

Press Release

Stationery expo Insights-X gets off to a promising start

- Registration figures already well above last year's levels
- Larger exhibition area: Insights-X expands into a third hall
- InsightsArena encourages interaction on all four days of the fair

Following its successful debut last autumn, Insights-X is already witnessing considerable growth. It owes this expansion to a concept that is tailored to the needs of the paper, office supplies and stationery sector and an event that takes place at the right time and in a congenial atmosphere. No fewer than 270 exhibitors from 33 countries have so far registered for the next event from 6 to 9 October 2016, corresponding to an increase of 82 companies (44 percent) against last year. These firms are all poised to showcase their latest trends in the fields of office supplies, back-to-school and hobby crafts at the Exhibition Centre in Nuremberg. The trade fair, organised by Spielwarenmesse eG, stretches across Halls 1 and 2, spilling for the first time into Hall 3 where attendees will be able to participate in the InsightsArena or chat and network in the pleasant atmosphere of the Lounge.

A rounded concept stimulates demand

Established on the initiative of German stationery companies, Insights-X has already met with a positive response from the industry: Last year, 4,365 trade buyers from 82 countries wended their way to Nuremberg to view the new products and ideas of 188 exhibitors from 34 countries. This is an excellent performance given that the trade fair was originally intended to target just the German, Austrian and Swiss markets. Ernst Kick, CEO, states: "We're delighted both with the international and high-quality response which shows that our new concept is totally in tune with the needs of both exhibitors and visitors. Our aim for this year's event is to build on our initial success." Driven by strong demand, the second edition of Insights-X will already have grown by 5000 m², expanding into part of Hall 3. This means that each of the six product groups – encompassing Writing Utensils and Equipment, Paper and Filing, Desktop, Artistic and Creative, Bags and Accessories and Stationery and Gift Articles – will offer considerably more choice. Moreover, the timing of

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the event is crucial as it allows new products for the coming year to be launched and ordered in the autumn.

InsightsArena: an invitation to get involved

Set in a pleasant and professional atmosphere, Insights-X inspires both trade and industry to engage in a dialogue of cooperation. Indeed, the aspect of communication is very much in the spotlight at the InsightsArena, accommodated in Hall 3. Here, business people can meet for casual talks and negotiations at the Contact Lounge, whilst the Catering Area provides welcome food and refreshments. The Concierge is also available to answer any questions about the fair and the city of Nuremberg. The Atelier, or activity area, is at the heart of the InsightsArena, as Marketing Director Christian Ulrich explains: “Insights-X is all about experiencing the products: The participation area gives trade buyers the opportunity to try out the new products for themselves.”

Numerous companies are offering small workshops and creative sessions, demonstrating how customers can experience products at the point of sale through promotions. These sessions are designed for visitors not only as a source of fun but also as inspiration for creating in-store promotions. The offerings change every day and are supported by some of the industry’s media partners. Each day is devoted to a specific topic:

Thursday, 6.10.2016: **Do It Yourself: a new way of showcasing creativity.**

Supported by boss and pbsAKTUELL (publisher: bit Verlag)

Friday, 7.10.2016: **Target group - adults: opening up new revenue opportunities with trendy articles.**

Supported by Cutes (publisher: Verlag Chmielorz)

Saturday, 8.10.2016: **Winning people over with the personal touch: individuality arouses emotions.**

Supported by German stationery association HBS

Sunday, 9.10.2016: **Well kitted out for everyday school life: advice with a difference.**

Supported by pbs report, Schreibkultur, Schule OK! (publisher: Zarbock Media)

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Trade buyers wanting to plan their visit to Nuremberg can access the full InsightsArena programme at www.insights-x.com/en/highlights/insightsarena as well as the online catalogue featuring a comprehensive list of exhibitors at www.insights-x.com/en/online-catalogue. Additional promotions at the stands are listed in the online calendar: www.insights-x.com/en/events.

The place to meet in Nuremberg

This year's stationery show will once again create useful synergies at the Exhibition Centre in Nuremberg. Accordingly, retail association HBS and buying group duo schreib & spiel are set to hold their conferences during Insights-X on 7th and 8th October respectively. In addition, Spielwarenmesse eG is staging the ToyPreview in Hall 12.2 on 6th and 7th October. This renowned event, which gives reputed toy manufacturers the opportunity to invite their customers to Nuremberg, opened its doors during the last Insights-X and will do so again this year. This enables buyers to view not only toys but also the latest innovations in paper, office supplies and stationery. Conversely, exhibitors in the stationery sector have the chance to forge contacts with potential new customers.

Service for exhibitors

The companies exhibiting at Insights-X benefit greatly from the personal customer care they receive. Florian Hess, Director Fair Management, points out: "The exhibitors are in close contact with our experienced team both prior to and during the fair and also have access to an extensive range of services." This includes two free online seminars, explaining how companies can exploit the full potential of exhibiting at Insights-X. Module 1 – "Successful Trade Fair Planning" – takes place on 22nd June 2016, whilst Module 2 – "Successful Trade Fair Participation" – can be viewed on 29th June 2016. Both seminars will be aired in English from 11 am to 12 pm CEST. They will also be shown in German on the same days from 2 pm to 3 pm CEST. Details of the services provided, the online catalogue and constantly updated information on suppliers and brands are available at: www.insights-x.com.

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Service for trade buyers

Insights-X opens from Thursday to Saturday from 9 am to 6 pm and on Sunday from 9 am to 3 pm. Trade buyers can register via the online ticket shop at www.insights-x.com/en/ticketshop from 1 June 2016. Entrance tickets cost EUR 10.00 and are valid for the entire duration of the fair. Reasonably priced accommodation can be found at www.insights-x.com/en/travel-stay, which contains the details of a whole host of partner hotels. Ernst Kick, CEO, is confident that “Our comprehensive range of services will help exhibitors and visitors prepare their time at Insights-X properly, whilst ensuring that both they and our highly motivated team contribute to making the second event a resounding success”.

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Note for editors: Reprint free of charge. Images available at www.spielwarenmesse.de/en/photos by clicking on the “Insights-X” button. Please provide us with a voucher copy on publication.

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Insights-X – The New Stationery Expo

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors from 6 to 9 October 2016. Further information can be found online at www.insights-x.com.

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai, **Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People’s Republic of China, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık

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Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a major stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com.