

Press Release

Insights-X inspires dialogue between trade and industry

- Associations and buying groups to have own area for the first time
- Promotions encourage traders and buyers to test new products

Taking place this year from 5 to 8 October 2017, the third Insights-X will be promoting a dialogue of cooperation between trade and industry. The InsightsArena in Hall 3 forms the perfect backdrop for this kind of intense interaction. By featuring a variety of exhibitor promotions with visitor participation, the stationery expo at Nuremberg's Exhibition Centre underscores the characteristic, hands-on nature of this event. So far, 276 exhibitors have registered.

Networking in a relaxed atmosphere

The comfortable Lounge with plenty of seating creates a pleasant atmosphere for productive business talks and negotiations between exhibitors and trade visitors. The buying groups and associations partnered with Insights-X have, for the first time, been allocated their own area in the Lounge, offering plenty of space for networking and for discussing and sharing ideas. To date, 14 national and international associations and buying groups are appearing in Nuremberg, including names such as duo schreib & spiel, Büroring / Büroforum 2000, PRISMA, EK/servicegroup, idee+spiel and Verband Schweizer Papeterien (VSP). Attendees can recharge their batteries at the Food Court which provides a diet-conscious choice of food and drink. The Lounge also incorporates one of two MediaPoints for the trade magazines published by media partners bit Verlag, Chiemlorz GmbH and Zarbock Media, copies of which will be made available free of charge. The second MediaPoint is located in Entrance Mitte in front of Hall 1 and displays further national and international trade magazines.

Promotions in the Atelier get visitors involved

As in previous years, the Atelier is right at the heart of the InsightsArena, giving visitors the opportunity to get actively involved. Manufactures are organising individual workshops and creative sessions on all four days of the fair. Christian Ulrich, Director Marketing Spielwarenmesse eG, the organiser behind the Insights-X Atelier, explains: "These activities not only show trade visitors how they can stage promotions that successfully present and

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highlight products in their own stores, but they give buyers the chance to test and try out product innovations for themselves." This area also comprises a section for lasting promotions, providing exhibiting firms at Insights-X with additional free exposure.

Calligraphy artist makes guest appearance

In the hobby and craft industry, "hand lettering" currently ranks high in the popularity stakes. Insights-X is responding to this trend by inviting the known calligraphy artist, Hannah Rabenstein, to appear at the fair. She will give fair visitors interesting insights into her craft and introduce them to the art of lettering in an exciting activity with visitor participation.

The ToyPreview, which in previous years has taken place concurrently with Insights-X, will no longer be staged by Spielwarenmesse eG. The branded toy exhibitors located in the permanent stand area at the Exhibition Centre in Nuremberg will still be given the option to open during the expo.

Buyers wanting to plan their visit will find a detailed programme of events at the InsightsArena at www.insights-x.com/en/highlights/insightsarena and the Online Catalogue featuring all exhibitors at www.insights-x.com/en/online-catalogue.

Text length: 3,289 characters

Note to editors: Reprint free of charge. Images are available at www.insights-x.com/en/photos. Please provide us with a voucher copy on publication.

29.6.2017 – kk

Insights-X – Your 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 5 to 8 October 2017. Further information can be found online at www.insights-x.com.

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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 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.