



# Attract attention and more visitors to your stand!

If you want your voice to be heard at a place where the entire industry is present, the key is not to be afraid to make a little noise. For a very low contact cost, you can use Stockholmsmässan's advertising spaces to:

- Attract visitors
- Create attention and awareness
- Increase interest in your company and brand
- Be visible at strategically selected locations
- Reach the right target group

You have everything to gain from the extra attention that will be generated by an advertising space. We offer multiple options for visibility both outside and inside our venue. Different alternatives in different price categories, but always the same value-for-money!

## **DO YOU WANT TO BOOK ADVERTISING SPACE?**

Ask your sales representative with whom you reserved your exhibition space about the package that is right for you.



**Stockholmsmässan**



## Outdoor spaces

Make sure you are ahead of the pack. Stay one step ahead of your competitors and attract attention to your company and your product before the visitor even walks in the front door. We offer many different alternatives for outdoor visibility on and around our premises. Choose from a selection of banners, Eurosize revolving doors and specially adapted spaces that we will work with you to create.

*All prices are shown gross, i.e. excluding VAT and advertising tax.  
All prices for production costs include installation.*

### EUROSIZE

Double-sided sign holders with space for two signs, one on each side, are located along the walkway between the commuter train station and Stockholmsmässan's main entrance. There are also signs by the East entrance and the parking garage.

Number: 24

Dimensions: 1,190x1,750 mm

Price: SEK 5,000/sign

Production: SEK 970/sign

### FACADE BANNERS

There are four locations for facade banners facing Huddingevägen, B1–B4.

Number: 4

Dimensions: B1 – 7,100x9,500 mm

B2-B4 – 7,300x9,500 mm

Price: SEK 25,000/banner

Production: SEK 15,000/banner

### TRIANGLE BANNERS

Banners on the wall between the commuter train station and the main entrance. Sold as packages of 10. In total, 61 spaces.

Number: 10

Dimensions: 2,283x1,654 mm

Price: SEK 25,000/package

Production: 18,300/package



Eurosize



Facade banners



Triangle banners

### FOILING IN THE PARKING GARAGE

Foiled message on the glass panels on the sides of the entrance from the parking garage.

Number: 1

Dimensions: 1150x2350 mm

Price: SEK 10,000

Production: SEK 2,742/page

### FLAGS

Flags with your company logo. Sold as a package of 10. In total there are 20 at the Main entrance and 10 at the East entrance.

Number: 10/package

Price: Quote

### ENTRANCE LOGO

Space above the Main entrance in magnetic vinyl.

Number: 8

Dimensions: 3,740x850 mm

Price: SEK 8,000/space

Production: SEK 5,487/each

### REVOLVING DOORS

Our entrances are one of the places where we can guarantee that everyone will walk by, which means that it will be difficult to miss your message. The doors are foiled and it is also possible to place products in the doors. See the more detailed specification on page 7.

Number: 5 (3 at the Main entrance and 2 at the East entrance)

Dimensions: Please refer to the separate specification on page 7

Price: SEK 12,000/door

Production: Please refer to the separate specification on page 7



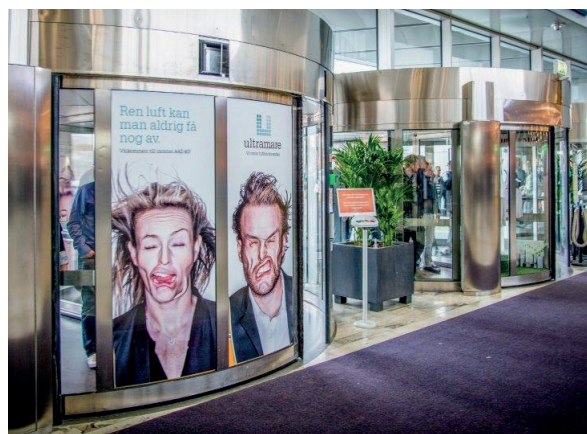
Foiling in the parking garage



Flags



Entrance logo



Revolving doors



## Indoor spaces

Once the visitor has stepped through our doors, there are many opportunities for how you can reach them with your message. Why not attract attention by being at more unexpected locations, for example in a stairwell or in our restrooms, or why not lead the visitor directly to your stand using floor foiling? The possibilities are endless and together we will create a package that is the best fit for your company and your product.

*All prices are shown gross, i.e. excluding VAT and advertising tax.*

*All prices for production costs include installation.*

### FLOOR FOILING

We offer space at the entrances and between the exhibition halls, but we can also help with special surfaces such as stairwells, windows, trash cans, hall entrances... well, the list can go on and on, really.

Standard dimensions: 1,000x1,500 mm

Price: SEK 3,200-5,000/space

Production: SEK 1,125



Floor foiling

### FLOOR SIGNS IN CARPET RUNNERS

It is possible to place signs in the aisle in the exhibitor hall.

Dimensions: 1 m<sup>2</sup>

Price: SEK 3,200/space

Production: SEK 2,050



Floor signs in carpet runners



Indoor banners

### INDOOR BANNERS

It is possible to hang banners at the entrances to the halls and gallery aisles.

Price: Quote

### RESTROOM SIGNS

Advertising spaces on the inside of restroom stalls and on entrance doors to the restrooms. The signs are sold as packages of 13.

Number: 176

Dimensions: 210x297 mm

Price: SEK 8,000/package

Production: SEK 815/package



Restroom signs



Stairwells

### STAIRWELLS

Foiling can help you cover our stairwells with your message.

Number: 5

Price: Quote



## Digital signs

Do you have a news item that you want to present? Or perhaps you are planning to have a contest at your stand that you want to promote a little extra? Or why not take the opportunity to show your brand video?

With moving or animated material, you can use our digital signs to spread your message from the main entrance all the way to the exhibition halls. Your message will be hard to miss since our signs are guaranteed to generate interest and attract attention. All of our 23 signs are strategically located where foot traffic is the greatest.

Number: 8-23 signs (sold as a package)

Price: Quote



## Tailored solutions

Create maximum effect through visibility in the most unexpected locations. Why not on the ceiling of our entrance or on special surfaces both inside and outside? Or cover entire walls and stairwells with your message. We can help with all kinds of special construction and we always start with the assumption that nothing is impossible. Together we will develop the best solution for you and your company.



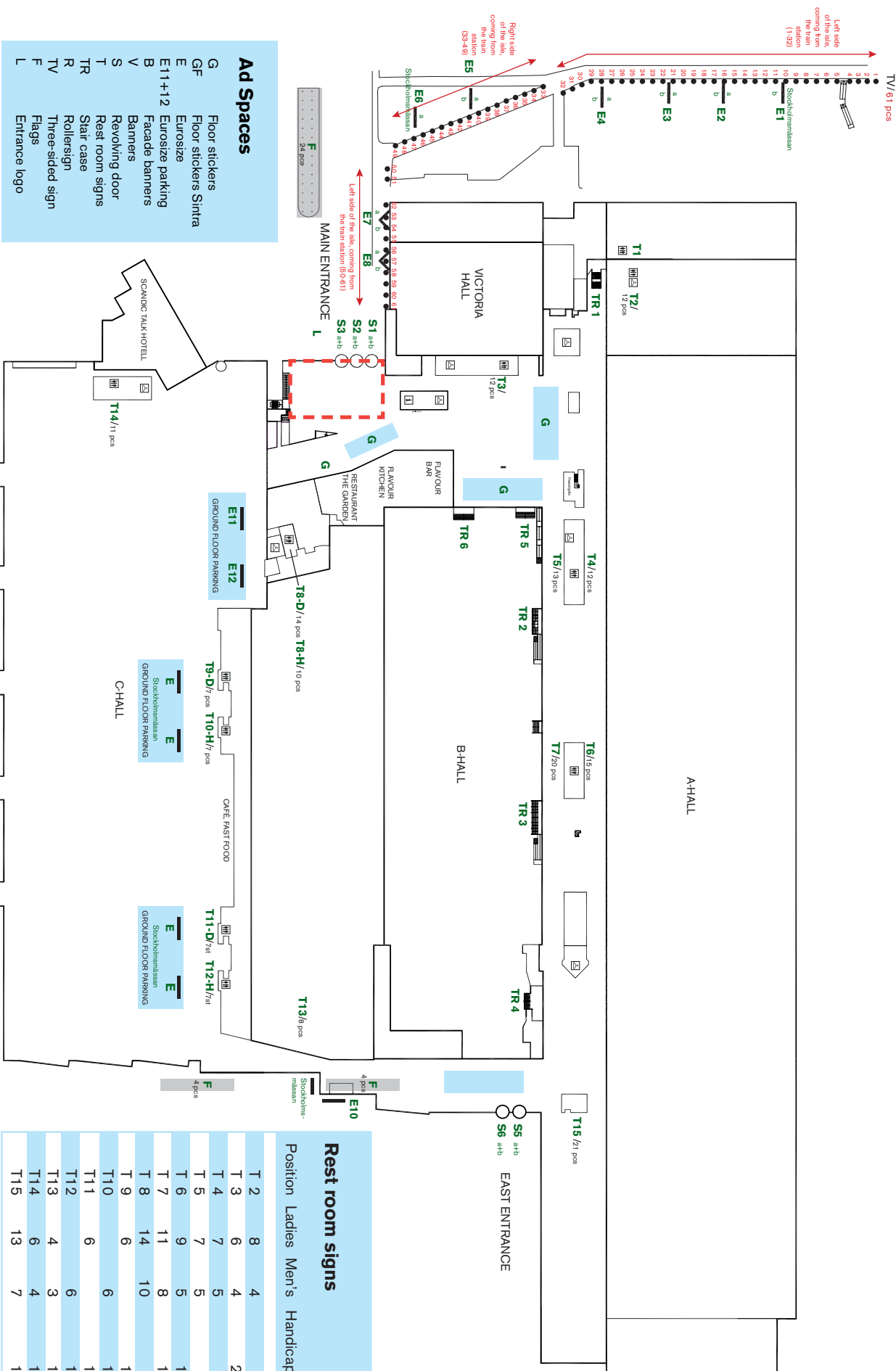
## Profile advertising

We can help you with all kinds of profile advertising that enhances your message during the exhibition. How about your logo on all official visitor badge holders? Or why not let visitors gather all of the material they accumulate during an exhibition in a bag printed with your company name? We can even help with clothing, candy, bags and much, much more.

## Other advertising spaces

In addition to the spaces that listed in this document, we also offer advertising space on the digital signs inside our venue. You may also opt for your company to be seen on several or all of the trash cans placed throughout the building. Contact your sales representative with whom you reserved your exhibition space for a quote for tailored solutions, profile advertising, digital signs and trash cans.







## Specification revolving doors

There are three revolving doors at the Main entrance and two at the East entrance. Each revolving door has two exposure spaces that can be used in three different ways.

**Option 1:** Signage on a single surface, A (two-sided)

**Option 2:** Product display inside the glass surface and two surfaces for signage, A+B (two-sided)

**Option 3:** Signage on three surfaces, A+B+C (one-sided)

### OPTION 1: SIGNAGE ON A SINGLE SURFACE, A

Production cost: SEK 3,195 including installation.

Material specification:

- Dimensions A – 1,190x1,170 mm upper section; 1,190x660 mm lower section.
- Foil Youp Tako

### OPTION 2: PRODUCT DISPLAY AND SIGNAGE ON TWO SURFACES A+B

Production cost: SEK 5,595 including installation.

Material specification:

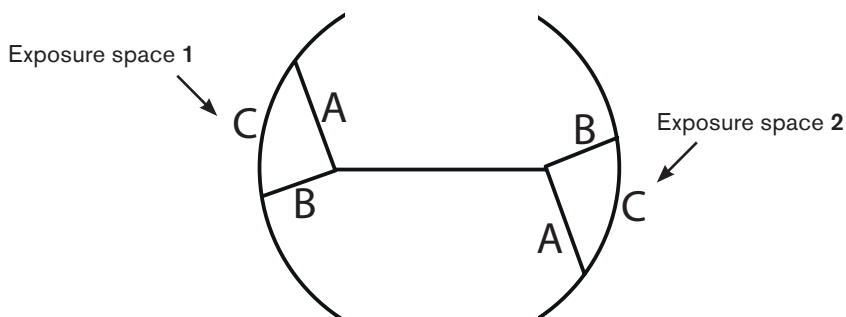
- Dimensions A – 1,190x1,170 mm upper section; 1,190x660 mm lower section.
- Dimensions B – 800x1,170 mm upper section; 800x660 mm lower section
- Dimensions display surface – 1,190x800x1,590 mm, height 1,970 mm, max 10 kg
- Foil Youp Tako

### OPTION 3: SIGNAGE ON THREE SURFACES A+B+C

Production cost: SEK 9,135 including installation.

Material specification:

- Dimensions A – 1,190x1,170 mm upper section; 1,190x660 mm lower section.
- Dimensions B – 800x1,170 mm upper section; 800x660 mm lower section
- Dimensions C – two signs 735x1,960 mm
- Foil Youp Tako



Revolving doors from above

## Specification for graphic material

- The Graphic Unit needs to have print-ready originals no later than three weeks before the event.
- Send your files to: [grafiska@stockholmsmassan.se](mailto:grafiska@stockholmsmassan.se)
- Please enter the name of the event, your stand number and your full company name in the subject line.
- Originals should be sent as vectorized EPS files or high-resolution PDF files. It is also OK to deliver zipped InDesign files, but then you will incur a start-up cost of SEK 585.
- If you are sending larger files, please log on to our FTP server:  
<http://ftp.stockholmsmassan.se>  
Username: stockholmsmassan  
Password: SM\_12580  
Upload the file to each exhibition's folder.  
You can also send the files using spread.
- Please email us at [grafiska@stockholmsmassan.se](mailto:grafiska@stockholmsmassan.se) to let us know when the file has been uploaded to the FTP.

## COSTS

- All prices in this document apply to print-ready originals only.
- There will be an additional fee for preparing originals for printing.
- Prices are shown excluding VAT and the 8% advertising tax.

## CONTACT

Please call +46 8 749 44 44 or email us at [eventservice@stockholmsmassan.se](mailto:eventservice@stockholmsmassan.se) to find out more.

### PLEASE NOTE!

The Graphic Unit needs to have received the print-ready originals no later than three weeks before the event.



# Stockholmsmässan Media

## – for maximum exposure

Stockholmsmässan is the Nordic region's largest international meeting place with more than one million visitors every year. This means that there is a very good chance that your specific target group will be at our venue for several very intense days.

No one can bring together an entire profession at a single location like we can. We might have 12,000 dentists milling around our premises one day and just as many architects the next. By advertising in and around our venues, you will reach your entire target group. In a single day.

Stockholmsmässan Media helps you use our unique position to get your message heard. We ensure that you are visible in the exhibition area using banners, billboards, foiling, sampling, advertising signs and sales counters. We have both digital and analogue options, and we can offer advertising space covering more than 70,000 m<sup>2</sup>.

### DO YOU WANT TO BE SEEN AT STOCKHOLMSMÄSSAN?

Contact Stockholmsmässan Media

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Love to meet you!

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