



We love stationery

Insights 

Your stationery expo

Nuremberg, 9 – 12 October 2019



Insights



SYMPATHIC
PERSONAL
INDIVIDUALL

The brand among the paper, office supplies and stationery expos

Insights-X is expanding its qualities together with you

The friendly expo for highly efficient business with the shortest routes focuses on the basics: your success.

For this purpose, the organiser – whose cooperative structure is unique in the expo sector – relies on good collaboration with industry representatives – above all with you as an exhibitor. Help to develop the expo concept further by contributing your ideas and take part at the stationery expo in 2019.

Only at Insights-X will you meet top international buyers in a setting that lets you enjoy in-depth discussions and do effective business in a relaxed atmosphere. As it is held in autumn, the expo is perfect for presenting your new paper, office supplies and stationery supplies for the coming season.

Trade fair facts

Place:	Nuremberg Exhibition Centre, halls 1, 2 and 3C.
Time:	9 – 12 October 2019 (Wed – Sat), every year.
Opening hours:	Daily 9 am to 6 pm, last day of fair: 9 am to 5 pm.
Contents:	Paper, office and stationery supplies for the office, school and hobby categories, trends and industry knowledge.
Catchment area:	Worldwide with main focus on Europe.
Visitors:	Only registered trade visitors. No end consumers.

Key exhibitor and trade visitor figures

311

exhibitors from
39 countries

5,512

top trade visitors
from 92 countries.

Satisfied exhibitors

At Insights-X, you will have time to hold in-depth talks with the right visitors. Besides the excellent quality of the trade visitors, the personal support provided by the competent Insights-X team also fosters exhibitor satisfaction.

74 %

Proven concept

... of the exhibitors see Insights-X as a significant part of their marketing activities.

93 %

Service at its best

... of the manufacturers are 'very satisfied' and 'satisfied' with the expo team's organisation and support.

International trade visitors

Trade visitor quality is very high: the remarkably high proportion of top buyers and decision-makers, in particular, has a positive impact on on-site discussions and orders.

35 %

Substantial number of visitors from Europe

... of the retailers come from Europe (outside Germany).

56 %

... of the trade visitors come from Germany.

80 %

Satisfied trade visitors

... of the trade visitors are 'very satisfied' and 'satisfied' with what Insights-X offers.

82 %

Confirmed contacts

... of the retailers and buyers plan to return to Insights-X in 2019.

86 %

The right order quality

... of the trade visitors are involved in purchasing decisions.

Visitor – Top 10 countries:

Germany, the Czech Republic, Italy, Austria, France, Spain, Slovenia, Hungary, Switzerland, Poland.

The data basis: The visitor and exhibitor survey at the expo was conducted by the independent market research institute Gelszus Messe-Marktforschung GmbH, Dortmund, on all days of the expo.

Focus on your products

Insights-X is the platform where you can highlight your new articles and trends in the office, school and hobby sector for the coming business year.

The specialist expo unites the various product groups in the industry and ensures that the individual product ranges are comprehensively displayed.

“Insights-X is very important for my product categories, since all the biggest suppliers I handle are here displaying their new products.”

Arnulf Betzold GmbH
Sandra Hammerl
Deputy Head of Purchasing
Visitor, Germany

WRITING UTENSILS AND EQUIPMENT

In this product group, you can offer writing instruments made of wood, metal and other materials as well as suitable accessories such as erasers, sharpeners and refills. Ergonomic fountain pens or high-quality writing instruments are also included here.



PAPER AND FILING

Your novelties for ensuring a structured way of working come into their own in this product group: paper, writing pads, shipping and organising materials, products for filing as well as files, folders and staplers can all be found here.



ARTISTIC AND CREATIVE

Besides classic children's crafting articles, this product range offers high-quality painting and crafting materials for adults, too. Present your brushes and paints for professionals or products that form part of the basic equipment for beginners.



DESKTOP

This product group embraces workplace equipment and various organisational and presentation aids along with multi-media goods, such as storage systems for storage media.



BAGS AND ACCESSORIES

This product group covers the range from school bags and complete satchel sets with licensed motifs to high-quality folders and cases made of leather via classic briefcases and simple fabric bags.



STATIONERY AND GIFT ARTICLES

Whether classic or fancy paper and stationery products, this category offers space for greeting cards, decorative stationery, albums, calendars and packaging accessories as well as trend products and gifts.



Strong brands at Insights-X 2018



For more exhibitors and brands at Insights-X 2018, please check our exhibitor directory at: www.insights-x.com/en/online-catalogue

Insights

The best visitors for you

Insights-X offers the best possible mix of international and high-quality trade visitors, purchasing decision-makers and retailers from all the relevant target groups.

These top buyers from Germany and Europe have visited the Insights-X

- Adveo
- Albert Heijn
- Aldi
- Amazon
- Amex Stationery
- Auchan
- Bruna
- Carrefour
- Coop
- Cultura
- DreamLand
- Ecomedia
- Edeka
- EK/Servicegroup
- El Corte Inglés
- Galeria Kaufhof
- Globus
- Gruppo Buffetti
- Interspar
- Jako-o
- Karstadt
- Kaufland
- Kaut-Bullinger
- kik
- Lidl
- Limango
- Lyreco
- MÄC Geiz
- Manor
- McPaper
- Migros
- Müller Drogeriemarkt
- myToys.de
- Office Depot
- Office World
- Pagro
- Rewe Group
- Rossmann Drogeriemarkt
- Ryman
- Smyk
- Sonae
- Staples
- Tesco
- Thalia
- Vedes
- Wibra
- Woolworth

Our communication measures

Visitor target groups that are perfectly aligned with the product portfolio are defined in a cooperative dialogue with associations, purchasing cooperatives, manufacturers and multipliers. The PR and marketing measures resulting from this cooperation reach just the right audience.



Visitor marketing in 13 languages



Telephone follow-ups



Social media and online campaigns



Advertising campaigns in 36 trade magazines



International press relations



Multi-level direct marketing campaign



Unlimited number of voucher codes for free admission and personalised visitor flyer



E-mailing campaign and newsletter marketing

Target Groups

Type of business

- Chain store company
- Commercial end consumers
- Department stores
- Discounters
- Drop shipping trade
- Export
- Globals
- Import
- Mail order businesses
- Manufacturers
- Museum shops
- Online trade
- Specialist retail trade
- Supermarket/ self-service chain/ cash & carry
- Wholesale trade

Type of field

- Book trade
- Creative design trade
- Drugstores
- Electronic goods trade
- Gift/decoration trade
- Household goods trade
- Lottery shops
- Office suppliers
- Promotion articles retailer
- School articles supplier
- School articles trade
- Stationery trade
- Tobacco goods
- Toy trade

Countries we actively advertise in

Albania, Armenia, Austria, Azerbaijan, Bahrain, Belarus, the Benelux countries, Bulgaria, Croatia, the Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hungary, Iran, Israel, Italy, Kazakhstan, Kosovo, Kuwait, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Moldova, Montenegro, Norway, Poland, Portugal, Romania, Russia, Saudi Arabia, Switzerland, Serbia, Slovakia, Slovenia, Spain, Turkey, the UK, Ukraine

Profitable services for our exhibitors

With our support, you'll always be one step ahead! We have the right services and partners for you to make your participation in the expo a success. And the best thing is that a large part of our services are entirely **free of charge!**

Blogger Tour

The 'Blogger Tour' offers you a very special marketing opportunity – the unique chance to expose your products to a new target group. The limited participation is free of charge for your company!

Checklists

Keep a good eye on everything and use our free checklists to help you plan and manage all the planning, implementation and follow-up work of your attendance at the expo.

Dates and Deadlines

So you don't forget any key dates and deadlines in the run-up to the expo, we've put together all the essentials in a handy overview.

Event calendar

Make sure that your activities and events at your stand are included in our online event calendar – free of charge!

Fair Calculator

Our new free Fair Calculator will let you calculate your costs and the revenues you can expect from taking part in the expo quickly and clearly. You'll be able to see whether taking part in the expo is worth your company's financial while.

Flat rate for invitation voucher

Invite your customers to Insights-X. As part of the marketing package, you will benefit from an unlimited number of free invitation codes.

Innovation Report

Get your new products included in the Insights-X Innovation Report, which will be distributed to international press representatives shortly before the expo and which will contain all the new items presented at the expo. Visitors will be provided with a copy of this report – this way, you can make it easier for participants to search for new products and welcome more customers to your stand.

InsightsArena

In this join-in area, you can carry out interesting workshops with trade visitors free of charge! Show retailers how to present the products and promotions in their own shop for their own customers. What's more, we can offer you a free secondary placement for your presented product.

Marketing measures

Use the advertising measures that you can book at the exhibition site to attract the attention of trade visitors even beyond the normal reach of your stand. Choose between illuminated CityLight showcases, floor posters, digital advertising displays, rollup banners, showcases, walking acts or advertising banners. But we'll also gladly check your own creative ideas for feasibility.

Marketing package

The obligatory marketing package offers you the basic equipment you need to promote your presence at the expo and also gives you a basic presence in the expo media before, during and after Insights-X.

Online Service Centre

The Online Service Centre (OSC) lets you conveniently book online all the services you need for stand construction, media entries and advertising measures. The booking system is available around the clock after you've been approved.

Personal support

If you have any questions about taking part in the expo, the competent Insights-X team will gladly help you with advice, answers and solutions.

Press compartment

Book a press compartment at the Press Centre for key data on your business for the duration of Insights-X or get one of our electronic press boxes, which you can use all year round.

Serviceletter

With our Serviceletter, you will automatically receive monthly updates of the most important information about Insights-X and your involvement in the expo.

Stand construction package

This all-inclusive package offers you a pre-assembled stand with all the basic equipment you need, including power supply, daily cleaning of the stand and waste disposal.

Trade visitor marketing

Our diverse and free marketing materials make it easy to send out customer invitations: personalised visitor flyers, digital participation banners, mailing templates for invitation letters or letter stickers – we can offer the right measure for each medium.

Tutorial videos

You will find clearly presented tips and information for your presence at the expo in our free online tutorials.

Voucher Booklet

Offer your customers a special expo highlight in the form of a voucher with attractive discounts or special gifts. And as an exhibitor, inclusion in the Voucher Booklet is entirely free of charge!

Insights

An expo with additional value and join-in character

Insights-X inspires both industry and trade to take part in cooperative dialogue.



InsightsArena

Get into initial touch with visitors to the expo by holding exciting workshops in the InsightsArena Atelier – for free! Show visitors what they can do with your products and how they can display them to customers in their shop. You can pique trade visitors' interest with an eye-catching free secondary placement to present your products.

In the InsightsArena's Atelier, your visitors will

also have the chance to expand their paper, office supplies and stationery industry knowledge with free talks. We are, of course, greatly looking forward to your visit.

And don't forget to sample the gastronomic delights of the InsightsArena. Have a coffee in a relaxed atmosphere or enjoy a healthy meal – as recommended by nutrition experts.

Supporting programme

We invite you to use the **AfterHour** on the first evening of the expo as an informal get-together with industry representatives, retailers, buyers and journalists. This is the perfect chance to enjoy in-depth discussions and some networking in a friendly atmosphere

The exclusive **Blogger Tour** on the Saturday of the expo will open new doors for you: the event planned by the expo organiser offers you the chance to introduce your company and products to a new and modern target group.

Cooperation partners

Benefit from all the many parallel events held by participating **associations and purchasing partners**. They guarantee that you will enjoy the best possible synergy effects – and they show just how important Insights-X is to the industry. These are the partners that supported Insights-X in 2018:



The perfect location



Easy to get to

Nuremberg benefits from being in a convenient location. No matter whether you're coming by car, train or plane, we have special travel offers, such as a rail special to Insights-X, that make taking part in the fair even more attractive for you and your customers. And your exhibitor pass entitles you to travel for free on public transport in Nuremberg, too!



Exhibition Centre Nuremberg

NürnbergMesse is one of the 25 largest exhibition companies in the world. The exhibition areas at ground level make logistical processes easier and ensure that visitors can enjoy a comfortable stroll through the aisles and halls – an advantage for both you as an exhibitor and your visitors, too. The many years' experience of the local service providers also make it easier for you to take part in the expo.



Suitable accommodation

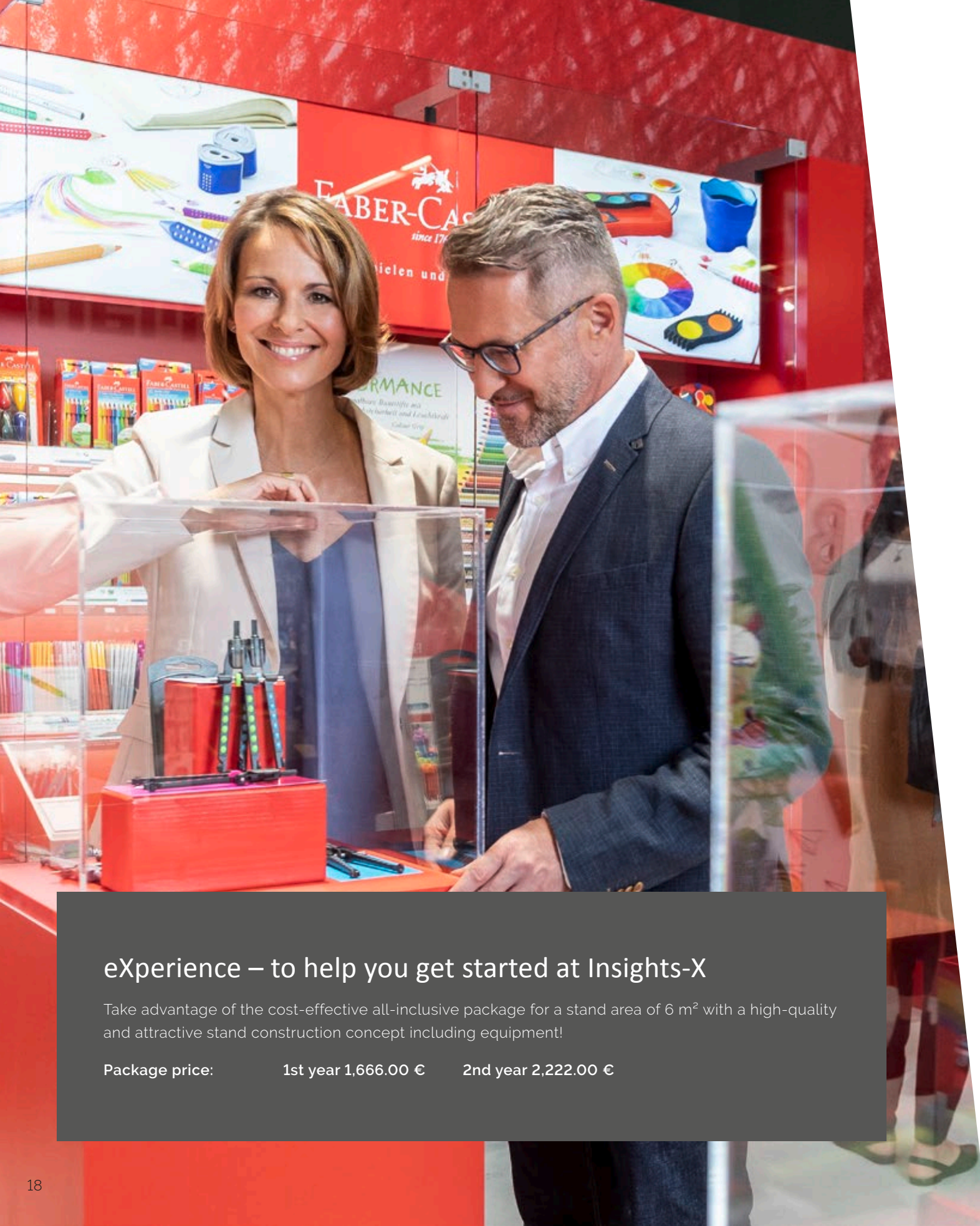
Enjoy the service that a hotel offers or choose from a variety of private accommodation options. To help you choose the right accommodation, we've put together a number of Insights-X offers for you. You'll be able to sort out any accommodation issues you may have fast – and then have time to focus on the expo itself.



Trade fair city of Nuremberg

Regarded as the birthplace of the German writing and drawing implement industry, Nuremberg is still the headquarters of well-known stationery material manufacturers. But that is not the only thing that predestines the expo city for Insights-X. A wealth of other places of interest, restaurants and leisure activities await you and your visitors in Nuremberg.





Your worthwhile investment at a glance

- Exhibiting fee excl. / incl. stand construction package
- Waste disposal fee 2 € per m²
- AUMA fee 0.60 € per m²
- Marketing package 425 €

PRICES* excl. stand construction package min. 9 m²

Rowstand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
161.00 €/m ²	189.00 €/m ²	204.00 €/m ²	209.00 €/m ²

PRICES* incl. stand construction package 9 – 36 m²

Rowstand 1 side open	Corner stand 2 sides open	Head stand 3 sides open	Block stand 4 sides open
271.00 €/m ²	299.00 €/m ²	314.00 €/m ²	319.00 €/m ²

* A registration fee of 400 € must be paid. The registration fee will be deducted in full from the exhibiting fee. Registration can only be processed once the registration fee has been received. The registration fee will be reimbursed in the case of non-admission. All prices are subject statutory VAT, see pt. 6 of the Rules for Exhibitors 2019, plus further charges.

The stand construction package includes the following services:

- Stand system (with stand participation walls in white; material: aluminium-untreated surface; wall height: 2.50 m (upper panel 3.50 m); company logo on stand's frame design)
- Lighting
- Waste disposal fee and daily stand cleaning
- Charcoal-grey carpeting, 1 meeting table, 4 upholstered chairs, 1 waste paper basket. Additionally for stands from 15 m²: 1 cabin 1 m x 1 m with door (lockable) and coat rack
- Power connection and flat charges for power consumption generated from regenerative energy sources

The marketing package for your optional media presence

Profit from the following contents of the package – before, during and after Insights-X:

- Flat rate for free customer invitations: Unlimited number of voucher codes for free admission for all your customers
- Marketing materials: Personalised banners, QR codes, letter stickers and more media materials for promoting your presence at the expo
- Entry in the official print and online media of Insights-X

eXperience – to help you get started at Insights-X

Take advantage of the cost-effective all-inclusive package for a stand area of 6 m² with a high-quality and attractive stand construction concept including equipment!

Package price: 1st year 1,666.00 € 2nd year 2,222.00 €

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Start your success story at Insights-X 2019

“Our participation has shown us just how much Insights-X stands for quality and how, in close cooperation with the exhibitors, it can inspire fresh momentum.”

Wacom Europe GmbH

Stefan Kirmse

*Senior Vice President Brand & Corporate Communication
Exhibitor, Germany/Japan*

“I would recommend Insights-X, because I can meet all the suppliers of the paper, office supplies and stationery industry in a small space and get all the new products exhibited at the right time of the year”

Staples (Deutschland) GmbH

Cynthia Gisel

*Trade Manager Office Supplies Retail&Online
Visitor, Germany*

Your stationery expo in the autumn for efficient business

The friendly event organised by the fair organiser with a personal touch offers a perfectly staged environment for you to achieve your expo objectives.

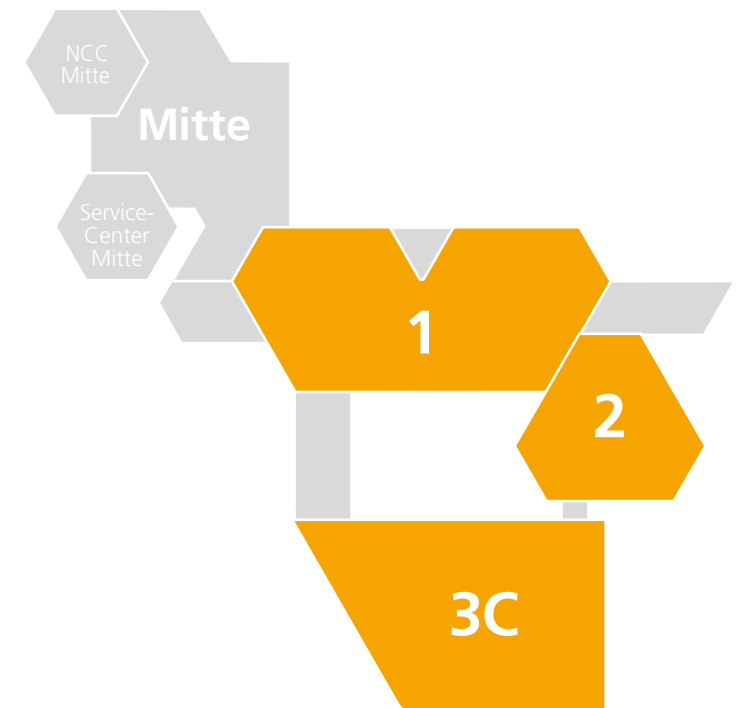
Present your products as part of an innovative expo concept and get into conversation with the right trade visitors in an informal ambience.

In 2019, Insights-X will evolve into a valuable platform for industry trends. And when it comes to practical tips and knowledge, the focus will be on genuine substance.

Relevant business partners, decisive trends and useful know-how – our quality standard will continue to draw from the broad range that this extraordinary expo has to offer.

New Hall 3C

The newly erected Hall 3C will be used for Insights-X 2019. The light and airy hall designed by Zaha Hadid Architects is perfectly linked to Halls 1 and 2, which means even shorter routes and a more comfortable stroll around the exhibition halls.



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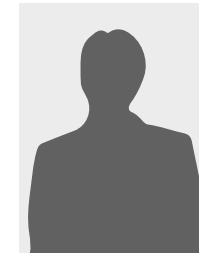


Your personal point of contact

Trust our experienced and dedicated team of genuine trade fair professionals, who will give you personal and individual support and assistance. Do you have any questions? We would be happy to advise you about your participation in the trade fair:



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Your global network – our representatives in your country

The success of Insights-X is backed by a strong pool of representatives of Spielwarenmesse eG who support you in your language with the planning of your trade fair presentation. Contact our representatives in your country:

www.insights-x.com/en/contact/representatives

Sign up online for Insights-X 2019:
www.insights-x.com/en/application

Planning status: January 2019.
Subject to change.

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