

PRACTICAL INFORMATION

SENIORFESTIVALEN | RESEMÄSSAN | STOCKHOLMSMÄSSAN | OKTOBER 1-3 2024

Deadlines

August 30 - last day to send in your offer for SuperWednesday! Submit to anna.kruse@numeramassor.com.

September 3 - last day to change your company name for the exhibitor list in the fair magazine. Contact anna.kruse@numeramassor.com with your changes or questions.

September 3 - last day to order carpet and technology from Stockholmsmässan at regular price. (After that, a surcharge of 50% is added)
Contact Stockholmsmässan's Event Service:
eventservice@stockholmsmassan.se

September 3 - last day to apply for height exposures over 2.5 meters.
Contact Eventservice:
eventservice@stockholmsmassan.se

September 23 - last day to order extra digital entrance tickets. Contact:
anna.kruse@numeramassor.com

Opening hours

Visitors

Tuesday okt 1	10.00 - 16.00
Wednesday okt 2	10.00 - 19.00
Thursday okt 3	10.00 - 16.00

Morning event - The group travel square
Wednesday okt 2 08.00 - 10.00

Exhibitors

Tuesday okt 1	07.00 - 17.00
Wednesday okt 2	07.00 - 20.00
Thursday okt 3	09.00 - 22.00

Move in

Monday sept 30	08.00 - 21.00
Tuesday okt 1	07.00 - 10.00

Move out

Thursday okt 3	16.45 - 22.00
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A warm welcome as an exhibitor at the Senior Festival and Travel Fair in Stockholm!

In order for your participation to be as smooth as possible, we have put together some practical information here that may be useful to read through. Note especially important dates and deadlines here on the left so you don't miss anything. Do you have questions? Do not hesitate to contact us!



Leon Giannaridis – Project manager
leon.giannaridis@numeramassor.com,

+46(0)708-38 78 08

Contact me if you have questions about stage participation or your booth.



Peter Gillemo - Seller
peter.gillemo@numeramassor.com,

+46(0)735-00 81 98

Contact me if you have questions about your booking or participation.



Anna Kruse – Project coordinator
anna.kruse@numeramassor.com,

+46(0)735-29 09 08

Contact me if you have questions about exhibitor cards or tickets.



Stockholmsmässan

Technology & decoration for the Stand, Stockholmsmässan Eventservice

eventservice@stockholmsmassan.se

Goods & Logistics

logistik@stockholmsmassan.se

Exhibition restaurants

Stand catering - +46(0)8-727 72 40
montercatering@massrestauranger.se

→ You can order what you need at Montercatering's webshop:
<http://montercatering.se>

From autumn -23 - Part of the Senior Festival's group insurance

The basic fee includes exhibitor insurance, which means that your participation is insured via Seniormässor AB's and Numera Mässor AB's group insurance taken out via Written Insurance. Read more about it <https://numeramassor.com/utstallarforsakring/>

Goods handling and address

It is very important that you **label the goods carefully**, enter the address as follows:

Stockholmsmässan, Godsmottagningen
 Seniorfestivalen/Resemässan 2024
 "Your Company Name"
 "Your stand number"
 Parkeringsvägen 10
 125 30 Älvsjö

Mailing address:
 Stockholmsmässan
 125 80 Stockholm

Goods that arrive are unloaded and received at the goods reception. If goods arrive before official move-in, the goods are placed in the warehouse, the cost of this is charged to the exhibitor according to the current price list. When move-in is permitted, the goods are driven into the exhibition hall.

If you have large goods over 1000 kg or 4 cubic meters, these must be time-ordered no later than 5 working days in advance.

If you have questions, contact the Logistics Group,
logistik@stockholmsmassan.se

Service center opening hours

Monday sept 30	08.00 – 18.00
Tuesday okt 1	07.00 – 16.30
Wednesday okt 2	09.00 – 16.30
Thursday okt 3	09.00 – 18.00

You turn to Servicecenter for help with orders and questions about the stand when you move in, during ongoing fair and moving out.

Opening hours

	<u>Visitors</u>	<u>Exhibitors</u>
Tuesday okt 1	10.00 – 16.00	07.00 – 17.00
Wednesday okt 2	10.00 – 19.00	07.00 – 20.00
Thursday okt 3	10.00 – 16.00	09.00 – 22.00

Moving in

Monday sept 30	08.00 – 21.00
Tuesday okt 1	07.00 – 10.00

Make your way to the east entrance of the fair (not the main entrance) to load into the fair. At the roundabout, take the exit towards the barrier. There is a security kiosk where you state the name of the fair and your stand number. You can then drive through the building itself and further up to the gate for relief.

The Senior Festival and the Travel Fair take place in the C hall.

Moving out

Thursday okt 3 kl 16.45–22.00

Respect our visitors - your customers! The booth must be staffed until 4 p.m., no unpacking before then! A fine of SEK 5,000 is payable if this is not observed.

Between 16.00-16.45 the walkways are removed and the exit gates are kept closed. During this time, no heavy vehicles may be driven out, or the aisles filled with empty packaging. Carts will be at the loading gate.

ATTENTION! During move-in and move-out, the exhibition hall is classified as a construction site. Children under the age of 16 and dogs are not allowed in the exhibition hall.

Technology or decorations - Orders for the stand

Do you need to order carpet for your stand. Do you need interior decoration or need lights for your stand.

All of this can be ordered through Stockholmsmässan's Event Service no later than September 3. After that, a surcharge is added to the price.

Read here about their range:

<https://exhibitors.stockholmsmassan.se/language?url=%2F%3Fsite%3Dseniorfestivalen>

The group travel square

On Wednesday 2 October at 08.00-10.00 the Travel Fair's morning event Gruppresetorget will take place on *entrésollen* (one floor up).

Here, as an exhibitor at the Travel Fair/Senior Festival, you are given the opportunity to meet invited group travelers for two hours before the fair opens. The concept is speed dating at standing tables.

News 2025: Extended opening hours on Wednesday 2 Oct: SuperOnsdag!

On Wednesday evening, the Senior Festival and the Travel Fair will be open to visitors until 19.00. Between 16.00-19.00 we do Super Wednesday where all exhibitors present extra offers for all visitors. Tell Project Coordinator Anna which offer you want to promote in your stand.

Your stand includes

Your stand includes white walls (1 meter wide, 2.5 meters high and about 3 cm thick), an electrical socket/stand and part of the Senior Festival's group insurance.

Retaining walls occur approximately every four meters. These can be dismantled if the booth layout allows it.

Please note that carpet is not included in the stand. Carpet can be brought by yourself or ordered via Stockholmsmässan's Event Service.

If you need any other furnishings or technical assistance such as lights/lamps, furniture for your stand, you should contact Stockholmsmässan's Eventservice. eventservice@stockholmsmassan.se

The last day to order from Eventservice without a price increase is September 3.

Wi-fi

Stockholmsmässan provides the free wireless network "stockholmsmassan" in all public spaces, which allows exhibitors and visitors to keep track of email, surf the web and interact in social media free of charge. If you want a faster, secure connection, this can be ordered via Eventservice.

Digital entrance tickets

Take the chance to invite customers, partners and other interested parties to your stand. Each exhibiting company receives 10 free digital tickets. These are sent out via a unique booking link from Project Coordinator Anna Kruse well in advance of the fair. Our ticket supplier is called Nortic.

In addition to these, you also have the option of buying more entrance tickets at a discounted price, SEK 50 excl. VAT.

We invoice only the used tickets, i.e. the tickets scanned at the entrance.

Extra tickets can be ordered, no later than September 23, by emailing the number to anna.kruse@numeramassor.com.

Do you wish to offer your email register or your customers a SEK 60 discount on entry to the Senior Festival? Email Anna, anna.kruse@numeramassor.com, and you will receive a unique digital discount link to share with your customers in a mailing.

Exhibitor card

Exhibitor cards are picked up by the stand manager at our information desk upon moving in. We do not send exhibitor cards. Each stand entitles you to 1 card/3 m², these are included automatically and you do not need to submit a name. If you change staff during the fair days, you can change your exhibitor card free of charge at our information desk in the entrance. If you need more cards than 1 card/3 m² stand, these can be ordered from Anna Kruse, anna.kruse@numeramassor.com

We invoice SEK 40 ex VAT for extra exhibitor cards. Contact Anna if you have questions about the exhibitor cards.

Advertise in the fair magazine

A full trade fair magazine is distributed in DN both in print and to their approx. 270,000 digital subscribers with publication a little over a week before the fair. The 2024 release date is scheduled for Saturday, September 21.

Please get in touch in good time as advertising space in the fair magazine is limited.

Contact Odd Westman, Newsfactory odd@newsfactory.se, +46(0)763 25 39 94
The deadline for ad booking is June 29.

Activities in your booths

Do you have any news you want to highlight? Or will you organize a special activity in your stand? Send a picture and text and we will make a post under *Activities* on our website and possibly in our social channels.

Parking

There are a total of 2,000 parking spaces in Stockholmsmässan's garage and in the open car parks around Stockholmsmässan. In addition to that, there are around 300 more places in the immediate area.

The easiest way to pay is with the payment apps Betala P, EasyPark, SMS Park or Parkster. The area code is clearly indicated at the parking area. The payment machines also accept cards.

- In the garage it costs SEK 65/hour or SEK 170/day
- Outdoors it costs SEK 55/hour or SEK 150/day

There are approximately 25 parking spaces reserved for disabled people with a parking permit. You find these places in the garage at P1, outside the Scandic Talk hotel and at the east entrance.

With the commuter train to Älvsjö station, it is a short walk to Stockholmsmässan.

Restaurant & lunch vouchers

Fair restaurants at the Stockholm Fair offer lunches in their existing restaurants as well as light refreshments in the cafes. It is possible to order food vouchers for those who will be staffing the stand.

You can find more information here:
<https://massrestauranger.se/utstallare/stockholm/>

Alcohol & Serving

Mässrestauranger AB has a serving license for all of Stockholmsmässan's restaurants, halls and congress areas. This means that you as exhibitors must go through Mässrestauranger (Fair restaurants) if you want to offer beer, wine or spirits at your stand.

Contact Mässrestauranger if you have questions about stand catering or alcohol handling or serving in the stand. Stand catering +46(0)8-727 72 40
montercatering@massrestauranger.se

Cleaning

Cleaning before the opening of the fair's first day is included.

Exhibitors themselves are responsible for cleaning their own stand during move-in, during the course of the fair and moving out, and for orderliness in the stand.

Stand cleaning or final cleaning for the entire period can be ordered from Eventservice.

Exhibitor lounge

Sometimes it can be nice to take a break, sit down, drink a cup of coffee and recharge your batteries.

In our exhibitor lounge, in the hall on the entrance hall (one flight up), we offer coffee and tea on all fair days. The exhibition lounge opens 30 minutes before the fair's opening hours.

Hotel

This year we have an offer for exhibitors at the Senior Festival and the Travel Fair at an accommodation near the Stockholm Fair:

Motel L, which is located a short distance away on the other side of the train tracks. SEK 855/room.

Follow the link:

<https://redirects.ligula.se/Seniorfestivalen>

There are four other hotels near the Stockholm Fair:

Hotell Scandic Talk is located next to the fair.

Hotell Best Western Royal Star is a short walk from the Stockholm Fair.

Hotel Expo Stockholm is located on the other side of the train station.

Connect Hotel Stockholm is located a short distance away on the other side of the train station.

Social Media

Don't forget to follow us on Facebook and Instagram and tag us in your posts! Our name is: The Senior Festival in our Social Media.

A warm welcome as an exhibitor at the Senior Festival and the Travel Fair.
 See you in Stockholm!

/Leon, Peter and Anna

