

Press Release

Insights-X: Early-bird promotion runs until end of December

- Companies benefit from lower participation costs
- Unlimited number of voucher codes for customer invitations

Insights-X has become a firm fixture in the diaries of stationery professionals around the world. With 305 exhibitors from 41 countries and 5,578 visitors from 99 countries, the last event was a resounding international success, marking a continuation of its rapid expansion. Scheduled to run from 4 to 6 October 2018, the stationery expo is already inviting exhibitors to submit their bookings for the fourth edition.

It pays to be quick: stand bookings received by 31 December 2017 will fall within the fair's early-bird promotion and thus benefit from lower rates. Participating firms can choose from four different stand types to suit their needs. To ensure that preparations run as smoothly as possible, the team at Insights-X also offers an optional stand construction package, comprising a stand, ranging in size from 9m² to 36m², basic furnishings and fixtures as well as an electricity supply.

All exhibitors benefit from an extensive marketing package that has been improved for the next edition of Insights-X. An unlimited number of voucher codes is already available to exhibitors wanting to invite customers to the event. The package also includes a variety of marketing materials to enable companies to promote their appearance at the stationery expo. They comprise, among others, personalised banners, QR codes and letter labels. The package, likewise, embraces company entries and a product presentation in the official print and online media, i.e. in the list of exhibitors, hall plan, online catalogue and the Insights-X app. Put together by organiser Spielwarenmesse eG, these services give companies optimal media exposure before, during and after the fair.

The closing date for existing exhibitors is 28 February 2018. First-time exhibitors can book a stand at the fourth Insights-X until 31 March 2018. Further details about registrations and the Terms & Conditions can be found at www.insights-x.com/en/application. The list of exhibitors at Insights-X 2018 is updated on an ongoing basis and can be viewed at www.insights-x.com/en/exhibitor-preview-2018.

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Note for editors: Reprint free of charge. Images are available at www.insights-x.com/media.

Please provide us with a voucher copy on publication.

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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 4 to 6 October 2018. 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.