

Application and participation conditions for Specials by Spielwarenmesse eG

The exhibitor declares: We hereby bindingly apply for participation in the Special by Spielwarenmesse. eG By registering, these conditions of participation are accepted.

As part of the application, the exhibitor submits a digital company logo, descriptions and pictures of the applied products to Spielwarenmesse eG. By submitting the application, the exhibitor agrees to the use of the above logo and product images in the accompanying advertising materials, as part of the presentation in the area of the Special and for marketing and PR purposes by Spielwarenmesse eG. The logo should be provided in a common file format (high-resolution, e. g. eps format), if possible as a cropped image or against a white background.

Spielwarenmesse eG reserves the right to decide on the arrangement and distribution of the products in the interests of professional presentation online and, if necessary, on site. The number of products to be exhibited/displayed is limited. There is no entitlement to the exhibition of certain products. Spielwarenmesse eG alone decides on the admission and rejection of submitted products as well as the type of presentation of admitted products on the website and on site. Spielwarenmesse eG has the right of determination in this respect. The categories for product registration are defined by Spielwarenmesse eG and registered products must meet the specified criteria. Spielwarenmesse eG may change the registered product category. A detailed description of the product categories can be found on the respective website of the special.

The application is possible until **23 November 2026**. After the deadline, Spielwarenmesse eG will inform exhibitors about the admission or non-admission of their products. Applications received after 23 November 2026 need not be considered. Application and participation are free of charge, with the exception of the New Product Gallery. See also the supplemental terms and conditions in this document.

If an exhibitor withdraws his application or does not provide the approved products or does not provide them on time, Spielwarenmesse eG is authorized to allocate the space to another company.

In order to be able to guarantee placement, the products (if necessary, also in multiple versions) must be submitted to Spielwarenmesse eG, Herderstraße 7, 90427 Nuremberg, Germany, by **8 January 2027**, except for the New Product Gallery. and for the Sustainable Collection. The product(s) must be fully functional. If an additional terminal device is required for the product demonstration, this must also be provided, with programs (e. g. apps) already installed and the necessary accessories (e. g. charging cable).

Unless the exhibitor agrees as part of the application process that the products exhibited will be donated to charity, exhibited products must be picked up from the Special exhibit area on the last day of the show **6 February 2027 from 2:00 pm to 3:00 pm**. Exhibitor hereby agrees that any products not picked up will be donated to charity.

Spielwarenmesse eG and service providers commissioned by it accept no liability for loss of or damage to products provided by them or their employees, except in cases of intent or gross negligence. Liability is limited to the purchase price of the product. Spielwarenmesse eG is not liable for loss or damage caused by third parties, in particular visitors to Spielwarenmesse.

All data provided, registered products and their illustrations and product descriptions may be used by Spielwarenmesse eG for marketing and advertising campaigns for the Special by Spielwarenmesse eG and for new product reporting in the Spielwarenmesse media. Service providers commissioned by Spielwarenmesse eG receive this data for this purpose as part of order processing.

Data protection

The data provided by the exhibitor will be recorded and saved in the Spielwarenmesse eG database. They are used exclusively to fulfill the contract and for information and advertising purposes. If you use our services, your email address will be used to advertise your own similar products or services from Spielwarenmesse eG. Any further use will only take place with your express consent. You can object to future advertising at any time, by sending an email to datenschutz@spielwarenmesse.com. Any further use of the data, in particular forwarding to third parties, with the exception of ServicePartners of Spielwarenmesse eG does not take place. Further information on data processing is available on the Internet at www.spielwarenmesse.de/en/data-protection.

Supplementary Conditions of Participation for the Special by Spielwarenmesse eG
"New Product Gallery"

The exhibited product should be a trade fair novelty and meet the criteria stated in the Marketing and Media Shop. The showcases are available in three different sizes. The costs per showcase can be viewed directly when ordering in the Marketing and Media Shop. The presentation of one product is permitted per showcase. If product accessories and supplements are part of the product, they do not count as additional products. Spielwarenmesse eG reserves the right to charge for additionally exhibited products or have them removed in the event of an infringement. Spielwarenmesse eG has the right of determination in this respect.

The number of showcases is limited. The showcases can be booked subject to availability and admission until 4 January 2027. The showcases are allocated in the order in which they are booked. If an exhibitor withdraws his registration, the contractually agreed payment obligations to Spielwarenmesse eG remain in force.

In order to guarantee placement, the product must be decorated by the exhibitor in the area of the New Product Gallery by **6:00 p.m. on 1 February 2027**. The exhibitor is also responsible for the complete maintenance of his product entry at Spielwarenmesse Digital.