

Press Release

Varied supporting programme at the fifth Insights-X

- Industry get-together on the first evening
- Engaging workshops and promotions

Participation will once again be at the heart of the fifth edition of Insights-X. Opening its doors from 9 to 12 October, the trade fair will underscore its character as an experience-led event by offering an attractive supporting programme. The AfterHour on the first evening will be a special highlight. In its role as organiser, Spielwarenmesse eG is inviting all exhibitors and trade visitors to this illustrious industry gathering which starts at 6 pm at Entrance Mitte. Whilst enjoying small culinary specialities and entertaining music performed by the Cadenza band, participants can chat and reflect on their first day at the fair in a relaxed atmosphere. Advance booking is not required.

Talks and hands-on activities

The InsightsArena in Hall 3C is a hive of activity. The area offers buyers and retailers a diverse and interesting mix of features. Besides the hands-on activities which launch on Wednesday, the Arena will also host the InsightsTalks from 11 am to 1 pm, Thursday to Saturday. All experts in their field, the speakers will talk about visual merchandising, back-to-school, sales training and social media, whilst also providing attendees with valuable business tips. In addition, the InsightsArena will feature a variety of promotions running for the full duration of the fair. Stabilo is bringing along its Point 88 Mega Machine so that trade visitors can compose their very own personal set of pens. Speed artist Dao Ngoc Mai will also be there, drawing comic-style portraits on request. Buyers and retailers can take home a souvenir Insights-X photo of themselves as part of the photo promotion.

Trying out innovative products

The Atelier is very much at the heart of the InsightsArena, featuring creative sessions and individual workshops hosted by exhibitors. This offering gives trade visitors the chance to try out innovations and to find inspiration for promotions at their own point of sale. In its seminar entitled “DIY mini purse made of FIMO leather-effect”, Staedtler will demonstrate how to make little purses quickly and easily. Pentel will highlight the trend of beautiful brush-writing in “This is brushlettering – the basic principle simply explained”. In the

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workshop “Do handicrafts for Christmas time” by Helmut Lingen Verlag, trade visitors will learn how to use wrapping paper from the Monbijou brand for handicrafts.

Overview of the promotions and hands-on activities at the Atelier in the InsightsArena:

Wednesday, 9 October 2019

- 10:15 am – 10:30 am: **Talia Discbound System** (Mintra)
- 10:30 am – 11 am: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)
- 10:45 am – 11:45 am: **Fantastic creative error stoppers – fancy do-it-yourself erasers**
(Baier & Schneider)
- 11:15 am – 12:15 pm: **Starting where others stop – Design surfaces with edding gloss paint markers** (edding)
- 12 pm – 1 pm: **Make your own Slime – with Elmer’s!** (Newell Brands)
- 12:30 pm – 1:30 pm: **Creative Writing / Handlettering** (Online Schreibgeräte)
- 1:15 pm – 1:45 pm: **Handlettering – winterly lettering art** (monbijou (Helmut Lingen Verlag))
- 1:45 pm – 2:45 pm: **UnCap Your Possibilities – with Sharpie Permanent Markers**
(Newell Brands)
- 2 pm – 3 pm: **Fantastic creative error stoppers – fancy do-it-yourself erasers**
(Baier & Schneider)
- 3 pm – 3:30 pm: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)
- 3:15 pm – 3:45 pm: **Learning actively – learning games for every age** (Rumold)
- 3:45 pm – 4:15 pm: **DIY! Build your own Kaweco Sport** (Kaweco)
- 4 pm – 5 pm: **Introduction to the Basics of Graphic Recording with Lumocolor** (Staedtler)
- 4:30 pm – 4:45 pm: **Talia Discbound System** (Mintra)

Thursday, 10 October 2019

- 9:15 am – 10:15 am: **Starting where others stop – Design surfaces with edding gloss paint markers** (edding)

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- 9:30 am – 10 am: **Learning actively – learning games for every age** (Rumold)
- 10:15 am – 11:15 am: **DIY Mini purse made of FIMO leather-effect** (Staedtler)
- 10:30 am – 11 am: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)
- 1:15 pm – 1:45 pm: **Do handicrafts for christmas time** (monbijou (Helmut Lingen Verlag))
- 1:15 pm – 2:15 pm: **Creative Writing / Handlettering** (Online Schreibgeräte)
- 2 pm – 3 pm: **DIY pendant made of FIMO leather-effect** (Staedtler)
- 2:30 pm – 3:30 pm: **UnCap Your Possibilities – with Sharpie Permanent Markers**
(Newell Brands)
- 3:15 pm – 4 pm: **This is brushlettering – the basic principle simply explained**
(Pentel)
- 3:45 pm – 4:45 pm: **Fantastic creative error stoppers – fancy do-it-yourself erasers**
(Baier & Schneider)
- 4:15 pm – 5:15 pm: **Make your own Slime – with Elmer's!** (Newell Brands)
- 5 pm – 5:30 pm: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)
- 5:30 pm – 5:45 pm: **Talia Discbound System** (Mintra)

Friday, 11 October 2019

- 9:15 am – 10 am: **This is brushlettering – the basic principle simply explained**
(Pentel)
- 9:15 am – 10:15 am: **Fantastic creative error stoppers – fancy do-it-yourself erasers**
(Baier & Schneider)
- 10:15 am – 11:15 am: **DIY Mini purse made of FIMO leather-effect** (Staedtler)
- 10:30 am – 11 am: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)
- 1:15 pm – 1:45 pm: **DIY! Build your own Kaweco Sport** (Kaweco)
- 1:15 pm – 2:15 pm: **Creative Writing / Handlettering** (Online Schreibgeräte)
- 2 pm – 3 pm: **DIY pendant made of FIMO leather-effect** (Staedtler)
- 2:30 pm – 3:30 pm: **UnCap Your Possibilities – with Sharpie Permanent Markers**
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- 3:15 pm – 4 pm: **This is brushlettering – the basic principle simply explained**
(Pentel)
- 3:45 pm – 4:45 pm: **Fantastic creative error stoppers – fancy do-it-yourself erasers**
(Baier & Schneider)
- 4:15 pm – 5:15 pm: **Starting where others stop – Design surfaces with edding gloss
paint markers** (edding)
- 5 pm – 5:30 pm: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)
- 5:30 pm – 5:45 pm: **Talia Discbound System** (Mintra)

Saturday, 12 October 2019

- 9:15 am – 10 am: **This is brushlettering – the basic principle simply explained**
(Pentel)
- 9:15 am – 10:15 am: **Make your own Slime – with Elmer´s!** (Newell Brands)
- 10:15 am – 11:15 am: **DIY Mini purse made of FIMO leather-effect** (Staedtler)
- 10:30 am – 11 am: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)
- 1:15 pm – 1:45 pm: **Learn drawing with the drawing set from Schnaud** (Schnaud)
- 1:15 pm – 2:15 pm: **Creative Writing / Handlettering** (Online Schreibgeräte)
- 2 pm – 3 pm: **DIY pendant made of FIMO leather-effect** (Staedtler)
- 2:30 pm – 3:30 pm: **Starting where others stop – Design surfaces with edding gloss
paint markers** (edding)
- 3:15 pm – 4 pm: **This is brushlettering – the basic principle simply explained**
(Pentel)
- 3:45 pm – 4:45 pm: **Fantastic creative error stoppers – fancy do-it-yourself erasers**
(Baier & Schneider)
- 4:15 pm – 4:45 pm: **Urban Sketching – moments of Insights-X in sketches**
(A.W. Faber-Castell)

The trade fair calendar provides an overview of the promotions and events taking place at Insights-X. It can be found at www.insights-x.com/en/events.

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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.