



Report 2017

Nuremberg, 5 – 8 October 2017

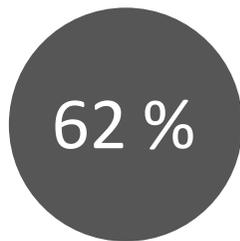
Insights 

Your stationery expo

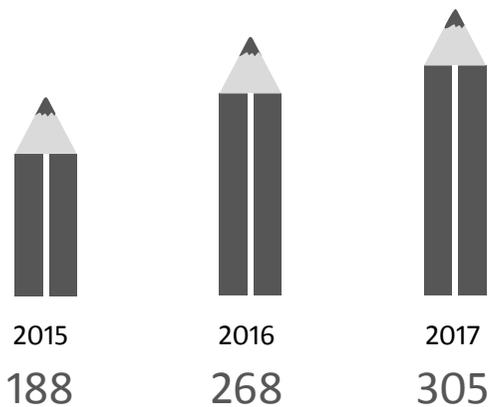
# Insights-X continues to grow

The third Insights-X was held from 5 – 8 October 2017 – and confirmed the expectations of all involved with its personal, individual and friendly atmosphere. The expo's success in 2017 was evident from the continued growth in exhibitor and trade visitor numbers and expansion to include additional space in Hall 3. Three years in, the Insights-X has established itself as a significant part of the industry with an optimal date in the fall.

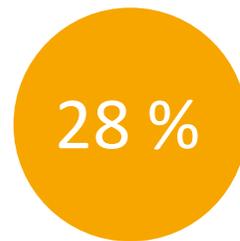
## Exhibitor numbers\*



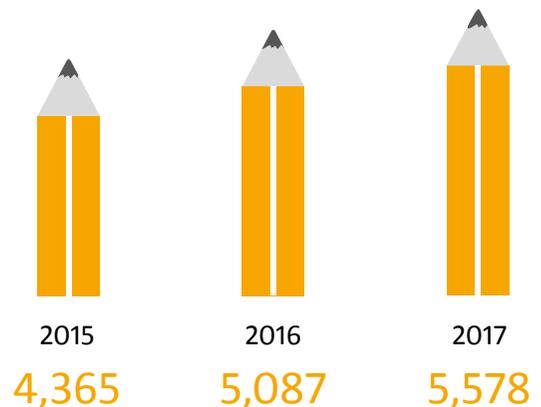
more exhibitors  
since the beginning of 2015



## Trade visitor numbers\*



more trade visitors  
since the beginning of 2015



\* The data basis: The visitor and exhibitor survey at the exhibition was conducted by the independent market research institute Gelszus Messe-Marktforschung GmbH, Dortmund, on all days of the expo.





WRITING UTENSILS  
AND EQUIPMENT

DESKTOP

PAPER AND FILING

BAGS AND  
ACCESSORIES

ARTISTIC AND  
CREATIVE

STATIONERY AND  
GIFT ARTICLES

6 product groups  
spread over 25,000 m<sup>2</sup>  
exhibition space:

**+ 58 %**

since the beginning of 2015

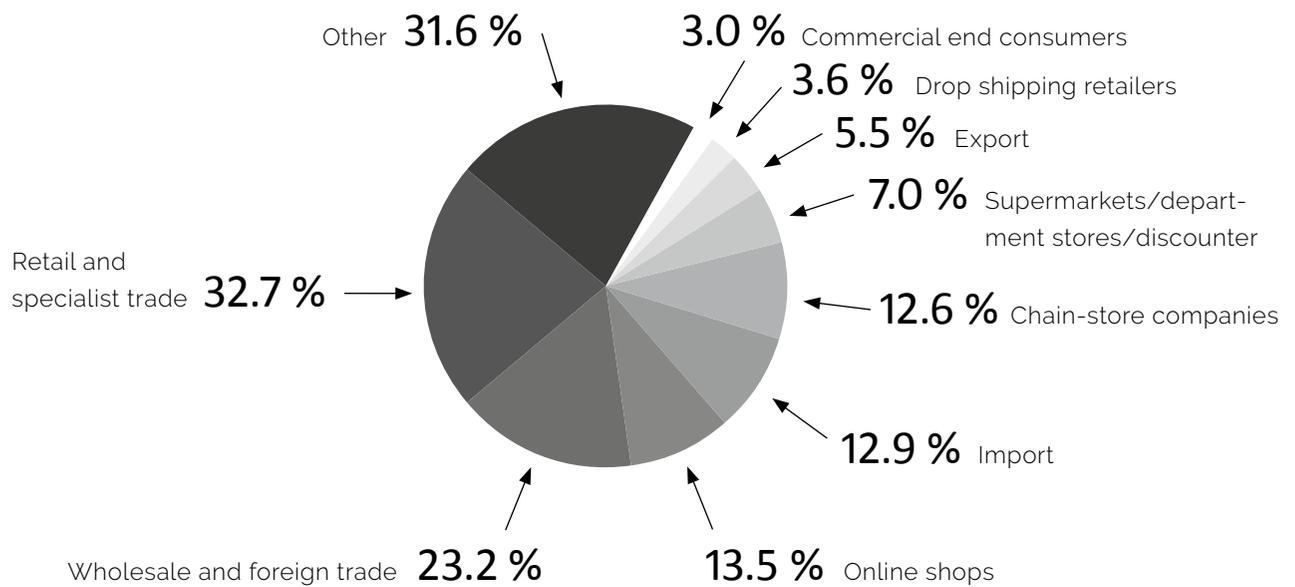
*“From our perspective, Insights-X has successfully established itself in the market and is the leading expo for the stationery sector in Germany. We were able to have a lot of good discussions in a short time period.”*

**Häfft-Verlag, Stefan Klingberg**

Managing Director, exhibitor, Germany



## Industry distribution



The data basis: Electronic visitor registration. Multiple selection possible.

*"The quality of the trade visitors was the key factor for us when deciding on our participation. Insights-X has a good space layout, and visitors are less 'stressed' as a result."*

**Heinrich Sieber & Co. GmbH & Co. KG, Holger Brosche**  
Managing Director, exhibitor, Germany

*"What I like best about Insights-X is the balanced industry mix. That's also why I'm here. In addition, it's helpful that everything is within easy reach and you can get a quick overview of the industry."*

**Markt Nr. 1, Theo Homann**  
Purchasing, trade visitor, Germany

# Insights Arena

## Inspiration for the industry

Join-in, get testing and be creative – this is the Insights-X motto. This was especially evident in the InsightsArena in Hall 3, where the exhibitors' many different hands-on activities really hit the mark. Through the workshops, visitors could find out about the diverse ways in which the products could be used and learn how to showcase the innovations for customers in their own stores. The adjacent lounge with catering proved an inviting place to relax and talk business.

To underline the expo's emphasis on active participation, numerous exhibitors encouraged visitors to partake in interesting activities at their stands. In total, approx. 25,000 innovations were presented at Insights-X, offering a revealing insight into the season ahead.



## PartnerLounge

Part of the InsightsArena was provided exclusively for trade associations and purchasing cooperatives. The new PartnerLounge, reserved specifically for members of these partners, offered the perfect environment for meeting colleagues, networking and exchanging information. The following partners supported Insights-X this year:

büroforum2000

BÜRORING®

BVS  
Handelsverband  
Spielwaren

duo  
schreib & spiel

EGROPA

EK|servicegroup  
Begeistert handeln!

GOLDKRONE

idee+spiel®  
...immer eine Idee besser

HBS  
Handelsverband  
Büro und Schreibkultur

IPBBS

PRIMA  
STIMMUNG  
BAND  
JAHRE  
LUSTIGER  
SCHREIBEN

PRISMA  
PROJEKTORE FÜR GEBÄUDE UND BÜRO

Soennecken

Verband Schweizer  
Papeterien VSP

vedes



# International industry gathering\*

## The most important exhibitor and trade visitor numbers

**86.5 %**

of the trade visitors are involved in purchasing decisions.

**77.7 %**

of the retailers and buyers are satisfied with what Insights-X has to offer.

**82.4 %**

of the trade visitors plan to visit Insights-X again in 2018.

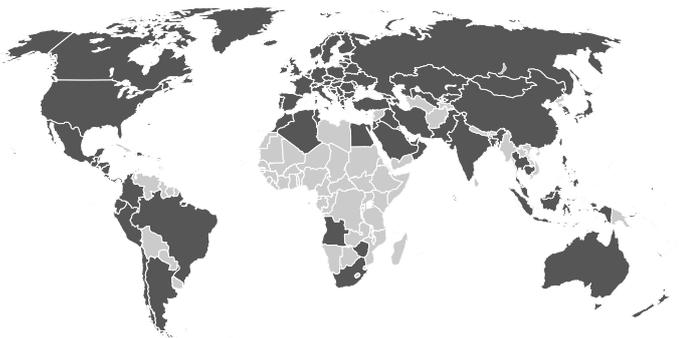
**74.3 %**

of the industrial representatives say that Insights-X is already a very significant part of their marketing strategy.

**78.3 %**

of the manufacturers plan to exhibit again in 2018.

## Exhibitors, trade visitors and journalists from all over the world



Manufacturers and industrial representatives from 41 countries.

**21 %** more countries since start in 2015.

Specialist retailers and distributors from 99 countries.

**21 %** more countries since start in 2015.

Nearly **200** Journalists from 13 countries.

*"Besides the order activity, my team and I also really enjoyed the various offerings in the InsightsArena, which gave us lots of inspiration for our retail business."*

**Spielwaren Schweiger, Klaus Müller**  
Managing Director, trade visitor, Germany

*"Our stand attracted the right trade visitors from the right sectors, perfect!"*

**Sima Europe, Hijs Verhaak**  
General Manager, exhibitor, Netherlands

*"Our team managed to make excellent national and more importantly international contacts and hold good discussions with other specialists in the industry."*

**Hamelin, Nadine Mangelsdorf**  
Marketing, trade fair organisation, exhibitor, Germany

*"We have been a participant from the beginning and have seen it successful develop. The expo will remain in my event calendar."*

**SPIEL+Schreib Woigk, Andreas Woigk**  
Owner, visitor, Germany



# A look towards Insights-X 2018

## A relaxed expo continues to go from strength to strength

Spielwarenmesse eG considers itself a trade fair organizer with a personal touch and will continue to expand its brand expo concept with the best solution providers and trade visitors. The superb feedback confirms this qualitative growth strategy.

Insights-X focuses on partnership and communication with all involved and will further intensify this close cooperation in the future. The success story is due to continue in the year ahead. With a new, international sponsorship programme, further cooperation partners and a variety of supporting events, the stationery expo in autumn will again win the hearts of the industry. In order to better accommodate the visitor pattern, Insights-X 2018 will no longer include a Sunday, but instead will remain open for an extra hour on both the Thursday and Friday of the expo.



## More on Insights-X?

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News: [www.insights-x.com/en/news](http://www.insights-x.com/en/news)

**Save the date Insights-X | [www.insights-x.com](http://www.insights-x.com)**  
Thursday to Saturday, 4 to 6 October 2018

## Organizer Spielwarenmesse eG

Spielwarenmesse eG, based in Nuremberg, is the fair organizer and marketing services provider for the toy and stationery industry. The company organises the Insights-X and the world's leading toy trade fair in Nuremberg, Spielwarenmesse®, as well as Kids India in Mumbai, Kids Turkey in Istanbul and Kids Russia in Moscow. The range of services provided also includes industry specific activities and the international fair programme World of Toys by Spielwarenmesse eG, through which manufacturers drive the most important markets. Their daughter company, Die roten Reiter GmbH, also based in Nuremberg, works as a marketing communications agency for the consumer and investment industry and supports our clients in marketing communications and corporate positioning. Spielwarenmesse eG's complete company profile is available online at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).

**Spielwarenmesse eG**

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