

Press Release

Launching into the sixth Insights-X with an early-bird promotion

- Future events to take place over three weekdays
- Companies benefit from cheaper exhibition rates

Insights-X is the bespoke business and networking platform for the stationery sector. The fifth expo for branded goods took place in October and met with a positive response all-round. The only point of contention was the show's four-day duration, with many exhibitors calling for three days instead. In response, organiser Spielwarenmesse eG has now decided to stage future editions from Wednesday to Friday. Companies taking part in the sixth Insights-X from 14 to 16 October 2020 can already reserve their space and stand at the Exhibition Centre in Nuremberg. All bookings received by 31 December 2019 will be entitled to an early-bird discount. Insights-X also offers a comprehensive range of services to provide exhibitors with as much support as possible.

The Fair Calculator, for example, is available to help exhibitors budget their appearance in Nuremberg. It enables companies to estimate costs and expected sales both quickly and simply. The calculator can be accessed free of charge at www.insights-x.com/en/exhibitors/fair-calculator. In addition, the Insights-X team offers a stand package as an optional extra. It comprises a 9m² to 36m² turn-key stand including electricity supply, a daily cleaning service and waste disposal. The obligatory marketing package is an excellent way for companies to promote their appearance. Besides entries in the official Insights-X print and online media, the package also includes an unlimited number of voucher codes for customer invitations as well as marketing materials such as personalised banners and QR codes. Exhibitors also enjoy personal customer care from the Insights-X team before, during and after the fair. Numerous checklists, online tutorials and a schedule detailing the most important preparation and organisational deadlines round off the services for exhibitors.

Companies will find additional registration and booking information on the Insights-X website at www.insights-x.com/en/application.

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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 14 to 16 October 2020. 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.