

Application

for the International Pavilion by Spielwarenmesse eG
at Tokyo Toy Show 27 – 28 August 2026 (Business Days)

The deadline for application is 17 April 2026



Please return to:

Spielwarenmesse eG
Niklas Renner
Tel. +49 911 99813-57
n.renner@spielwarenmesse.de



**WORLD
OF TOYS
TOKYO**

Exhibitor for 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

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Please state product categories for assigning your exhibits:

Baby/Educational Toys
Ride-on/Animal Toys
Character Toys
Plush
Games/Puzzles

Hobbies/Models/RC
Seasonal
Dolls/Play house
Card Games
Digital Toys

Arts & Crafts
Jigsaw Puzzles
Others/Miscellaneous Goods
Figures/Capsule Toys
Sports Toys

Registration fee*: 400 € per exhibitor

Exhibiting fee with stand construction: 370 € per sqm

- Partition walls (h = 2.70 m)
- Red carpet
- Stand fascia with company name (Eng/Jap)
- Labelling with World of Toys logo
- 1 table with 3 chairs
- 3 shelves**
- 1 power socket
- 3 LED spotlights**

Desired space in sqm

(possible stand sizes: 9/18/27 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.

** the amount changes with stand size

Additional orders:

Optional storage cabin with door (1 x 1 m): 175 €

Additional shelves (25 € each); Quantity: _____

We would like to participate 4 days (incl. Public Days): additional 70 € per sqm

Public days 29–30 August, only Japanese families on-site, hand sales not permitted according to the rules of the Organizer

Further services:

- Entry in the organiser's media
- Extensive press work
- Overall advertisement and publicity of the fair organiser
- Overall security and safety management of the fair organiser
- 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



Information for participation

Company Name on the stand fascia: _____

Sample stand fascia:



Company data for publication:

Contract address (mentioned above)

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 International Pavilion by Spielwarenmesse eG at Tokyo Toy Show 2026 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.

