

# Application

for the International Pavilion by Spielwarenmesse eG  
at Hong Kong Toys & Games Fair 11 – 14 January 2027

**The deadline for application is 15 September 2026**



**Hong Kong Toys & Games Fair**  
香港玩具展



**WORLD  
OF TOYS  
HONG KONG**

**Exhibitor in the International Pavilion by Spielwarenmesse eG (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 International Pavilion by Spielwarenmesse eG

### Please state product group for assigning your exhibits:

Educational Toys & Games  
Electronic & Remote Control Toys  
Festive & Party Items  
Kidult World (Collectible Toys, Hobby Goods)  
Multiple Toys Products  
Smart-Tech Toys and Games

Soft Toys & Dolls  
Testing, Inspection and Certification  
Trade Services  
Green Toys  
World of Outdoor & Sporting Goods  
Others

**Registration fee\*:** 400 € per exhibitor

**Obligatory Online Package:** 400 €

**Exhibiting fee with stand construction:** 830 € per sqm

- Partition walls (h = 2.5 m)
- Red carpet
- Stand fascia with company logo and brief company name
- 1 table with 4 chairs
- 3 shelves 100 x 30 cm (W x D)
- 1 power socket
- 3 longarm spotlight 100 W
- 2 40 W LED spotlights for general lighting
- 1 waste paper basket

### Further services:

- Stand cleaning service
- Entry in the organiser's official media
- Extensive press work
- Announcement in the fair organiser's publications and relevant trade publications
- 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
- "Exhibition+" package including the "Click2Match" service and hktdc.com sourcing

**Desired space in sqm (from 6 sqm):** \_\_\_\_\_

\*The registration fee is deducted in full from the exhibiting fee on approval. We can only process your registration after receipt of the registration fee. The registration fee is returned to you in the case of non-approval.

## Information for participation

Company Name on the 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 [f.ercoli@spielwarenmesse.de](mailto:f.ercoli@spielwarenmesse.de).

### Company data for publication:

Contract address  
Different data:

Website

Company

Email

Street

Telephone

Postcode, town

How many staff members do you plan to have at your stand?

Country

### The exhibitor declares:

We hereby acknowledge the Rules for Exhibitors for the International Pavilion by Spielwarenmesse eG at Hong Kong Toys & Games Fair 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.

