



Report 2019

Nuremberg, 9–12 October 2019

Insights 
Your stationery expo

Five years of Insights-X: a success story

Within five years, Insights-X has established itself as an international brand expo and a key date in the calendar for leading European purchasing decision-makers in particular. Once again this year, exhibitors, visitors and journalists could experience for themselves this friendly stationery expo's successful concept.



**TOP-CLASS EXHIBITORS
FROM 41 COUNTRIES**

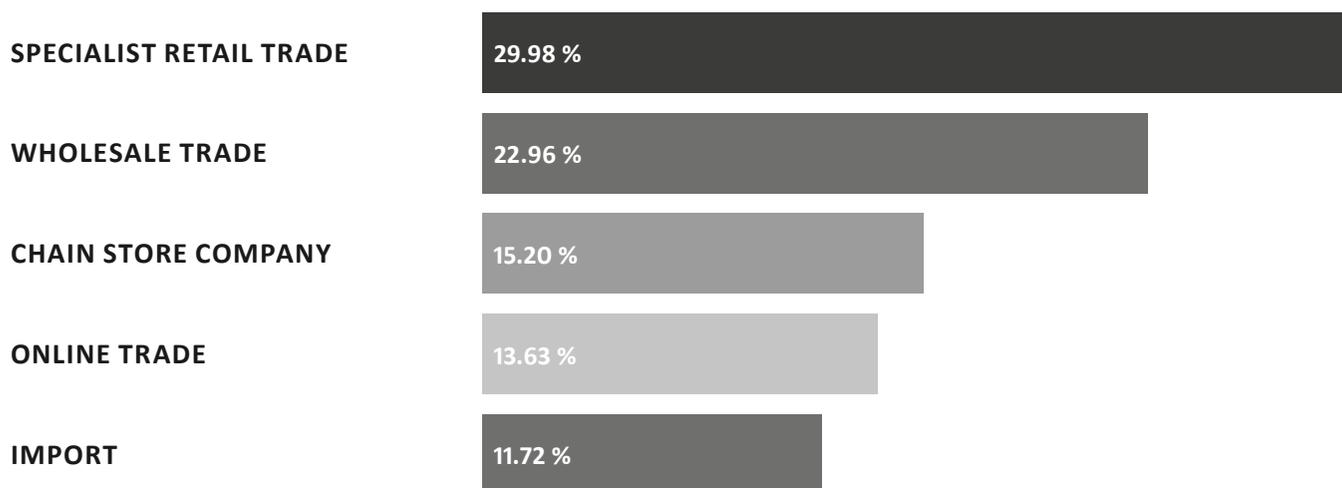


**TOP-QUALITY TRADE VISITORS
FROM 85 COUNTRIES**



**JOURNALISTS
FROM 15 COUNTRIES**

Industry distribution of top dealers and buyers*



* Figures based on electronic visitor registrations. Multiple selection allowed.

“Insights-X is the place to build a multitude of top-class connections in a relaxed setting. We enjoy the excellent catering for exhibitors hosting customers and, in particular, appreciate the friendly and professional support from the expo team.

The quality of visitor is exceptionally high, so we took the logical decision to exhibit at Insights-X for the last five years and will return again next year.”

Zötzl Collections, Jürgen Zötzl

Exhibitor, Germany

Insights-X: innovation at every turn

In addition to the InsightsArena, with its many hands-on activities, there are also other ways for exhibitors to focus visitor attention on their products. The new #Inspiration special area, for example, was launched for Insights-X 2019.



#Inspiration

The focus within the #Inspiration special area was on practical ideas at product level rather than abstract trends. Buyers and retailers could take in the innovations at a glance and, at the same time, get a feel for how they might present the products in their store. A total of eleven international exhibitors with thirteen product highlights were represented at the #Inspiration special area.



InsightsArena

The InsightsArena was one highlight of Insights-X for all involved. Entertaining workshops, offering hands-on activities and the opportunity to try out products were held in the Atelier in Hall 3C on all days of the expo. The miniature artworks created by quick sketch artist Dao Ngoc Mai proved particularly popular, with visitors eager to sit and have their portraits rendered in a comic style. The InsightsArena Atelier also hosted InsightsTalks this year. Visitors in 2019 had the opportunity here to broaden their knowledge of the stationery industry through free presentations. Experts spoke about visual merchandising, sales coaching, social media and back-to-school business. The talks in German and English were fantastically received by visitors.



**Insights
Arena** 





“The new #Inspiration special area is an excellent showcase for trends and supports the industry’s efforts to put more emphasis on the creative ranges that are currently generating growth. New sales activity is being driven by trends such as hand lettering, bullet journaling and pastel colours.”

A.W. Faber-Castell Vertrieb GmbH, Rolf Schifferens

Managing Director, Faber-Castell Europe, Exhibitor, Germany

Further promotion through international bloggers

Exhibitors also benefited from the annual blogger meet-up organised by the press team for the Saturday of the expo. Selected participants from Germany and further afield were invited to the stationery expo for this. A guided tour took them to the stands of big-name exhibitors, where they were given a good run-through of their innovations. Bloggers and influencers from Germany, Austria and Portugal attended in 2019.

Insights-X unites a strong industry network

Insights-X 2019 was accompanied by a varied supporting programme, which generated further synergy effects for all participants. The autumn conference of duo schreib & spiel and the Executive Board Meeting of the Paper, Office and Stationery Brands were just some of the events held alongside Insights-X.

The PartnerLounge in the InsightsArena again provided a pleasant atmosphere for networking. This area was exclusively reserved for cooperation partner members and was extensively used for discussions with business partners.

These cooperation partners supported Insights-X 2019:



BÜRORING®



GOLDKRONE



idee+spiel®
... immer eine Idee besser



Soennecken





Key figures

The exhibitors benefit not only from the exceptionally high quality of the trade visitors, which has risen by 3 %, but also from the high quality of the products, the optimal trade fair date and from the individual and personal support by a competent team.

78 %

CONFIRMED CONCEPT

... of exhibitors consider Insights-X a highly important element of their marketing activities.

95 %

SERVICE AT IT'S BEST

... of manufacturers are (very) satisfied with the expo team's level of organisation and support.

The exhibitor survey at the expo was conducted by the independent market research institute Gelszus Messe-Marktforschung GmbH, Dortmund. The visitor and journalist numbers shown are based on electronic registrations. Visitors to Insights-X were surveyed online after the expo.

VISITORS FROM ALL OVER THE WORLD

Total:	5,669
International:	2,438
International share:	43 %
Number of countries:	85



"The perfect moment for back-to-school orders. The quality of visitor at Insights-X is high: it's not the number that counts, but the quality!"

Sima Europe BV, Herr Gijs Verhaak
Exhibitor, Netherlands





Save the date for Insights-X:
Wednesday to Friday, 14 to 16 October 2020

More about Insights-X?

Then subscribe to our newsletter: www.insights-x.com/newsletter

Follow us:



News: www.insights-x.com/news

Organizer: Spielwarenmesse eG

Spielwarenmesse eG, based in Nuremberg, is a trade fair organiser and marketing service provider for the toy and stationery sectors. Besides Insights-X and the Spielwarenmesse® in Nuremberg, the company also organises Kids India in Mumbai and Bengaluru and the Kids Russia in Moscow.

Its Nuremberg-based subsidiary Die roten Reiter GmbH acts as an agency for the consumer and investment goods industries and provides communication and company positioning support. The full Spielwarenmesse eG company profile can be viewed online at www.spielwarenmesse-eg.de.

Spielwarenmesse eG

Herderstraße 7 · 90427 Nuremberg · Germany · Tel. +49 911 99813-0 · Fax +49 911 99813-898

www.insights-x.com · info@insights-x.com