

# Application

for the World of Toys by Spielwarenmesse eG Pavilion  
at Toy Fair New York September 30–October 3, 2023

**The deadline for application is 30 April 2023**



**Please return to:**  
Spielwarenmesse eG  
Ramona Schneider  
Tel. +49 911 99813-53  
r.schneider@spielwarenmesse.de



**WORLD  
OF TOYS**  
by Spielwarenmesse eG

## Exhibitor in the World of Toys by Spielwarenmesse eG Pavilion (contractual partner)

### Contract/invoice address:

(no P.O. Box address)

Company \_\_\_\_\_

Street \_\_\_\_\_

Postcode, town \_\_\_\_\_

Country \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

VAT ID number (EU countries only!):  
\_\_\_\_\_

Email for invoice dispatch \_\_\_\_\_

### Correspondence address:

(only if different to contract address, no P.O. Box address)

Company \_\_\_\_\_

Street \_\_\_\_\_

Postcode, town \_\_\_\_\_

Country \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

**Type of business**    Manufacturer/Industry    Wholesale    Craft trade    Publisher

### General manager/CEO:

Name, Surname \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Language    German    English

### Contact:

Name, Surname \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Language    German    English

## Application for the World of Toys by Spielwarenmesse eG Pavilion

### Please state product categories\* for assigning your exhibits:

Outdoor Play  
Educational  
Books & Music

Action Figures/Pop Culture Collectibles  
Games & Puzzles  
Baby & Toddler

\* To exhibit in these sections 80% of the product in the booth needs to fall in to the category.

**Registration fee:** 400 € per exhibitor

**Exhibiting fee with stand construction:** 910 € per sqm

- Partition walls (h = 8 feet = approx. 2.44 m)
- Red carpet
- Stand fascia with company logo and brief company name
- 1 table with 3 chairs
- 3 shelves\*\*
- 1 power socket
- 3 clip lights\*\*

\*\* the amount changes with stand size

### Further services:

- Entry in the organiser's catalogue
- Extensive press work
- Announcement in the fair organiser's publications and relevant trade publications
- Creation of a brochure for visitor promotion
- Use of the service area, incl. snacks
- Selection and recommendation of professional service partners for logistics, travel, translation services, etc.
- Support from the team of Spielwarenmesse eG before, during and after the event

**Desired space in sqm (from 9 sqm):** \_\_\_\_\_

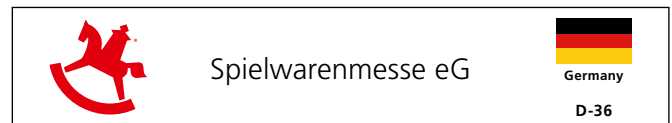
The allocation is made in squarefoot. 100 squarefoot corresponds to 9.3 squaremeters, see also Rules for exhibitors 3.3.

## Information for participation

Company Name on the stand fascia:  
\_\_\_\_\_

Country on stand fascia:  
\_\_\_\_\_

Sample stand fascia:



Please note: Your company logo is a necessary part of the stand fascia. Please send your logo in electronic form in EPS, JPG or AI format together with your application to [r.schneider@spielwarenmesse.de](mailto:r.schneider@spielwarenmesse.de).

### Company data for publication:

Contract address  
Different data:

Company  
\_\_\_\_\_

Street  
\_\_\_\_\_

Postcode, town  
\_\_\_\_\_

Country  
\_\_\_\_\_

Website  
\_\_\_\_\_

Email  
\_\_\_\_\_

Telephone  
\_\_\_\_\_

With how many people are you planning to staff your stand?  
\_\_\_\_\_

### The exhibitor declares:

We hereby acknowledge the Rules for Exhibitors for the World of Toys by Spielwarenmesse eG Pavilion at Toy Fair New York 2023 and accept these rules as an integral part of the contract to exhibit.

x

**Place, date, company stamp, authorised signature**

The exhibitor hereby agrees to the storage, processing or transfer of personal data by Spielwarenmesse eG in accordance with the German Data Protection Act using automatic or other data processing methods, provided such data is used exclusively for business purposes.

