Press Release

Insights-X: New Voucher Booklet and inspiring activities

- Diverse programme at the Atelier in the InsightsArena
- Peter Maffay makes guest appearance at duo schreib & spiel

This year's Insights-X from 4 to 6 October is poised once again to turn business and networking into a memorable experience. An engaging activity programme will provide trade buyers with a daily dose of inspiration and creative ideas. Organiser Spielwarenmesse eG is introducing a new offer to its already extensive visitor services.

A visit with added value

In time for its fourth edition, Insights-X is bringing out its first Voucher Booklet for all buyers and retailers. It contains no fewer than 51 vouchers for special exhibition discounts, give-aways and surprises that visitors can redeem at the stands of participating exhibitors. The Booklet will be distributed at the Exhibition Centre in Nuremberg and is already available for download at www.insights-x.com/en/voucherbooklet.

Get-together at the AfterHour

The varied supporting programme is guaranteed to turn a visit to Insights-X into a memorable event. As a highlight on the first evening of the fair, Spielwarenmesse eG invites all exhibitors and trade visitors to a relaxed get-together at the AfterHour. Starting at 7 pm, the event at Entrance Mitte gives them the opportunity to meet and chat with old and new business partners over a drink and a delicious bite to eat. Live band Cadenza will add to the party atmosphere.

A plethora of promotions

Getting involved and being creative is right at the very heart of Insights-X. Embracing this idea, several exhibitors are staging exciting promotions at their stands. In collaboration with the licensees, German buying group duo schreib & spiel is presenting the current trailer for "Tabaluga – the Movie" (release date: 6 December 2018) together with the latest licensed merchandise based on the film. A guest appearance by legendary German singer-songwriter and Tabaluga creator Peter Maffay will be a highlight on Saturday, 6 October. He will be there to answer questions about his Foundation and the cinema film. The InsightsArena is

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hosting a whole series of continuous promotions running the full length of the fair. Stabilo is featuring its Pen 68 Mega Machine where trade buyers simply pick their favourite colours and the machine dispenses their customised 15-pen sets. Staedtler is presenting its colourful products for all arts and crafts enthusiasts. A diverse programme is also in store at the Atelier in the InsightsArena, where exhibitors are staging short workshops and creative sessions, providing retailers with inspiring ideas for their own in-store promotions. A.W. Faber-Castell's seminar "Calligraphy for Beginners" shows how even newcomers to the art can conjure up stunning decorative lettering using ink pens. Armor – Artech is holding a workshop entitled "Become a Christmas Tree Decorations Designer – 3D Pen Activity", whilst bullet journaling and hand lettering take centre stage at "Creative Writing with Ute Gräber" by Online Schreibgeräte.

Overview of promotions at the Atelier in the InsightsArena (as per: 13.9.2018):

Thursday, 4 Oct 2018

10 am – 10.45 am:	**Sketch Session with Hombre** (Kaweco)
10.15 am – 11 am:	**B2B Digital Marketing: 10 Tips to get more Traffic and Leads** (Effektiv Online-Marketing)
11 am – 12 pm:	**DIY cactus name signs made from FIMO soft** (Staedtler)
11.15 am – 12.15 pm:	**Become a Christmas Tree Decorations Designer – 3D Pen activity** (Armor – Artech)
12.15 pm – 12.45 pm:	**Winter Decoration out of Paper** (monbijou (Helmut Lingen Verlag))
12.30 pm – 1 pm:	**Upcycling – Be creative with PILOT PINTOR** (Pilot Pen Deutschland)
1 pm – 1.45 pm:	**Sketch Session with Hombre** (Kaweco)
1.15 pm – 2.15 pm:	**Creative Writing with Ute Gräber** (Online Schreibgeräte)
2 pm – 3 pm:	**DIY confetti coasters made from FIMO soft** (Staedtler)
2.30 pm – 3.30 pm:	**Writing by hand – Express Yourself** (Michel-Verlag)
3.15 pm – 3.45 pm:	**Upcycling – Be creative with PILOT PINTOR** (Pilot Pen Deutschland)
4 pm – 4.45 pm:	**Handlettering – Writing beautifully made easy** (A.W. Faber-Castell)

Friday, 5 Oct 2018

10 am – 10.45 am:	**Calligraphy for beginners** (A.W. Faber-Castell)

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11.30 am – 12.15 pm:	**Handlettering – Writing beautifully made easy** (A.W. Faber-Castell)
12.15 pm – 12.45 pm:	**Urban sketching – quick sketches of people** (A.W. Faber-Castell)
12.30 pm – 1 pm:	**Upcycling – Be creative with PILOT PINTOR** (Pilot Pen Deutschland)
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3.15 pm – 3.45 pm:	**Upcycling – Be creative with PILOT PINTOR** (Pilot Pen Deutschland)
3.45 pm – 4.15 pm:	**DIY-ideas for children's parties** (monbijou (Helmut Lingen Verlag))
4 pm – 4.30 pm:	**Urban sketching – quick sketches of people** (A.W. Faber-Castell)
4.45 pm – 5.30 pm:	**B2B Digital Marketing: 10 Tips to get more Traffic and Leads** (Effektiv Online-Marketing)

Saturday, 6 Oct 2018

10 am – 10.45 am:	**Calligraphy for beginners** (A.W. Faber-Castell)
10.15 am – 11 am:	**Handlettering – Writing beautifully made easy** (A.W. Faber-Castell)
11 am – 12 pm:	**DIY cactus name signs made from FIMO soft** (Staedtler)
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For an overview of all the activities and events at Insights-X, visit the fair-trade calendar at www.insights-x.com/en/events.

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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 Fuarcılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a majority 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.

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