

# TrendingNow



## A special area to discover the latest trends

Are you looking for an exceptional platform for your products and are your products targeted towards these trends? Then register today and make use of this special forum.

## Trends in 2018



### Tech Toys

“Tech toys” include toys, games or activities which incorporate technology in them. With the boundary between real and virtual worlds is becoming increasingly blurred, it is offering completely new possibilities to this industry. Traditional games and digital worlds create exciting play combinations that captivate not only children but everyone.

- Toys which give advanced technical knowledge
- Toys that challenge children to think
- Toys that can be engaging for both the child and parent at the same time



### Express Yourself

“Express yourself” encourages children to be creative and imaginative. Parents in India are starting to realize the importance of play time and are increasingly looking to foster their children’s creativity. This theme focuses on giving children a creative play experience and expand imagination.

- Toys that foster creativity
- Toys which help relax
- Toys which brings out the imagination of children

# Trend Presentation

## Benefit from the following by participating:

- Secondary placement of your trendsetting products in this special area at a prominent location at the fair
- Chance to position yourself as a trendsetter
- Entry of placed products in a special section of the fair catalogue
- Specific online marketing at [www.kidsindia.co.in](http://www.kidsindia.co.in) and in the social media channels of Spielwarenmesse India Pvt. Ltd.
- Inclusion of Trending Now in various PR and marketing measures (e.g. press releases, newsletter)
- Along with your products, you also get chance to place your banner at this special area

**TrendingNow price for 2018: INR 12,500\***

\*GST 18% will be charged extra. Subject to change as per government rules.

**Deadline  
15 Aug 2018**

## Participant details:

Company name:

Stand no.:

Contact person:

E-mail:

**Product / Brand Name:**

**Measures of the product in cm** (W x H x D)

**My product belongs to the following trend:**

Tech Toys

Express Yourself

## Conditions for participation:

- The products must be agreed with the organizer to ensure they fit in with the overall concept.
- The organizer reserves the right to select the desired products and decide on the arrangement, distribution and number of products for the purpose of achieving a professional presentation. No entitlement exists to exhibit certain products.
- In signing the application, the exhibitor consents to the use of product photos for marketing and PR purposes by Spielwarenmesse India Pvt. Ltd.
- Product display in the special area will be subject to completion of payment until the deadline given by the organizer.
- The exhibitor must provide digital images of the products with the application form. The pictures sent should be in a commonly used file format (e.g. JPG or PNG) with a minimum width of 400 px.

Place, date

Company stamp and authorized signature of applicant

## Your Contact

Spielwarenmesse India Pvt. Ltd.

Heena Jabeen E: [h.jabeen@spielwarenmesse.in](mailto:h.jabeen@spielwarenmesse.in) T: +91 11 6696 1164

**Spielwarenmesse India**  
Pvt. Ltd.

