

Internationale Spieltage

**SPIEL '21**



Messe Essen · 14.-17. Okt. 2021

September 2021

### **Press Release No. 3**

#### **Ticket sales for SPIEL '21 have started**

#### **This year's trade fair kicks off backed by a comprehensive hygiene concept**

#### **New Releases Showcase for the press will be held on October 13, 2021, at 11.00 am, in Hall 1A**

### **SPIEL'21 from October 14 - 17, 2021** **at Messe Essen**

After a one-year break, the world's largest board and card games event will be back in the halls of the Essen Exhibition Center this October. Ticket sales have started in the meantime and many board game enthusiasts are eagerly awaiting SPIEL '21.

Across six exhibition halls, the latest trends in board and card games will be available to test and buy - including more than 1,000 new releases and world premieres. From educational games for children, to fast-paced card and board games for the whole family, to full-length expert games, the about 600 exhibitors from 41 nations will be showing everything that makes a gamer's heart beat faster. One noticeable trend this year: in addition to many cooperative games, there are also more and more games for one and two players.

Of course, this year's trade fair kicks off backed by a comprehensive hygiene concept. Visitors must have had Covid tests, be recovered or have been vaccinated. Medical grade face masks covering mouth and nose are mandatory in the exhibition halls and general hygiene and social distancing rules apply. At the gaming tables, separate contact tracing will be in place using the luca APP or lists. The halls will be ventilated with 100% fresh air from outside for the first time and the aisles have been widened.

Those who would like to visit the convention and personally test or buy this year's new game releases can purchase tickets online at [www.spiel-messe.com](http://www.spiel-messe.com). Visitors can also see the detailed hygiene concept here. One day tickets for adults cost €20, children aged 4 to 12 years pay €11.50. There will be no box office on site this year.

"It really is a very special challenge to organize an internationally oriented convention under pandemic conditions when the rules of the game can constantly change in the middle of this challenging game," says Dominique Metzler, Managing Director at organizer Friedhelm Merz Verlag. "Nevertheless, we are glad to have taken on this challenge and to be able to make SPIEL, which is so important for the industry, possible again this year. During the pandemic, many people have rediscovered playing games. We believe this trend will continue permanently."

#### **Below we would once again like to explain this year's procedure for representatives of the press:**

- Digital press conference for SPIEL '21 on October 6, 2021, at 10.00 am. (no accreditation required). Follow this link: [https://www.youtube.com/watch?v=1TO\\_n\\_\\_aM7c](https://www.youtube.com/watch?v=1TO_n__aM7c)
- As usual, the New Releases Showcase will take place one day before the convention opens, i.e., at 11.00 am on Wednesday, October 13, 2021, at the Essen Exhibition Center, Hall 1A. Admission will be via the South Entrance (Eingang Süd) from 10.30 am. This is where publishers will present their new games. Please note that other exhibition halls cannot yet be entered by media representatives on this day, as set-up is taking place under special hygiene and admission rules.

- Please apply for accreditation - if possible - by Sept. 30, 2021 if you would like to visit the convention during the exhibition period or the New Releases Showcase on October 13, 2021. We ask for your understanding that later accreditations will only be possible in exceptional cases for media representatives who are reporting daily.  
All tickets must be personalized and are non-transferable.  
Unfortunately, no whole-event press passes can be issued this year. This means that you will receive a day pass for every day that you stay on site.
- The so-called 3 option rule will also apply to media representatives on admission. You must therefore either be tested (rapid test), have recovered from Covid or fully vaccinated. Please have your proof - if possible, in electronically readable format - your press ticket and a photo ID ready. Furthermore, a medical grade face mask must be worn over nose and mouth in the halls. You can find more information about the admission and hygiene rules here: <https://www.spielmesse.com>.
- Please be so kind as to inform us immediately if you received accreditation but do not need the passes.

We would be delighted to see you at SPIEL '21. If you have any queries, please contact Dominique Metzler on +49 (0)228/342273, or by e-mail: [info@merz-verlag.com](mailto:info@merz-verlag.com).

Kindest Regards,  
Yours sincerely,  
Friedhelm Merz Verlag  
(Organizer SPIEL '21 and SPIEL.digital)

Dominique Metzler