

**Bookings open for new stationery platform Insights-X Online**

Networking, business and expertise will be at the forefront of Insights-X Online, the digital industry gathering for the stationery sector this autumn. Launching on 14 October, it will provide suppliers with a perfect platform for presenting their products and engaging with buyers and retailers all over the world. Companies wanting to seize this opportunity can book a place on Insights-X Online with immediate effect. Spielwarenmesse eG, which is organising the event, has put together two attractive packages.

At the heart of Insights-X Online is a three-day online live event with talks by experts, workshops and presentations by companies, and the “Exhibitors and Products” section, where companies can inform buyers and retailers about their portfolios. Featuring digital product presentations, this segment will also include a video chat option for direct conversations. To make it easier for participants to locate the latest innovations, this area will have a special focus on the showcasing of new products.

Companies can now choose from two attractively priced options. The Basic Package includes a year-round presence in the “Exhibitors and Products” section of the Insights-X online platform. This will enable companies to present themselves and their products on the internet. The package comprises the targeted presentation of one product innovation along with press-specific information for media representatives. Insights-X Online also offers a Premium Package with additional services. This option allows companies to present up to three products in the “Exhibitors and Products” section and to hold a workshop or presentation during the Online Live Event. It also includes a post on the Insights-X social media channels as well as an electronic Press Box in the Press section of the website [www.insights-x.com](http://www.insights-x.com). Additional optional services can be booked for both packages. This initial catalogue of services for Insights-X Online will be extended in the coming weeks to embrace further communication and information components, created in agreement with the participating companies.

Further information about taking part and booking can be found at [www.insights-x.com/en/application](http://www.insights-x.com/en/application).

## Press Release

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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 in October 2021. Further information can be found online at [www.insights-x.com](http://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](http://www.spielwarenmesse-eg.com).