

## Press information

### **Insights-X: Online seminars enhance exhibitor success**

How do I go about preparing our appearance at the trade fair? What aspects do I definitely need to remember during the fair? If exhibitors are to exploit the full potential of a trade fair, then thorough planning is absolutely essential. In the run-up to Insights-X, which is scheduled to run in Nuremberg from 6 to 9 October 2016, organiser Spielwarenmesse eG is inviting all exhibitors to take part in free online seminars about planning and participating in trade fairs:

#### **Module 1: Successful Trade Fair Planning**

**Wednesday, 22 June 2016; 11 am – 12 pm CEST**

#### **Module 2: Successful Trade Fair Participation**

**Wednesday, 29 June 2016; 11 am – 12 pm CEST**

Both modules will also be shown in German on the same days, but at the later time of 2 pm CEST. To watch the webinars either on a computer or mobile device, participants can register now at [www.insights-x.com/en/webinar](http://www.insights-x.com/en/webinar). On registering their name and email address, exhibitors will receive a confirmation email together with brief instructions for the online seminar. A calendar entry will jog their memory nearer the time.

Commenting on last year's modules, Anja Maria García of umixx GmbH recalls: "The professional webinars remind you of everything you need to consider when planning and participating in a trade fair. They're helpful and also really motivational." The webinars will be presented once again by Daniel Gundelach, Trade Fair Consultant for stand construction and consultancy firm Meplan, and Nicole Goller, Project Manager of Spielwarenmesse eG, who is also the first port of call for all exhibitors at Insights-X. "The online seminars are a great opportunity for us to shed light on specific aspects of the planning process and to equip exhibitors with the tools they need to make a real success of the trade fair," says Nicole Goller. "We, as organisers, have as much to gain as the companies themselves. Of

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course, we're always available to answer any questions exhibitors may have irrespective of the webinars."

Besides the online seminars, Spielwarenmesse eG is also offering Insights-X exhibitors a comprehensive range of services to help them prepare for the trade fair. A visit to [www.insights-x.com/en/exhibitors/services/](http://www.insights-x.com/en/exhibitors/services/) reveals a selection of complimentary marketing materials and checklists as well as a series of articles on "How to exhibit successfully – 10 steps to certain success at a trade fair". Of relevance not just to newcomers, they contain a treasure trove of interesting and stimulating ideas.

Text length: 2,530 characters

Note for editors: Reprint free of charge. Images available at [www.spielwarenmesse.de/en/photos](http://www.spielwarenmesse.de/en/photos) by clicking on the "Insights-X" button. Please provide us with a voucher copy on publication.

18. May 2016 – kn

### **Insights-X – The New 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 6 to 9 October 2016. 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 major 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).