

Internationale Spieltage
SPIEL '21 ®
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Press-Information No. 1

After missing a turn last year, it's time to go again! "To your boards, get set, go!" – this October at the Essen Exhibition Center, the world's largest board game convention - SPIEL '21, will once again be showcasing what's trending in the world of games.

After the world's largest board games convention was held exclusively online last year, the Essen Exhibition Center will at long last be opening its doors to board game enthusiasts once more in October 2021.

Board game fans are already looking forward to their annual highlight, where they will be able to test the latest new releases.

For decades, board games have enjoyed an ever-growing popularity. In the last five years particularly, we have been able to speak of a real boom, which reached its provisional peak last year when the German games market grew again by an impressive 21 percent.

As positive as this development is, the Corona crisis has also illustrated how important SPIEL is for introducing new national and international products, which are traditionally presented to the wider public at the fair for the very first time. Even communication within the games scene was made much more difficult last year through the loss of the physical event and consequently at the beginning of this year the industry already harbored the fervent desire that SPIEL would take place again this fall.

"We were delighted with the remarkably positive response and the trust placed in us, especially since our planning for the event needed to start in the spring and our registration deadline was still in the middle of lockdown. In the meantime, more than 500 exhibitors from 41 nations have registered for SPIEL - among them almost all the well-known major games publishers. Some exhibitors have even significantly expanded their show space, so that SPIEL will now take place in Halls 1, 2, 3, 5, 6 and the "Galeria". Even Halls 7 and 8 will be used for admissions and other activities, as was last the case in 2019. There will be additional entrances via Halls 1 and 3", says Dominique Metzler, Managing Director of event organizer Friedhelm Merz Verlag.

To be able to best implement the applicable protective measures for Corona virus, all aisles were made significantly wider in the planning phase. All visitors and exhibitors will need to be tested, vaccinated, or have recovered from COVID. General hygiene and spacing rules will apply in the exhibition halls, which will include wearing medical grade protective face masks covering mouth and nose.

This year, the physical games event will be supported digitally via the **SPIEL.digital** event platform, which last year attracted almost 150,000 individual visitors and inspired them to play along.

Personalized tickets will be exclusively available online from August at www.spiel-messe.com.

We are looking forward to celebrating a unique games festival with you. If you have any queries, please contact Dominique Metzler by phone on +49 (0)228/342273, or by e-mail: info@merz-verlag.com.

Friedhelm Merz Verlag
(organizer of SPIEL '21)