

Insights-X: Online tutorials for a successful fair

From 9 to 12 October 2019, the international stationery sector will be gathering for the fifth edition of Insights-X at Nuremberg's Exhibition Centre. Organiser Spielwarenmesse eG offers a broad spectrum of valuable services to help exhibitors maximise the impact of their appearance at the fair. These not only include checklists and various marketing materials such as personalised online banners and QR codes, but also five online tutorials. The free videos contain helpful tips and clearly communicate what exhibitors should bear in mind before, during and after the event.

The first tutorial shines a light on strategic exhibition planning. The guide provides valuable ideas for project and budget planning and explains, among others, why it is so important that the objectives and message of any trade-fair appearance are clearly defined in advance. Another video is devoted to visitor marketing. This film shows how exhibitors at Insights-X can create invitation campaigns for maximum effect and which advertising options they can exploit at their stand and around the exhibition centre. A third tutorial looks at evaluating sales and tracking success. It highlights the ways in which exhibitors can retrospectively follow up leads and new contacts made at the event. These three videos were created in collaboration with Munich-based service provider MEPLAN.

The service is rounded off with two other tutorials, packed with important and useful information on exhibiting at Insights-X. They summarise, for example, relevant dates, events and other offerings at the fair and explain in detail how e.g. voucher codes can be generated for customer invitations. The online tutorials are available in English and in German. The tutorials have a viewing time of between ten and twelve minutes and can be accessed at www.insights-x.com/en/exhibitors/services.

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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.

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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 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.