

#### **Insights-X adds new Fair Calculator to exhibitor services**

- Calculating costs and expected sales quickly and easily
- Lower rates available on early bookings

Organiser Spielwarenmesse eG is offering a new service for exhibitors in time for the fifth edition of Insights-X. Companies wanting to exhibit at the stationery expo at Nuremberg's Exhibition Center from 9 to 12 October 2019, have access to a new Fair Calculator, designed to help them plan ahead. Thanks to an early-bird booking promotion, which runs until the end of December, companies can also benefit from lower exhibition rates.

#### **Calculating budgets and business potential**

With the new Fair Calculator for Insights-X, exhibitors can tot up the cost of their stand space quickly and easily. Other typical items such as stand construction and technical equipment are likewise included. In comparison with other calculators, the Fair Calculator developed by 8 Some Sales GmbH goes a step further. This particular product shows the added value of exhibiting, based on the potential contacts companies could make at Insights-X. The calculator is organised into two sections. The "Potential" section enables companies to determine how many contacts and business deals they could generate at Insights-X. The calculator also takes into account objectives such as image and brand building. In the "Budget" section, featuring a rough overview of items, companies can calculate how much it will cost to take part in the fair. At the end, the predicted costs are set off against the expected sales. The results show firms where they could make adjustments to their budgets and expectations. The Fair Calculator is available free of charge at [www.insights-x.com/en/exhibitors/fair-calculator](http://www.insights-x.com/en/exhibitors/fair-calculator) and serves as a complement to the personal consultation provided by the sales team.

#### **Price benefits through early-bird offer**

Spielwarenmesse eG is giving a discount to all companies who book their space at the next Insights-X by 31 December 2018. By taking advantage of the early-bird promotion, exhibitors can save around ten percent on the cost of participating. In addition, Insights-X offers an all-round Stand Construction Package which can be added to orders for stand spaces up to 36m<sup>2</sup>. The package includes basic fixtures and furnishings, an electricity supply

### Press Release

and cleaning. Exhibitors can use the Marketing Package to optimise their media presence. Besides an unlimited number of voucher codes for customer invitations, the package also includes various materials such as personalised banners and QR codes as well as entries in the official Insights-X print and online media.

Further information on registering can be found at [www.insights-x.com/en/application](http://www.insights-x.com/en/application). A continually updated exhibitor preview is available at [www.insights-x.com/en/exhibitor-preview-2019](http://www.insights-x.com/en/exhibitor-preview-2019).

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Note for editors: Reprint free of charge. Images are available at [www.insights-x.com/media](http://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 9 to 12 October 2019. Further information can be found online at [www.insights-x.com](http://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 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](http://www.spielwarenmesse-eg.com).