important element** of their marketing activities



of manufacturers are **very satisfied or satisfied** with the expo team's level of organisation and support

The data basis: The visitor survey was conducted by the independent market research institute explori, Croydon, United Kingdom. The exhibitor survey at the expo was conducted by the independent market research institute Gelszus Messe-Marktforschung GmbH, Dortmund, Germany, on all days of the expo.



321

manufacturers and industry representatives from 41 countries

5,669

specialist retailers and distributors from 85 countries

## Visitors – top 15 countries

Belgium, Germany, France, Greece, Italy, Netherlands, Austria, Poland, Romania, Switzerland, Slovenia, Spain, Czech Republic, Turkey, Hungary

# Strong Brands at Insights-X 2019



For more exhibitors and brands at Insights-X 2019, please check our exhibitor directory at: [www.insights-x.com/en/online-catalogue](http://www.insights-x.com/en/online-catalogue)

# A focus on your products

The product groups relevant to the industry are all represented at Insights-X. In the office, school and hobby supply sectors, every exhibitor will find the right area to showcase their products and present their innovations and trends for the year ahead.

*"Schoolbags and backpacks are a focus of our range. We find lots of these at Insights-X. I have providers here from Europe and overseas, that makes the overview exciting, in order to see where the ideas are going, which materials are being used and what developments there will be."*

**Spielkiste Lang OHG**  
Sebastian Lang, Owner, visitor, Germany

## WRITING UTENSILS AND EQUIPMENT

In this product group, you can offer writing instruments made of wood, metal and other materials as well as suitable accessories such as erasers, sharpeners and refills. Ergonomic fountain pens or high-quality writing instruments are also included here.

## PAPER AND FILING

Your novelties for ensuring a structured way of working come into their own in this product group: paper, writing pads, shipping and organizing materials, products for filing as well as files, folders and staplers can all be found here.

## ARTISTIC AND CREATIVE

Besides classic children's crafting articles, this product range offers high-quality painting and crafting materials for adults, too. Present your brushes and paints for professionals or products that form part of the basic equipment for beginners.

## DESKTOP AND OFFICE

This product group embraces workplace equipment and various organizational and presentation aids along with multi-media goods, such as storage systems for storage media.

## BAGS AND ACCESSORIES

This product group covers the range from school bags and complete satchel sets with licensed motifs to high-quality folders and cases made of leather via classic briefcases and simple fabric bags.

## STATIONERY AND GIFT ARTICLES

Whether classic or fancy paper and stationery products, this category offers space for greeting cards, decorative stationery, albums, calendars and packaging accessories as well as trend products and gifts.



# Insights

Insights-X offers you the best visitors

Showcase your products at Insights-X 2020 and benefit from visitor groups with the authority to take purchasing decisions. You get in touch with the most important contacts at Insights-X, including purchasing decision-makers, retailers and association members.



*"The visitor quality is right. The visitors who come to our stand, know exactly what they want and come up with direct ideas. We took part again and again at Insights-X, because for the export business it is important to have a continuous presence."*

**Taneks Kagit Sanayi Ürünleri Ticaret ve Sanayi Ltd Sti**  
Arda Gürtunca, Board member, Exhibitor, Turkey

## Countries being actively targeted

Albania, Algeria, Armenia, Austria, Azerbaijan, Bahrain, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hungary, Iran, Israel, Italy, Kazakhstan, Kosovo, Kuwait, Latvia, Lebanon, Liechtenstein, Lithuania, Luxemburg, Malaysia, Moldova, Montenegro, Morocco, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tunisia, Turkey, UK, Ukraine

## These top buyers from Germany and Europe have visited the Insights-X so far

- Albert Heijn
- Aldi
- Amazon
- Amex Stationery
- Auchan
- Bruna
- Carrefour
- Coop
- Cultura
- DreamLand
- Ecomedia
- Edeka
- EK/Servicegroup
- El Corte Inglés
- Galeria Karstadt Kaufhof
- Globus
- Gruppo Buffetti
- idee. Creativmarkt
- Interspar
- Jako-o
- Kaufland
- Kaut-Bullinger
- KiK
- Lidl
- Limango
- Lyreco
- MÄC Geiz
- Manor
- McPaper
- Media-Saturn
- Metro
- Migros
- Müller Drogeriemarkt
- myToys.de
- Office Depot
- Office World
- Pagro
- Rewe Group
- Rossmann Drogeriemarkt
- Ryman
- Smyk
- Sonae
- Staples
- Tesco
- Thalia
- TK Maxx
- Vedes
- Wibra
- Woolworth

*„Year after year, we have presented our company at the Insights-X magnified. Compared to 2018, we have almost doubled our area (...) Insights-X is becoming increasingly important for us internationally and we've been happy with the event from the start.“*

**CoLibri System GmbH**

*Alexander Brand, Managing Director, exhibitor, Germany*





## You will find inspiration at every turn at Insights-X

### #Inspiration

The #Inspiration special area offers you an additional platform for showcasing your product innovations as part of Insights-X.

Retailers and buyers can see your highlights at a glance and get trendsetting ideas for their business. Simply ask about our InspirationPackage.

### InsightsArena

InsightsArena offers you many different ways to get in contact with visitors and win them over with your products.

### Atelier

Offer trade visitors a different experience in the InsightsArena Atelier through workshops and join-in activities that give them ideas on getting the best

out of your products. Exhibitors who organise join-in activities get an additional free secondary placement in this area.

### InsightsTalks

InsightsTalks in the Arena Atelier is where your visitors can broaden their knowledge through presentations from various experts in the stationery sector – free of charge! Of course, you are also most welcome to attend.

### AfterHour

Bring your first day at the expo to a close with a sociable get-together at the AfterHour. The relaxed atmosphere is perfect for connecting with both visitors and other exhibitors and establishing new relationships.

## Associations and purchasing cooperatives

You can also take advantage of the numerous events held in parallel by participating associations and purchasing cooperatives. These offer you optimal synergy effects and are further evidence of the importance of Insights-X within the industry. These partners supported Insights-X 2019:



# Your perfect investment at a glance

- Exhibiting fee excl./incl. stand construction package
- Waste disposal fee 2,50 €/m<sup>2</sup>
- AUMA fee 0,60 €/m<sup>2</sup>
- Marketing package 425 €

## Prices\* excl. stand construction package min. 9 m<sup>2</sup>

Row stand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
161.00 €/m <sup>2</sup>	189.00 €/m <sup>2</sup>	204.00 €/m <sup>2</sup>	209.00 €/m <sup>2</sup>

## Prices\* incl. stand construction package 9 – 36 m<sup>2</sup>

Row stand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
271.00 €/m <sup>2</sup>	299.00 €/m <sup>2</sup>	314.00 €/m <sup>2</sup>	319.00 €/m <sup>2</sup>

\* A registration fee of 400 € must be paid. The registration fee will be deducted in full from the exhibiting fee and will be refunded in the event of non-admission. All prices are subject to statutory VAT (see Item 6 of the rules for exhibitors 2020) and other fees, for example AUMA-fee amounting of 0.60 € / m<sup>2</sup> and waste disposal fee amounting of 2.50 € / m<sup>2</sup>. All price information can be found in the exhibiting fees fact sheet 2020.

## The easy way to calculate your trade fair presence:

Would you like to know how much you will have to budget to take part in the expo? Then check out the free fair calculator on our homepage:

[www.insights-x.com/en/exhibitors/fair-calculator/](http://www.insights-x.com/en/exhibitors/fair-calculator/)

## The stand construction package includes the following:

- Stand system (with white stand partition walls, natural aluminium system material, wall height 2.5 m (upper panel 3.5 m), company logo on the stand frame design)
- Lighting
- Waste disposal fee and daily stand cleaning
- Anthracite carpeting, 1 meeting table, 4 upholstered chairs, 1 waste paper basket
- 15 m<sup>2</sup> or greater: one 1 x 1 m cabin with a lockable door and coat rack
- Power connection and flat rate for power consumption generated by renewables

## Marketing package for the perfect media presence

Benefit from everything on offer with this package – before, during and after Insights-X:

- Flat rate for free customer invitations: unlimited number of voucher codes for free admission for all of your customers
- Marketing materials: personalised banners, QR codes, letter stickers and further media for promoting your presence at the expo
- Inclusion in official Insights-X print and online media



## eXperience – Your entry at Insights-X

Make use of the cost-effective all-round carefree package for a stand area of 6 m<sup>2</sup> with a high-quality stand construction concept including equipment.

Package price:      first year 1,666.00 €      second year 2,222.00 €

## Your personal points of contact

You can trust in our experienced, committed team of genuine expo professionals, who will support you personally according to your particular needs. Any questions? We would be pleased to advise you on all aspects of your participation in the expo:



Sabrina Endres  
Tel. +49 911 99813-10  
s.endres@insights-x.com



Natalia Pilarski  
Tel. +49 911 99813-60  
n.pilarski@insights-x.com

## Your global network – our representatives in your country

The success of Insights-X is backed by a strong pool of representatives of Spielwarenmesse eG who support you in your language with the planning of your trade fair presentation. Contact our representatives in your country:

[www.insights-x.com/en/contact/representatives](http://www.insights-x.com/en/contact/representatives)

**Sign up online for Insights-X 2019:  
[www.insights-x.com/en/application](http://www.insights-x.com/en/application)**

Planning status: January 2020.  
Subject to change.

# Insights



## Expo facts

Venue:	Messegelände Nürnberg (Nuremberg Exhibition Centre), Halls 10, 11 and 12
Date:	14 to 16 October 2020
Opening hours:	Daily 9 am to 6 pm, last day of the expo: 9 am to 5 pm
Content:	Paper, office supplies and stationery for the office, school and hobbies, trends and industry knowledge
Catchment area:	Global with a focus on Europe
Visitors:	registered trade visitors only. No private end consumers.

## More on Insights-X

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Spielwarenmesse eG  
Herderstraße 7, 90427 Nuremberg, Germany  
Tel. +49 911 99813-0  
Fax +49 911 99813-898  
[info@insights-x.com](mailto:info@insights-x.com), [www.insights-x.com](http://www.insights-x.com)