

Insights-X supports exhibitors with online tutorials for a successful event

Thorough preparation is the key to a successful exhibition. To support exhibitors in the run-up to the fair, the team at Insights-X is releasing a selection of online tutorials at www.insights-x.com which will be made available from August. Three short videos highlight the factors that determine an exhibitor's success and what can be done to influence them. The fourth video sheds light on everything exhibitors need to know about Insights-X, which is scheduled to run at Nuremberg's Exhibition Center from 5 to 8 October.

The first tutorial focuses on strategic fair planning. It explains how to define objectives and mission statements and what to consider when planning and budgeting for an exhibition. The second video looks at visitor marketing, providing practical tips on invitation campaigns, marketing promotions and advertising opportunities at the stand and the exhibition center. The next video tutorial sheds light on how to follow-up new contacts and business opportunities after the fair. Exhibitors at Insights-X also learn why this step is so important. The three online tutorials are produced in cooperation with Munich-based service provider MEPLAN.

A fourth and final video contains important and concise details about this year's Insights-X. It explains, for example, where exhibitors can park on site, what kind of advertising options are available from exhibition organiser Spielwarenmesse eG and when the stands have to be assembled and dismantled. The online tutorials are available both in English and German. They each have a duration of five to eight minutes and can be accessed through the website free of charge from 28 August.

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Note for editors: Reprint free of charge. Please provide us with a voucher copy on publication.

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Press Release

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.

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.