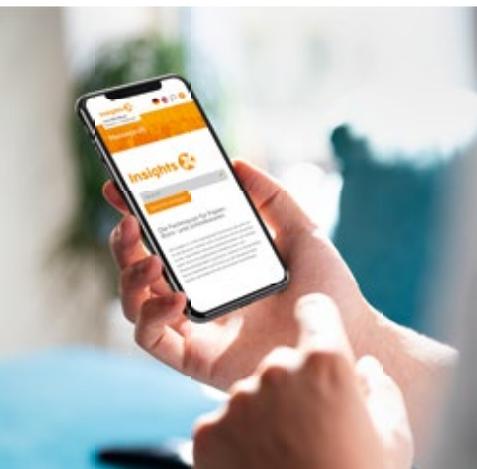




INSIGHTS-X 2021

NEW CHALLENGES, NEW PROSPECTS



Insights

Your stationery expo
Nuremberg, 7 – 9 October 2021

BUSINESS, NETWORKING AND KNOW-HOW FOR THE STATIONERY INDUSTRY

From 7 to 9 October 2021, international manufacturers and retailers in the stationery sector will enjoy a big reunion at Insights-X in Nuremberg.

The successful event in October 2020, which had to go online-only on account of the coronavirus pandemic, has further strengthened Insights-X as an industry meeting place. The pandemic has been the catalyst for a rethink across all sectors of the economy, but has also thrown up new opportunities. For Insights-X 2021, we have a new concept designed to offer all involved the best of both worlds – in-person and online.



Insights



Your benefits

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 important buyers from all across Europe taking part.

3

Stationery brand expo

Insights-X attracts an impressively high number of leading exhibitors, with all key suppliers and manufacturers in the back-to-school segment in particular represented.

4

Enhanced expo concept

Benefit from additional digital exhibitor and visitor services to ensure your efficient and effective participation in the expo.

5

New themed worlds

There will be a special focus on digitalisation and sustainability at Insights-X 2021.

KEY FIGURES OF **INSIGHTS-X**

Trade visitors with decision-making authority and satisfied exhibitors

The quality of trade visitors is underlined by the remarkably high proportion of top buyers and decision-makers. In addition, the personal support provided by the professional team at Spielwarenmesse eG also promotes exhibitor satisfaction.

INSIGHTS-X STATIONARY 2019

321

suppliers from 41 countries

5,669

specialist retailers and distributors from 85 countries

95 %

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

87 %

of the trade visitors are decision-makers

INSIGHTS-X ONLINE 2020

170

suppliers from 34 countries

4,775

specialist retailers and distributors from 112 countries

90 %

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

82 %

of the trade visitors are decision-makers

VISITORS – TOP 10 COUNTRIES*

* at Insights-X Online 2020, sorted in descending order

Germany

Turkey

Netherlands

Japan

France

Austria

Great Britain

Italy

Switzerland

Czech Republic

A FOCUS ON YOUR PRODUCTS

Showcase your innovations and trends from the six product groups at Insights-X. We offer you the platform you need to shine a spotlight on your products.

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 organising 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.



"I rely on Insights-X! It is an important platform for us at which we can showcase our product range to the top buyers at the right time before decisions are taken. In particular, the high-quality discussions with current and prospective customers and also other manufacturers make Insights-X a special expo."

Undercover GmbH

**Michael Fortdran, Managing Director,
exhibitor, Germany**

DESKTOP AND OFFICE

This product group embraces workplace equipment and various organisational 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.



STRONG BRANDS AT INSIGHTS-X*





* Selection of exhibitors and suppliers at Insights-X 2019 and Insights-X Online 2020.

TRADE VISITORS WITH DECISION-MAKING POWER

Insights-X is intended for a wide-ranging professional audience in the stationery sector and offers the best possible mix of international trade visitors, purchasing decision-makers and retailers.

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

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



"We appreciate the informal atmosphere at Insights-X, which allows us to have relaxed discussions with our customers. We feel positive about the expo and are very happy with what we get out of participating."

ExaClair GmbH

**Daniel Buchholzer, Chief Operations Officer,
Insights-X 2019 exhibitor, Germany**

THE EXPO THAT **GIVES YOU MORE**

In addition to your stand space, there are also other ways to showcase your innovations at Insights-X. You might like to opt for a product placement or demonstrate the benefits of your product in an exhibitor event.

Interesting expert presentations on topics of relevance to the stationery sector complete the expo concept.

InsightsDigital

Showcase your digital innovations. Take advantage of an exclusive secondary placement for your products at the new InsightsDigital special area.

InsightsInspiration

Paper, office supply and stationery product innovations are presented at the InsightsInspiration special area. This year, we are placing a special focus on the topic of sustainability.

InsightsArena

InsightsArena is a meeting place for exhibitors and visitors. Take a break to catch up informally with your customers and avail yourself of the food and beverages on offer. Industry associations are also represented in a separate lounge area.

Atelier

Workshops and join-in activities are good ways for exhibitors to demonstrate to trade visitors how to get the best out of their products. You can use these to give suggestions and find new customers. What's more, presented products are exhibited in a showcase in the Atelier for the entire duration of the expo.

InsightsTalks

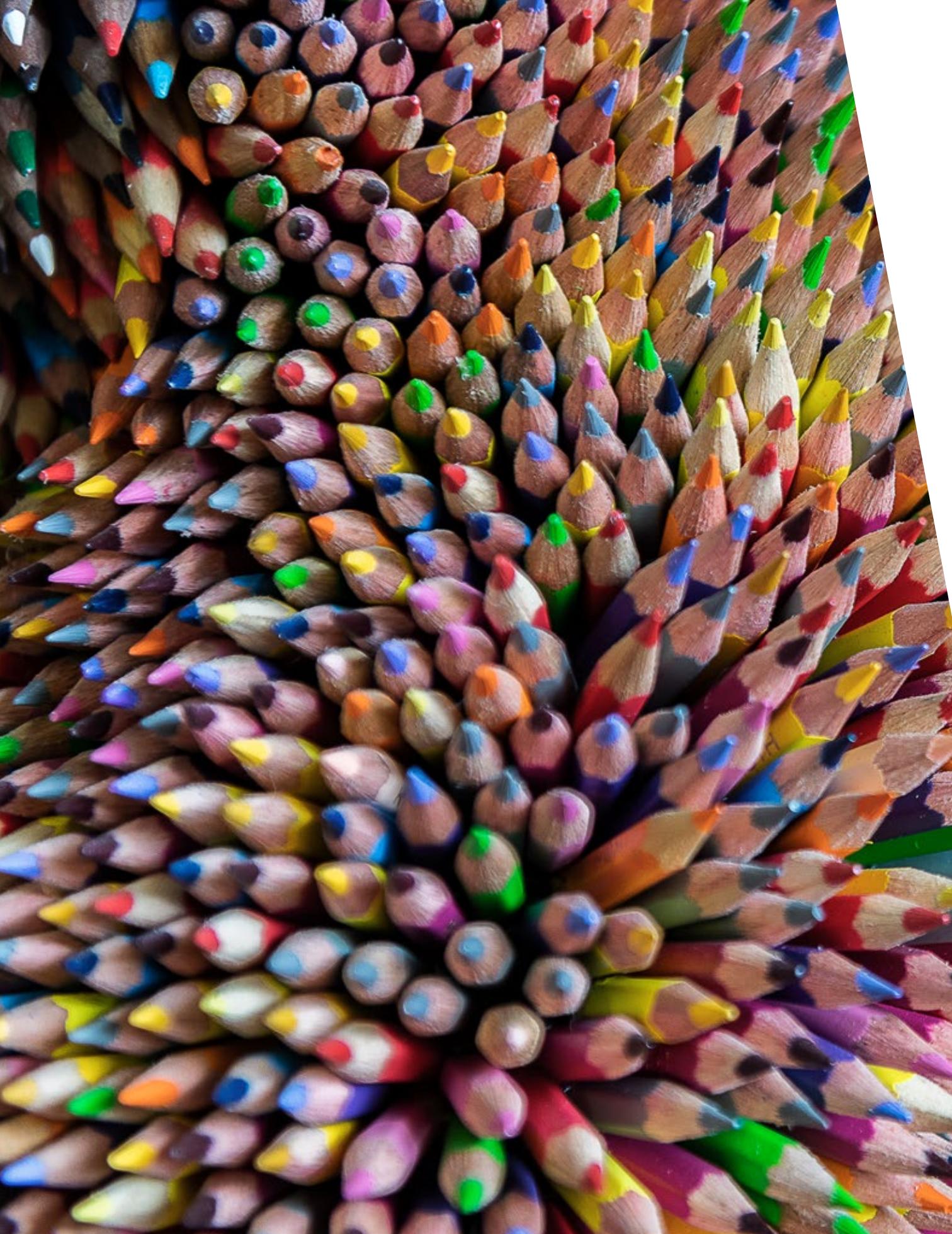
At InsightsTalks, experts from the stationery sector give presentations on current topics, such as visual merchandising, sales training and the back-to-school segment. All interested can gain valuable and practical tips for their day-to-day business from these compact, free presentations.

Special Award Ergonomics

With this award, IGR (Institut für Gesundheit und Ergonomie) and Insights-X are recognising stationery products that have a particular focus on ergonomics. Do you have products with demonstrably impressive ergonomic credentials? Then we look forward to your application.

"There was a whole lot of retail knowledge available at InsightsTalks, with superbly selected speakers."

BSB – Büro-, Schul-, Kindergartenbedarf
Sascha Buck, owner,
visitor, Germany



ASSOCIATIONS AND PURCHASING COOPERATIVES

As an exhibitor, you can take advantage of the numerous events held in parallel by participating associations and purchasing cooperatives. These guarantee you optimal synergy effects and are further evidence of the importance of Insights-X within the industry.

These partners supported Insights-X 2020:

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Soennecken

TÜKİD ALL STATIONERY
ASSOCIATION
TURKEY

vedes

Verband der
PBS-Markenindustrie

WKOL
Papier & Spielwaren

INTERNATIONAL BRAND EXPO WITH A NEW CONCEPT

The addition of countless digital offerings to the real-world Insights-X means a considerably greater number of contacts for you across both channels. Reinforce your presence at the expo by taking advantage of attractive online offerings and the related synergy effects.



Business

In addition to the familiar advantages of the online exhibitor and product directories, such as the year-round presence, we also offer you other benefits, like the option of listing an innovation in the innovation section of the online catalogue with up to five product images so that your customers can gain an even more detailed insight.

Networking

Meet your customers at the exhibition centre or take advantage of the digital possibilities available to you through the Insights-X online catalogue, such as online meeting rooms and digital product presentations.

Know-how

Insights-X 2021 will put the topics of digitalisation and sustainability centre stage. You can also expect interesting presentations from experts at the exhibition centre and online.

Get ready now, as you'll soon be receiving further information on the digital services and attractive price packages designed to ensure you get the most out of the expo!

YOUR WORTHWHILE INVESTMENT AT A GLANCE

- Exhibiting fee excl. / incl. stand construction package
- Marketing package 525 €
- AUMA fee 0.60 € / m²
- Waste disposal fee 2.80 € / m²

PRICES* excl. stand construction package min. 9 m²

Rowstand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
Early bird registration before 28 February 2021			
145.00 € / m ²	170.00 € / m ²	184.00 € / m ²	189.00 € / m ²
From 1 March 2021			
161.00 € / m ²	189.00 € / m ²	204.00 € / m ²	209.00 € / m ²

PRICES* incl. stand construction package 9 – 36 m²

Rowstand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
Early bird registration before 28 February 2021			
255.00 € / m ²	280.00 € / m ²	294.00 € / m ²	299.00 € / m ²
From 1 March 2021			
271.00 € / m ²	299.00 € / m ²	314.00 € / m ²	319.00 € / m ²

* The registration fee is 400 €. The registration fee is deducted from the participation fee on approval. We can only process your registration after receipt of the fee. The registration fee is returned to you in the case of non-approval. All prices are subject to the addition of the obligatory marketing package (525 €) and statutory VAT, see pt. 6 of the Rules for Exhibitors 2021, plus further charges, e.g. AUMA fee (0.60 € / m²) and waste disposal fee (2.80 € / m²).





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

YOUR EXPO PRESENCE

Marketing package for the perfect media presence

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

- Flatrate for free customer invitations: unlimited number of voucher codes for free admission for all of your customers
- Marketing materials: personalised banners, QR codes, and further media for promoting your presence at the expo
- Inclusion in official Insights-X online and print media
- New online services: individual header graphic, listing of one innovation in the innovation section with up to five product images, addition of all social media profiles for contacts and publication of one press release

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 m² or greater: one 1x1 m cabin with a lockable door and coat rack
- Power connection and flat rate for power consumption generated by renewables

eXperience – Your entry at Insights-X

Make use of the cost-effective all-round carefree package for a stand area of 6 m² with a high-quality stand construction concept including equipment.

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



← 1 2 →

← 1 2

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ARISTO

NOVUS DAHLE
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NOVUS DAHLE
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YOUR **PERSONAL** POINTS OF CONTACT

We would be happy to advise you on your individual participation options!



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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

Sign up online for Insights-X 2021:
www.insights-x.com/en/application

Planning status: January 2021.
Subject to change.

Insights



EXPO FACTS

- Venue: Messegelände Nürnberg (Nuremberg Exhibition Centre), Halls 10, 11 and 12
- Date: 7 to 9 October 2021
- 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.

Insights-X Online – the platform of the paper, office supplies and stationery industry for doing business, networking and gaining know-how!

www.insights-x.online

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