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Insights-X on course for more growth

Spielwarenmesse eG
Herderstraße 7, 90427 Nuremberg, Germany
Tel. +49 911 99813-0
Fax +49 911 99813-898
info@insights-x.com, www.insights-x.com



Insights

Your stationery expo
Nuremberg, 4–6 October 2018

Friendly
Personal
Individual

Insights



The success story continues

Since its debut in 2015, Insights-X has experienced rapid growth. The expo for paper, office and stationery supplies has thus become a recognized meeting place for the industry in October.

Benefit from the fair manufacture with many years of experience and personal contacts, who will support you from the time you first make contact with us to when you carry out your follow-up activities.

But Insights-X offers you even more than that: an ideal environment for you to showcase your products and innovations in, trends from the office, school and hobby sectors as well as a high-quality trade visitor structure at a relaxed and, at the same time, highly professional fair. As an exhibitor at Insights-X from 4 - 6 October 2018, you will experience a high level of quality.

The key exhibitor and trade visitor numbers show how successful the stationery exhibition has become since its launch in October 2015.

Exhibitor numbers

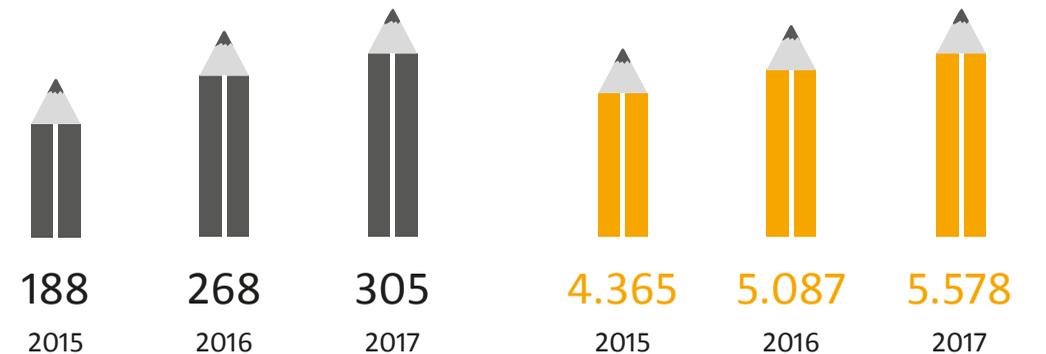
62 %

more exhibitors
since the beginning of 2015

Trade visitor numbers

28 %

more trade visitors
since the beginning of 2015





Exhibitors, visitors and journalists from all over the world

"We've got more visitors this year than last year. There are also more exhibitors and the fair has on the whole become more international."

SCRİKSS KALEM KIRTASYE A.S., Sevda Akay
Exhibitor, Turkey

"What I like best about Insights-X is the balanced mix of industries. That's also the reason why I'm here. What's also advantageous is the fact that you can get everywhere very fast and get a quick overview of the industry."

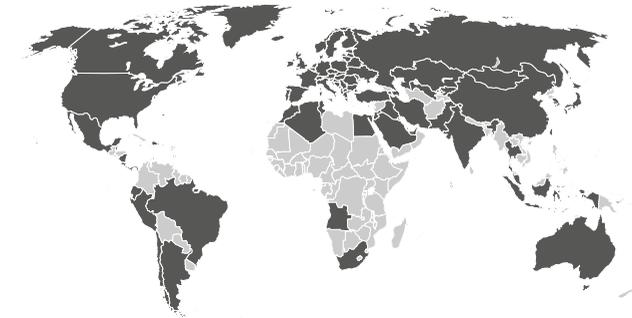
Markt Nr. 1, Theo Homann
Purchase, Visitor, Germany

"We were on the lookout for a suitable presentation platform for our new, modern trade fair presence. Due to the steadily increasing popularity of Insights-X and its new concept, we came down in favour of this fair!"

Hamelin GmbH, Nadine Mangelsdorf
Marketing, Exhibitor, Germany

"Insights-X is a good trade fair. A lot of the trade visitors and manufacturers come from the area and the timing in particular is very good."

Middle East Stationery & Tro. Co. (L.L.C.), Mahmoud Karima,
Director, Trade Visitor, United Arab Emirates



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.

Visitor – Top 10 countries:

Austria, Czech Republic, France, Germany, Hungary, Italy, Netherlands, Romania, Spain, Switzerland.

87 %

of trade visitors are involved in purchasing decisions.

78 %

of retailers and buyers are satisfied with what Insights-X offers.

82 %

of trade visitors plan to return to Insights-X in 2018.

74 %

of exhibitors set great store by Insights-X as part of their marketing activities.

78 %

of industry representatives plan to exhibit again in 2018.

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

Present writing instruments made of wood, metal and other materials as well as suitable accessories such as erasers, sharpeners and refills. Other items in this product group are, for example, ergonomic fountain pens or high-quality writing instruments for exclusive use.

WRITING UTENSILS AND EQUIPMENT

Papers, shipping materials and organising systems in a variety of formats for structured working, products for filling or folders and memo pads – your innovations as regards these classic office products are in very good hands in this product group.

PAPER AND FILING

This is the product group for children's classic handicraft products, high-quality materials for painting and crafting for adults or basic equipment for beginners. But brushes and paints for professionals will also find a place here.

ARTISTIC AND CREATIVE

Focus on your products

DESKTOP

In this product group, you will not only find items for general desk equipment, such as filing trays, adhesive tapes or bulletin boards, but also multimedia goods, such as storage systems for storage media.

BAGS AND ACCESSORIES

Reliable companions for work or school are exhibited in this product group. Put your briefcases, high-quality folders and cases made of leather, simple fabric bags, school bags and complete satchel sets with current licensed designs in their true light.

STATIONERY AND GIFT ARTICLES

Pretty things for decorating, packaging and gift-giving are right at home here. Present your latest greeting cards, napkins, photo albums, calendars or on trend gift-giving products.



Let us contribute to your success

Insights-X is committed to partnership and communication with everyone involved. We do everything to help you meet the right retailers and buyers at Insights-X.

Our targeted visitor marketing measures as well as the close cooperation with purchasing cooperatives and manufacturers ensure that you enjoy the highest visitor quality.

Target groups

- Book trade
- Commercial end consumers
- Department stores
- Discounter
- Drop shipping trade
- Drugstores
- Electronic goods trade
- Globals
- Household goods trade
- Lottery shops, tobacco goods trade
- Mail order businesses
- Promotion articles retailers
- Office suppliers
- Online trade
- Self-service chains /supermarkets /cash & carry
- School articles supplier
- Specialist retailers: paper and stationary products, gift /decoration articles, trade for creative design /handicraft works, bags /leather goods, toys, school supplies
- (Specialist) Wholesale
- And others



Our communication measures are aimed at top buyers as well as at retailers from all relevant target groups on the international stage.

This is where your customers are

Insights-X uses special advertising components to market itself around the world. Its power of attraction is growing year on year and is also spreading into many other countries. For you, that means a colourful mix of international trade visitors.

Countries we actively advertise in

- Albania
- Austria
- Bahrain
- Belarus
- Benelux
- China
- Croatia
- Czech Republic
- Denmark
- Egypt
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iran
- Israel
- Italy
- Japan
- Kosovo
- Kuwait
- Latvia
- Lithuania
- Macedonia
- Montenegro
- Norway
- Poland
- Portugal
- Romania
- Russia
- Saudi Arabia
- Serbia
- Slovakia
- Slovenia
- Spain
- Switzerland
- Turkey
- UK
- Ukraine
- USA



“What I really like is that Insights-X is so compact and everything is all under one roof.”

MYTOYS GROUP, Angela Grunwald
Purchase, Trade Visitor, Germany

“The quality of visitors and conversations is high. The decision-makers are on site. Insights-X is a trade fair with a very pleasant atmosphere and a lot of potential.”

Jüscha GmbH, Jürgen Nowak
Managing Director, Exhibitor, Germany



Become active yourself

Insights-X is an expo that allows you to take part, test things out and be creative. Take advantage of this interactive atmosphere for your own benefit. These are your options:

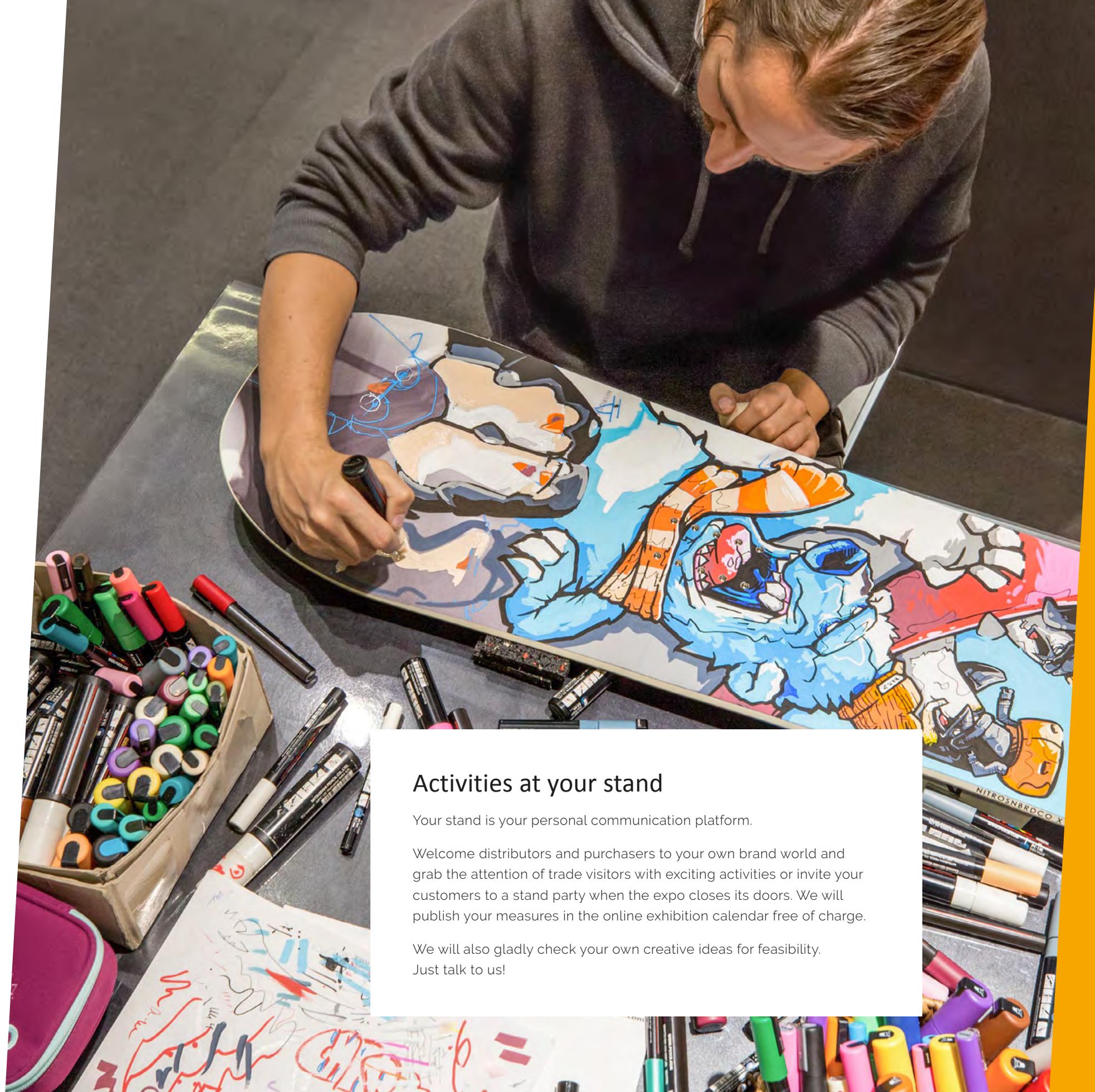
Advertising measures on the exhibition grounds

You can also easily reach trade visitors beyond your stand – thanks to various advertising measures:

- Illuminated CityLight showcases
- Floor posters
- Digital advertising displays
- Rollup banners
- Showcases
- Walking acts
- Advertising flags

The Atelier of the InsightsArena

The InsightsArena consists of a lounge and a catering area for relaxed networking as well as the Atelier, in which suppliers carry out workshops with trade visitors free of charge. Here, you can show retailers the many ways to use your products. At the same time, trade visitors can learn how to present your products to their customers for the best effect in their own shop.



Activities at your stand

Your stand is your personal communication platform.

Welcome distributors and purchasers to your own brand world and grab the attention of trade visitors with exciting activities or invite your customers to a stand party when the expo closes its doors. We will publish your measures in the online exhibition calendar free of charge.

We will also gladly check your own creative ideas for feasibility. Just talk to us!

Profitable services

With our support, you will always be one step ahead. We can offer you the right services and partners to make your participation in the expo a complete success.

Checklists

Always keep track of your trade fair planning, implementation and follow-up activities. What has to be done and when and what you simply mustn't forget – we will summarize all this for you and provide you with free checklists.

Marketing package

The obligatory marketing package offers you the basic tools to promote your appearance at Insights-X and enables you to have the best possible media presence before, during and after the expo, e.g. with your company logo in the hall plan, which will be available in printed form, online and via the Insights-X app.

Newsletter

Automatically receive all the key information about Insights-X and your trade fair participation every month.

Online Service Centre

Registration, stand construction, your entry in the expo catalogue, ordering advertising measures – you can quickly and easily book all the services you need for your participation in your Online Service Center. The booking system is available around the clock after you have received your stand confirmation.

Personal support

Enjoy the advantages of a competent team with your own personal contact person and benefit from individual advice right from the very beginning. Thanks to our cooperative structure, close dialogue with our customers and partners is an essential part of our corporate strategy.

Press services

Our various press services will shine a spotlight on your products. Book a press box in the Press Center for important information about your company or highlight your innovations in our Innovation Report, which will be published shortly before the Insights-X. A blogger tour offers you a very special way of marketing promotion.

Stand construction package

Enjoy the benefits of an all-inclusive package when booking an exhibition stand with a stand construction package. Besides the basic equipment, the power supply, daily stand cleaning and waste disposal are already included.

Trade visitor invitation

With our support, it will be even easier and more cost-effective to invite your customers to the expo. For Insights-X 2018, we will provide you with unlimited voucher codes as part of your marketing package. Make good use of this flat rate and invite all your customers to Insights-X.

Trade visitor marketing

With numerous free marketing materials, inviting your customers to the expo is now even easier. Besides the visitor flyer containing important information about Insights-X, digital participation banners and mailing templates for your covering letter, you will also receive, among other things, letter stickers from us – so you can point out in any medium that you will be taking part in Insights-X.

Tutorial videos

You will find clearly presented tips and information for your trade fair presence in our free online tutorials.

The perfect location

Easy to get to

The convenient location of the exhibition grounds in Nuremberg makes it easy for exhibitors and trade visitors to get there. No matter whether you are coming by car, train or plane, a simple journey and a railway special for Insights-X make taking part in the expo even more attractive for you and your customers. And with your exhibitor pass, you can even travel for free on public transport!

Economical accommodation

With our partner hotel programme, you can stay overnight in selected hotels and private accommodation at particularly favourable prices. With the wide range of offers available, you can be sure of finding the right room for all requirements and budgets.

NürnbergMesse exhibition grounds

The exhibition grounds in Nuremberg are not far from the town centre and impress trade visitors with their short walkways and the fact that the exhibition areas are all at ground level. The many years of experience that the on-site trade fair service providers have under their belt also make it easier for you to take part in Insights-X.

Trade fair city Nuremberg

As the birthplace of the German writing and drawing industry, Nuremberg is still the headquarters of renowned stationery material manufacturers. But that's not the only thing that makes the trade fair city ideal for Insights-X. Many more sights, restaurants and leisure activities await you in Nuremberg.



Framework programme

We offer you the ideal setting for your trade fair presentation.

With a media-effective opening event and the AfterHour on the first evening of the expo, which industry representatives, retailers, buyers and journalists alike are welcome to attend, you will have the perfect basis for intensive discussions and networking in an atmosphere you can experience with all your senses.

Take advantage of our blogger tour on the Saturday of the expo or the Atelier in the InsightsArena to put your products in the right light.

Further parallel events of participating associations and purchasing cooperations guarantee that you will enjoy the best possible synergy effects and demonstrate the significance that Insights-X has for the industry.



The ways you can participate

- Exhibiting fee excl. stand construction package
- Exhibiting fee incl. stand construction package
- AUMA fee 0.60 €/m²
- Waste disposal fee 2 €/m²
- Marketing package 425 €

PRICES* excl. stand construction package min. 9 m²

Rowstand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
Early bird registration before 31 December 2017			
145.00 €/m ²	170.00 €/m ²	184.00 €/m ²	189.00 €/m ²
from 1 January 2018			
161.00 €/m ²	189.00 €/m ²	204.00 €/m ²	209.00 €/m ²

PRICES* incl. stand construction package 9 – 36 m²

Rowstand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
Early bird registration before 31 December 2017			
255.00 €/m ²	280.00 €/m ²	294.00 €/m ²	299.00 €/m ²
from 1 January 2018			
271.00 €/m ²	299.00 €/m ²	314.00 €/m ²	319.00 €/m ²

A registration fee of 400 € must be paid. The registration fee will be deducted in full from the exhibiting fee. Registration can only be processed once the registration fee has been received. The registration fee will be reimbursed in the case of non-admission. All prices are subject to statutory VAT.

The stand construction includes the following services:

- Maxima stand system with stand partition walls in white; material: aluminium-untreated surface, wall height 2.50 m (upper panel 3.50 m), company logo on stand's frame design (1 x each open stand side)
- Lighting, 1 x 100 W spotlight per 2 m²
- Charcoal-grey carpeting, 1 meeting table, white table top, 4 upholstered chairs black/charcoal grey, 1 waste paper basket, additionally for stands from 15 m²: 1 cabin 1 x 1 m with door (lockable) and coat rack
- Power connection up to 3 kW (230 V/16 A) incl. triple power outlet, ground fault circuit interrupter, flat charges for power consumption generated from regenerative energy sources
- Waste disposal fee and daily stand cleaning

The marketing package for your optimal media presence

Profit from the following contents of the package - before, during and after Insights-X:

- Flatrate for free customer invitations:
Unlimited number of voucher codes for free admission for all your customers
- Marketing materials:
Personalised banners, QR codes, letter stickers and more media materials for promoting your presence at the expo
- Entry in the official print and online media of Insights-X:
 - Your company presented in the alphabetical exhibitor directory
 - Listing in one product category in the product group directory
 - Your company presented in the hall plan
 - The filing of the communication details of a contact person

eXperience – for first-time fair participants

Take advantage of the cost-effective all-inclusive package for a stand area of 6 m² with a high-quality and attractive stand construction concept including equipment.

Stand size	Price*
6 m ²	1,666.00 €
Registration deadline: 31 March 2018	

NewcomerArea – promotion of young innovative companies

The NewcomerArea organised by Spielwarenmesse eG promotes young, innovative companies from Germany and abroad at Insights-X. The number of participants is limited to 20. The support of your participation in Insights-X is limited to one year.

Companies that meet the following criteria are eligible to take part and be sponsored:

- younger than 10 years.
- fewer than 50 employees and an annual balance sheet total or annual turnover of no more than 10 million € and
- who want to present new developments with regard to products and processes or significant improvements in products.

Stand size	Price*
6 m ²	1,152.00 €
9 m ²	1,728.00 €
Registration deadline: 30 June 2018	

* All prices are subject to statutory VAT.

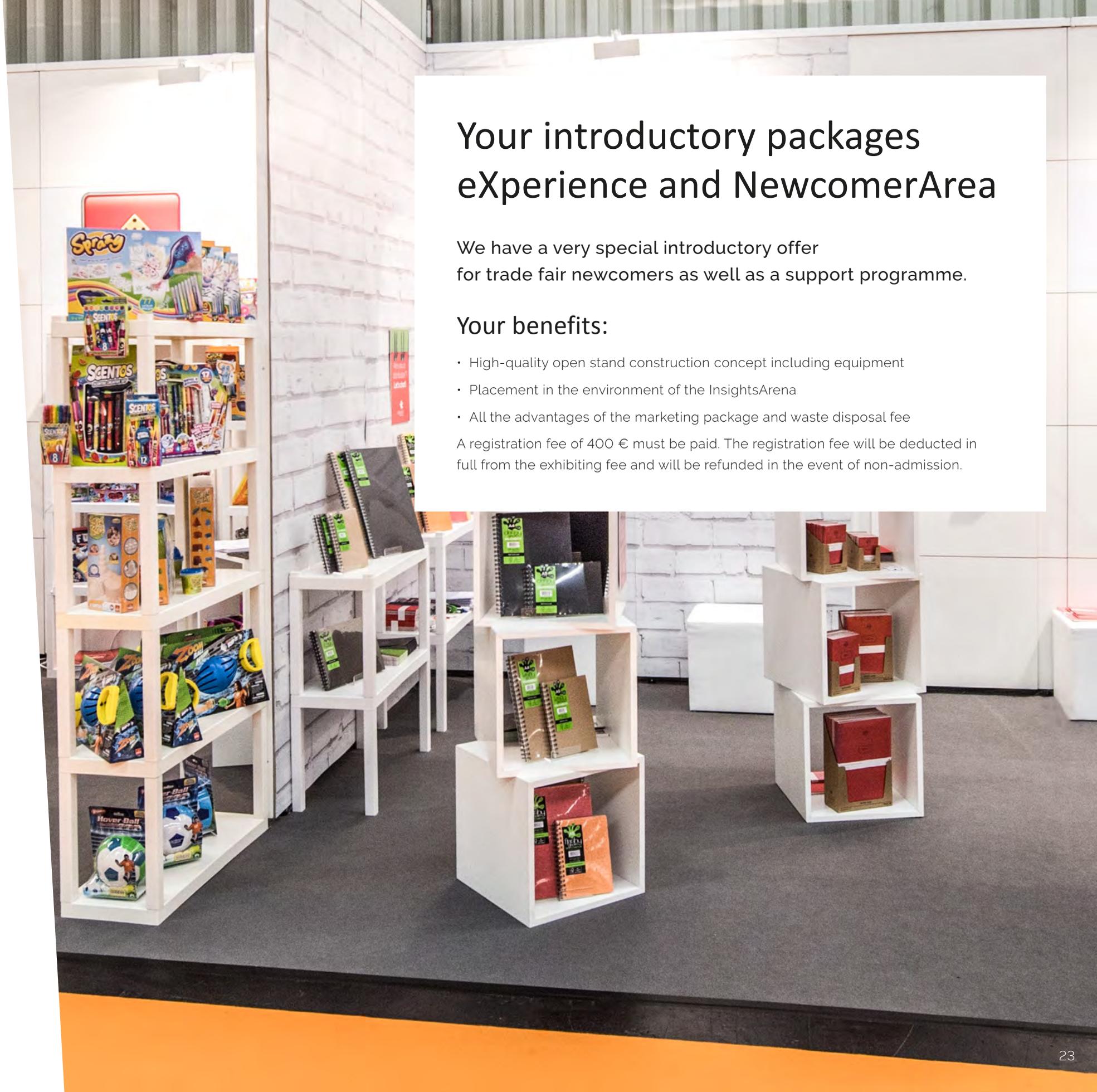
Your introductory packages eXperience and NewcomerArea

We have a very special introductory offer for trade fair newcomers as well as a support programme.

Your benefits:

- High-quality open stand construction concept including equipment
- Placement in the environment of the InsightsArena
- All the advantages of the marketing package and waste disposal fee

A registration fee of 400 € must be paid. The registration fee will be deducted in full from the exhibiting fee and will be refunded in the event of non-admission.



Insights



Trade fair facts:

Place: NürnbergMesse (Nuremberg Exhibition Center), halls 1, 2 and 3.

Time: 4 – 6 October 2018 (Thu – Sat), every year.

Opening hours: daily 9 am to 7 pm,
last day of fair: 9 am to 6 pm.

Contents: Paper, office and stationery supplies for the office, school and hobby categories, trends and industry knowledge.

Catchment area: Worldwide with main focus on Europe.

Visitors: Only registered trade visitors.
No end consumers.
Children under 16 years of age do not have access to the fair.

“In our view, Insights-X has successfully established itself on the market and is the leading trade fair in the stationery sector in Germany. We were able to hold a lot of good discussions in a very short period of time.”

Häfft-Verlag, Stefan Klingberg
Managing Director, Exhibitor, Germany

“Insights-X is an important base for gathering comprehensive information about the product range at just the right time.”

Müller Großhandels Ltd. & Co. KG, Oliver Lindel
Divisional Management Purchasing, Visitor, Germany

“Insights-X is an exhibition that has grown very significantly over the last three years. You simply can’t ignore it.”

Soluções Colaborativas, S.A., Benjamin Albrecht
Strategic Account Manager, Exhibitor, Portugal

“It’s a really great show for everyone in the industry and a really inspiring place to discover new brands or new ideas for your company or business.”

Group 4P, Stef Schelfhout
Sales & Marketing, Visitor, Belgium

Insights-X 2018

Start your success story together with your trade fair organiser!

Present your products within the framework of the innovative trade fair concept. The individual coordination and the perfectly staged environment will help you achieve your trade fair goals. Register now for Insights-X 2018 and benefit from the right trade visitors and very personal support in all the phases of your trade fair planning.

Your personal point of contact

Trust our experienced and dedicated team of genuine trade fair professionals, who will give you personal and individual support and assistance.

Do you have any questions? We would be happy to advise you about your participation in the trade fair:



Berlind Bernemann
Phone +49 911 99813-60
Fax +49 911 99813-860
b.bernemann@insights-x.com



Irena Lekavski
Phone. +49 911 99813-56
Fax +49 911 99813-856
i.lekavski@insights-x.com



Arthur Wagner
Phone. +49 911 99813-46
Fax +49 911 99813-846
a.wagner@insights-x.com

Your global network – our representatives in your country

The success of Spielwarenmesse eG is backed by a strong pool of representatives who support you on location with the planning of your trade fair presentation. Contact our representatives in your country:

www.insights-x.com/en/contact/representatives

Sign up online for Insights-X 2018:
www.insights-x.com/en/application

Registration deadline: 31 March 2018.

Early bird registration is only possible until 31 December 2017.

Status November 2017.

Subject to change.