

Press Release

Third Insights-X: Successful strategy fuels growth

- Registration numbers confirm bespoke concept
- InsightsArena features promotions with visitor participation
- Comprehensive service packages for all attendees

Young, modern and innovative, the new campaign motif for Insights-X encapsulates the very essence of the stationery expo. Trade visitors and exhibitors from the office, school and hobby sectors will be able to judge for themselves when they attend the show at Nuremberg's exhibition center from 5 to 8 October 2017. The dynamism of this event can be felt even now: so far, 269 exhibitors from 40 countries have registered with the organiser, Spielwarenmesse eG (as per: 30.5.2017), already exceeding the numbers posted at last year's event, which attracted 268 exhibitors from 32 countries. Spread across Halls 1, 2 and 3, the participants at Insights-X present a diverse range of products in a setting that is both pleasant and conducive to doing business. The friendly and lively atmosphere is accentuated by the InsightsArena and adjoining Lounge, featuring promotions with visitor participation. As the fair launches into its third year, its underlying concept has been extended along with the range of services available to visitors and exhibitors.

Major players in Nuremberg

Insights-X continues to grow on an international scale. Last year, a total of 5,087 trade buyers wended their way to the expo from 87 countries to discover the latest trends, order product innovations at the ideal time in autumn and hold constructive talks in a relaxed setting. CEO Ernst Kick states: "We're delighted with the way Insights-X is evolving and are pleased to be able to introduce our retailers and buyers to numerous new exhibitors this year." With a total available area of 25,000 m², the expo will feature high-calibre names across all six product groups. In the "Writing Utensils and Equipment" segment, edding International GmbH is a well-known newcomer to the fair. The "Paper and Filing" category welcomes AMC AG – Division Global Notes, one of the world's biggest manufacturers of adhesive notes. Brother International GmbH celebrates its debut in the "Desktop" segment, presenting its "P-touch" labelling tool, whilst Erich Krause Finland OY is spotlighting its creations in "Artistic and Creative". Heinrich Sieber & Co. GmbH & Co. KG joins the "Bags and Accessories" segment for the first time with its broad spectrum of licensed products.

Press Release

A newcomer to the “Stationery and Gift Articles” segment, EastWest (Europe) Ltd. is showing its unconventional giftware and packaging.

Extensive range of exhibitor services

The exhibiting firms are in close contact with the Insights-X team before, during and after the expo. They appreciate the personal contact and consultation they receive as well as the wide range of services available to them. The marketing package includes, among others, a company entry in the stationery expo’s official print and online media as well as invitation vouchers for the exhibitors’ customers. These services can be booked quickly and conveniently in the Online Service Center. Check lists are a useful aid for exhibitors planning their stands and can be found online at www.insights-x.com/en/exhibitors/services and used completely free of charge. Short step-by-step tutorials can be accessed at any time of day and provide valuable help for exhibitors wanting to maximise their success at the fair. During Insights-X, all attendees can enjoy free high-speed Wifi. Florian Hess, Director Fair Management, states: “The support of our professional team and our wide range of services really allow our exhibitors to perfect their appearance at the fair.”

InsightsArena: A vibrant business hub

Trade buyers will definitely get their money’s worth at the InsightsArena in Hall 3. The participation zone encourages visitors on all four days of the fair to try out and test new products. Every day from 11 am onwards, various workshops are staged in the two areas of the Atelier. They are complemented with continual promotions presented both by the exhibitors and the organiser Spielwarenmesse eG. Refreshments are available in the adjacent Lounge, which offers plenty of seating and catering. As one of this year’s new features, associations have been allocated a separate area inside the Lounge which they can use for meetings and conversations with their business partners. Marketing Director Christian Ulrich explains: “Within just a short space of time, Insights-X has established itself as a popular meeting place for the industry. This has prompted us to create this new service for associations and buying groups.” The trade fair’s standing as a platform for decision makers is also underscored by the decision not only by the German retailers’ association HBS to hold its autumn meeting but also by the German buying group

Press Release

duo schreib & spiel to stage its retail conference during the expo in Nuremberg on the 6 and 7 October respectively.

Planning for trade buyers

A broad spectrum of online services allows visitors to prepare their time at the fair thoroughly and entirely at their leisure. They can already purchase their entrance tickets from the online ticket office at www.insights-x.com/en/ticketshop. Tickets cost € 10.00 and are valid for the duration of the fair. They can also be used for free travel on local public transport. The opening hours for Insights-X are Thursday to Saturday from 9 am to 6 pm and on Sunday from 9 am to 3 pm. Affordable accommodation can be found online at www.insights-x.com/en/travel-stay. Further information relating to individual planning will go online from mid-June: The online catalogue (www.insights-x.com/en/online-catalogue) provides an overview of each hall, the exhibitors and products on show. All the most important dates and events are clearly listed on the expo calendar (www.insights-x.com/en/events). Offering a year-round insight into the new features at Insights-X, the updated version of the app will be available on the Apple App Store and Google Play Store from September. Insights-X is also active on all conventional social media channels.

Services for journalists

Representatives from the press, likewise, benefit from numerous services at Insights-X. At the Press Centre, Gallery Level 1, Entrance Mitte, journalists can make use of the free PC workstations, separate Wifi for the press, lockers and a cloakroom. Besides the latest daily newspapers, the Press Centre also provides exhibitor press packs, available for the first time also in a digital format. Publishing houses have the opportunity to display their own publications at the MediaPoint in Entrance Mitte in front of Hall 1. The trade magazines produced by media partners bit Verlag, Chmielorz GmbH and Zarbock Media are also on display at the MediaPoint in the InsightsArena. Press releases, photos and original statements about the fair are available at www.insights-x.com/en/press.

“We’ve enhanced all our services for Insights-X so that they are in tune with the times and our target groups. In doing so, we’re continually developing our bespoke concept, ensuring that our formula for success continues to prove its worth at the coming event. All this

Press Release

enables us to stage a high-quality stationery expo at the right time of year and in a congenial atmosphere,” Ernst Kick concludes.

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Note for editors: Reprint free of charge. Images can be found at www.insights-x.com/en/photos. Please provide us with a voucher copy on publication.

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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.

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.