

Planning guide

Event Planner is the Stockholmsmässans digital planning tool for you who participate at any of our events. This guide will help you to get an overview of the way to your event, so you do not miss anything and avoid the hassles or costly changes up close to the event. The guide describes only a recommended path forward for the event, but as usual it is best to get things started as early as possible. All exhibitors are of course different, with different conditions and ways to prepare for an event, depending on experience, budget, offer, etc. If you sign up close to the event we will of course help you with all that still can be arranged.

Overview phases

- Planning and design
- Review and ordering
- Final sprint
- Installation
- During the event
- After the event

1 Planning and Design

Plan and set goals

To get the effect of the event that you want, it is important to set concrete and measurable goals. It may be, for example a specific number of visitors at the stand per day or for the whole event. Identify objectives and decide how you will measure and monitor the results.

Read and accept the important rules and regulations

Our premises is a working environment that is governed by rules and guidelines to ensure a safe place for many people at once. There are some important, basic things that you need to conduct yourself to regarding your stand design.

Design your stand

Make it simple and choose one of our attractive stand packages or design your stand completely on your own or with support from us. Our employees can bring out spectacular showcases completely tailored to your needs. Do you already have a ready-made stand solution, you can seamlessly complement it with products and services from us. All options are available, so you can be sure that there is a solution that suits you.

In Event Planner you will find all our products that make the event more convenient and your customer experience more professional. If you have any questions, contact Event Services and we will help you!

Prepare review of your stand

If you have special needs, it becomes cheaper and less stressful if you send your documents and permit applications to us in good time before the review phase.

For example:

- Water, electricity or ventilation
- Build high or high expose
- Flammable works or structures

Information to the event's website and app

Tell us about your business on the event web and app with product images and movies. Communicate directly with your costumers that they can meet your company at the event.

Familiarize yourself with the section "Important Things to do" in Event Planner at once, that will give you a quick and easy start!

2 Review and ordering

When this phase is over and the final sprint begins, it becomes more expensive to make changes in stand design and order products and services. It is therefore important that you submit all relevant information and place your orders before the review phase is over.

Review of your stand

In this phase Stockholmsmässan is working to quality assure all exhibitors basis for stand design. The aim is to ensure the feasibility and anchor with our production teams so that event live up to our high standards of customer satisfaction, safety and quality.

Final design and order to the stand

In this phase, you may need to add more information or contact your montergranner. Now it is also time to do all orders for stand construction and add the services that maximize the effect of your participation, such as catering, mingling, cleaning, etc.

Schedule Installation and Dismantling

Stockholmsmässan can help you with all your transportation needs prior to an event. We collect, store and send goods related to the event at us. Since we are in place and coordinates with our other operations it is a truly environmentally friendly alternative.

3 Final sprint

In this phase, we add an additional charge of 30% on new orders for products and services. The phase ends when the installation for the event begins.

Preparing for the installation

Make sure that all goods are marked with Stockholmsmässan, the event's name, your company name and stand number. Organize transportation to Stockholmsmässan, preferably in collaboration with our logistics services that will help you door to door round-trip.

Communications and Marketing

Increased attention and interest favors you and all participants by creating greater traffic to the event. Use our skilled press department. Communicate your presence in social media and other channels to increase the impact of your presence at the event.

Work planning

Who should build your stand and who will work at your stand? Are they registered and informed? Have you register your stand personnel so they can retrieve accreditation upon arrival at Stockholmsmässan?

4&5 Installation and During the event

During installation and the event Event Planner focuses on support you with the implementation of a fantastic event. You can order such things as catering and logistics directly via mobile phones, but most orders are processed via the Service Canter. Note that the on-site price is 50% more than the original price.

Make sure everything you ordered is delivered and get easy access to practical information, rules, opening hours and on-site services. You can also continuously monitor your invitations and leads in Event Planner during the event.

6 After the event

After the event, you can track the results of visitors and exhibitors studies and take part of visitor numbers. Of course, you can also register for the next event!