

Internationale Spieltage

SPIEL '18



Messe Essen · 25.-28. Okt. 2018

Press Information

No. 1

July 2018

The world's largest fair for board games - SPIEL '18 - is once again clearly breaking all previous record levels and this year is once again increasing its exhibition space by 11% to an incredible 80,000 square metres. The estimated visitor numbers of 182,000 will be looking forward to more fun with more exhibitors, over more exhibition space in more event halls.

36th Internationale Spieltage SPIEL '18 with Comic Action from October 25th to 28th, 2018

SPIEL '18 - the biggest leading trade fair for family and board games - is the playful highlight of the year and signals the start of the Christmas business that is so important for the industry. By adding Hall 6, SPIEL is not only occupying another large event hall, but also for the first time ever, is covering 80,000 square metres of gross exhibition space (previous year 72,000 square metres). More than 1,100 games publishers from all over the world are expected to present around 1,000 new games and world premières to some 182,000 games enthusiasts.

Dear colleagues,

The German games industry continues on a successful path and has reported growth of more than 4% at the beginning of this year for the third time in succession. Board and card games are becoming more and more a hobby interest for young adults who often choose to play strategic games. A survey by POSpulse indicates that board games and puzzles constitute the most popular segment of the toy market, accounting for almost 60% of all purchases, while other general toys are tending to stagnate.

But outside Germany too, the market for board and card games is growing rapidly. Analysts from "Research & Markets" predict that international sales of analogue games will grow by 9% year on year until 2022.

This is especially evident in the success of the international games event SPIEL: with an increase of 11% to 80,000 square metres of exhibition space (previous year: 72,000 sq m) and more than 1,100 exhibitors, this year's SPIEL event will again beat its own previous year's record.

SPIEL '18 is being held in Halls 1, 1a, 2, 3, 4 (formerly 7), 5 (formerly 6 and 8), the Galeria and the newly constructed Hall 6. Fans of role-play and miniature games, as well as comics will truly get their money's worth. In addition, Hall 6 has been given its own large entrance to better cope with the annually increasing onrush of visitors.

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We would also like to warmly invite you to gain your own unique overview of the trends and new releases just before Christmas.

You will receive your accreditation documents with the next press release in August, from which point we will be keeping you informed about the many highlights and the developing event programme. Today, however, for the purposes of your general planning, we would like to inform you about the process relevant for media representatives:

- As always SPIEL will begin with the traditional **press conference on Wednesday October 24th at 11.00 a.m.** We would be delighted if you would make a note of this date today. You will receive a separate invitation with a response card with the next press release.
- In the press conference we will present the **winners of the InnoSPIEL 2018 and this year's German Games Prize (Deutscher SpielePreis)**. You can get to know the winning titles in detail in the new releases showcase. Authors and representatives of the publishing house are available for interviews.
- Following on from the press conference, the **New Releases Showcase** will open in **Hall 1A**, offering all journalists the opportunity to have a good look at the entire range of new games.
- In the evening, we will be staging the awards ceremony for the German Games Prize (**Deutscher SpielePreis**) in a festive setting with representatives from games publishers, the City of Essen and the Messe Essen, as well as the game authors and journalists. This evening is an opportunity, whilst wining and dining in a relaxed atmosphere, to gather industry information, find answers to current questions or just simply to get to know one another. (Separate invitations to follow).

We enclose the opening hours, details of the various admission rates and directions. Tickets are available either on the door or in advance via the on-line box office service at <http://www.spiel-messe.com>.

As always, our team is available to answer any further questions you might have by phone. You can reach us on the telephone number +49 (0) 228 / 342273.

We are looking forward to seeing you there!

Kindest Regards,

Friedhelm Merz Verlag (organizer SPIEL '18 with COMIC ACTION)

Dominique Metzler

Internationale Spieltage

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Opening Hours, Ticket Prices and Coordinates:

Thursday to Saturday, October 25 - 27, the convention is open from 10 a.m. to 7 p.m.,
on Sunday, October 28, from 10 a.m. to 6 p.m.

The scale of admission prices for private visitors:

One-Day Ticket Adult	13,-	EUR
One-Day Ticket Child (4-12 years)	7,-	EUR
One-Day Ticket school children, students, the handicapped, upon presentation of a valid authoritative identification	10,-	EUR
One-Day Ticket Family - max. 5 persons (max. 2 adults and 3 children. Children older than 12 years must show a school identification card)	30,-	EUR
Four-Day Ticket Adult	31,-	EUR
Four-Day Ticket Child (4-12 years)	18,50	EUR
Four-Day Ticket school children, students, the handicapped, upon presentation of a valid authoritative identification	23,-	EUR

Visitors can purchase a Kombi-Ticket, which allows the use of public transfer within the area of the Rhine-Ruhr Transport Association (VRR) to the fair and back. The combined tickets are available exclusively in advance sales. Family and season tickets are not offered as combined tickets.

Advance sales:

All tickets for SPIEL '18 can be purchased online either via Messe Essen (online) or via Eventim (online and advance sales agencies).

Advance sales via Messe Essen:

The advance sales fee in Messe Essen's Ticket Online Shop is EUR 2,- per ticket. The ticket can be ordered and printed out conveniently at home or en route or can be shown on the smartphone/tablet at the entrance. Payment is made by Sofort Klarna/Giropay or credit card.

Advance sales via Eventim:

Those who don't have any of the specified means of payment available to them can purchase the tickets at advance sale agencies with the Eventim ticket service all over Germany. Eventim's online service is available, too. The advance sales fee at Eventim is EUR 2,30 plus service and mailing costs.

Kombi-Tickets:

For another EUR 6,50 extra per ticket, you can travel to and from the fair conveniently and cost-effectively in the second class within the Rhine-Ruhr Transport Association (VRR). The combined tickets are available exclusively in advance sales. Family and season tickets are not offered as combined tickets.

Admission Tickets for Trade Visitors:

Trade Visitors can choose between One-Day Tickets and Two-Day Tickets.

Trade visitors will be able to work and conduct conversations in a quiet feel-good atmosphere in the Business Lounge in hall 3. Accreditation for the Novelty show will be at the booth of Merz Verlag in hall 3, booth number 3H100.

One-Day Ticket Trade Visitor:

One-Day Ticket "Comfort" including access to the "Business-Lounge"	24,-	EUR
One-Day Ticket "Comfort plus" access to the "Business-Lounge" and parking ticket	30,-	EUR

Two-Day Ticket Trade Visitor:

Two-Day Ticket "Comfort" including access to the "Business-Lounge"	41,-	EUR
Two-Day Ticket "Comfort plus" access to the "Business-Lounge" and parking ticket	53,-	EUR

At the fairground Trade Visitors can receive the ticket at sight of a Trade Visitor verification

You can buy the tickets online in advance: You find a link at www.spiel-messe.com