

Insights-X 2019: An easy start with the introductory eXperience Package

Trade fairs give companies an excellent platform for presenting innovative products and for forging new business contacts. Opening its doors for the fifth time at Nuremberg's Exhibition Centre from 9 to 12 October 2019, Insights-X is known for its relaxed networking atmosphere, creating the perfect conditions for generating new business. To make it easier for companies to take part in the stationery expo, organiser Spielwarenmesse eG has put together its new, introductory eXperience Package. Companies are entitled to take advantage of this offer twice, starting this year.

The eXperience Package includes not only a high-quality, open-plan stand for a 6m² stand area, but also electricity, waste disposal and daily cleaning. Situated in direct proximity to the highly popular InsightsArena, eXperience exhibitors benefit from being in a busy location right at the heart of the event. Participating companies also enjoy a comprehensive marketing package. Likewise included in the price, it comprises an unlimited number of Voucher Codes for customer invitations as well as entries in the official Insights-X print and online media. In addition, exhibitors have at their disposal a variety of visitor marketing materials, such as QR codes, personalised banners as well as letter stickers. Ernst Kick, CEO Spielwarenmesse eG, states: "The eXperience Package gives stationery companies the opportunity to present their products at particularly favourable rates, whilst benefitting from the unique concept that is Insights-X."

Further information on the eXperience Package can be found on the website at www.insights-x.com/en/application. A constantly updated exhibitor preview is available at www.insights-x.com/en/exhibitor-preview-2019.

Text length: 1,739 characters

Note for editors: Reprint free of charge. Images are available at www.insights-x.com/media. Please provide us with a voucher copy on publication.

20 March 2019 – kk

Press Release

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 9 to 12 October 2019. 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 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The cooperative holds a majority 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.