

### **Insights-X 2017 has the right package for every exhibitor**

- Early-bird promotion for stand registrations ends on 31 December 2016
- New to the trade fair: Pavilion for Young Innovative Companies

Insights-X 2016 only recently closed its doors after another resounding success. The next event may seem a long way off, but it's already time to start thinking ahead. Exhibitors, for example, can begin today by laying the foundations for their next appearance in Nuremberg from 5 to 8 October 2017. Thanks to the broad spectrum of services, companies will easily find a concept that is tailored to their own individual needs. The eXperience Introductory Package, for example, is designed specifically for first-time exhibitors. Young innovative enterprises, on the other hand, will have the opportunity to appear at the fair's first dedicated pavilion sponsored by the German government.

### **Register today and benefit from the early-bird terms and conditions**

Exhibitors who register for Insights-X 2017 before or on 31 December 2016 will benefit from the early-bird promotion that guarantees them lower rates. Online registrations can be made at: [www.insights-x.com/en/exhibitors/application/](http://www.insights-x.com/en/exhibitors/application/). During the registration process, companies can decide whether to opt for one of the stand construction packages. Nicole Goller, Project Manager for Insights-X, comments: "Thanks to our wide range of services, we can provide our exhibitors with individual advice, which helps them in their decision-making." In 2016, 268 exhibitors from 32 countries travelled to Nuremberg to unveil their innovative ideas from the office supplies, back-to-school and hobby sectors.

### **Entering the exhibition world made easy**

Insights-X gives first-time exhibitors and start-ups extra support in pitching their companies and products to the international audience in Nuremberg as effectively as possible. The eXperience Introductory Package provides new exhibitors with a convenient all-inclusive package, comprising, among others, a complete 6m<sup>2</sup> stand as a springboard to participating in the fair. The package also includes basic stand equipment and furnishings as well as a comprehensive marketing package and an attractive location near the InsightsArena. In its role as organiser of Insights-X, Spielwarenmesse eG is putting together a Pavilion specifically for Young Innovative Companies in a move to encourage budding entrepreneurs

from Germany to take part in the event. The German Federal Ministry for Economic Affairs and Energy (BMWi) provides them with financial support by funding up to 60% of their overall exhibition costs. The closing date for registrations for the Pavilion has been set for 30 June 2017. More information on the funding programme and the terms and conditions for participating in Insights-X is available at: [www.insights-x.com/en/exhibitors/application/](http://www.insights-x.com/en/exhibitors/application/).

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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 5 to 8 October 2017. 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).