

Practical Information

SENIOR FESTIVAL | MALMÖMÄSSAN | 23-24 APRIL 2025

Important Dates and Deadlines

March 3 - Last day to book an ad in the exhibition magazine.

March 28 - Last day to update company names for the exhibitor list in the exhibition magazine. Contact Project Coordinator Anna Kruse for changes or questions.

April 2 - Last day to order carpets and other stand furnishings at regular prices from Malmö Mäss-Service before price increases. [Order here](#)

April 2 - Last day to apply for height exposures above 2.5 meters. Contact Malmö Mäss-Service.

April 17 - First day shipments can be received at Malmömässan.

April 30 - All shipments must be collected.

Opening Hours

Move-in:

Tuesday, April 22 10.00 - 20.00
Wednesday, April 23 08.00 - 09.30

Opening hours exhibitors:

Wednesday, April 23 08.00 - 17.00
Thursday, April 24 09.00 - 22.00

Move-out:

Thursday, April 24 16.45 - 22.00

Opening hours visitors:

Wednesday, April 23 10.00 - 16.00
Thursday, April 24 10.00 - 16.00

Warm welcome as an exhibitor at the Senior Festival in Malmö. To make your participation as smooth as possible, we have compiled some practical information that is worth reading through. Please note the important dates and deadlines listed on the left so you don't miss anything. Do you have any questions? Don't hesitate to contact us!

Numera Mässor



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Partners

Malmö Mäss-Service Technology & decoration for the stand

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Malmö Mäss-Service Goods & Logistics

logistik@mass-service.se

Exhibition Magazine, Production & Ads

Newsfactory

Erik Tingström
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Move-in

Tuesday April 22 10.00 – 20.00

NOTE! Move-in gates close on Tuesday, April 22 at 4:00 PM!

After 4:00 PM, the gates will be locked, and carpet installation will begin in the aisles. This means no materials can be left in the aisles, and no large products can be transported through them!

If you are planning a brief move-in on Tuesday morning, we kindly ask to be informed about it. Please email [Project Coordinator Anna Kruse](mailto:anna.kruse@malmoemassan.se).

Loading and Unloading

To ensure a smooth move-in and move-out process, we kindly ask you to follow the procedures below for loading and unloading:

All move-in must be conducted through the designated loading dock!

Pre-Registration for Move-In: Starting January 1, 2024, to provide a safer working environment for our exhibitors and stand builders, all individuals operating at Malmömässan must register to gain entry through the loading dock. This applies only during move-in and is part of our updated perimeter security in response to Sweden's heightened security situation.

To avoid queues on-site, we recommend pre-registering using the link sent with the move-in information approximately one week before the event. The registration process takes just a few minutes, and you will receive your digital pass on your mobile within 60 seconds. On-site registration will also be available.

Depending on the amount of goods in your vehicle, you will have a limited time to unload your car before moving it to the nearest parking area. Due to space constraints and in consideration of other exhibitors, the maximum time for loading and unloading at the loading dock is 30 minutes. A fee of 500 SEK will be charged for each additional half hour beyond this limit. We appreciate your understanding and cooperation.

Malmömässan is an active workplace with large forklifts operating in the premises. For this reason, children under 16 years old are not allowed in the premises during move-in and move-out. Please respect this rule for the safety of your children and our forklift operators. Thank you for your cooperation!

Opening Hours for Malmö Mäss-Service

For stand orders during move-in, the event, and move-out.

Tuesday April 22	10.00 – 20.00
Wednesday April 23	08.00 – 16.00
Thursday April 24	09.00 – 18.00

Move-out

Thursday April 24 16.45 – 22.00

NOTE! Respect Our Visitors - Your Customers!

Your stand MUST remain staffed until 4:00 PM, and dismantling of the stand is not allowed until after the event closes.

Failure to adhere to this schedule will result in a penalty fee of 5,000 SEK.

Between **4:00 PM and 4:45 PM**, aisle carpets will be removed, and the exit gates for move-out will remain closed.

IMPORTANT: It is strictly prohibited to transport goods out of your booth before **4:45 PM**. Please respect this policy!

Goods and Parcels

It is very important that you label the goods carefully. Please state the address as follows:

Malmömässan, Seniorfestivalen

The exhibitors Company name and Standnumber.

Contact person (Exhibitor), name and phone number

Mässgatan 6,

SE-215 32 Malmö

Goods are accepted no earlier than April 17 and must be picked up no later than April 30 on weekdays between 7 AM and 4 PM.

- Your goods will be delivered to the stand according to standard shipping regulations, and charges will be made according to Malmömässan's price list. If you wish to personally receive the goods upon delivery to the Senior Festival, it is your responsibility to monitor this arrival. If the freight forwarder requests Mäss-Service to transport the goods to the stand, this will be charged to the exhibitor.
- If goods arrive earlier than the specified time when Malmömässan is able to receive them, Malmömässan will transport them to storage, and the cost for this will be charged to the exhibitor. The same applies if the goods are not collected within the specified time.
- If you have goods weighing over 1 ton per item, or measuring more than 2 meters in width and/or more than 2.5 meters in height, you must contact Mäss-Service at least two weeks in advance.

Note! Malmömässan assumes no responsibility for the goods during handling. **For goods-related inquiries, contact Malmö Mäss-Service at logistik@mass-service.se**

Packages arriving from freight companies will be delivered to the stand as soon as possible after receipt. If the stand is unmanned, the package will be delivered to the stand. A sorting and distribution fee will apply. The exhibitor assumes full responsibility for all items in the stand.

Your Stand – What's Included!

For the paid stand rental, back walls and any partition walls, as well as one electrical outlet, are included.

Note: Carpet is not included in the stand rental and must either be brought by the exhibitor or ordered via Malmö Mäss-Service.

The walls are white, 2.5 meters high, 1 meter wide, and approximately 3 cm thick. Stand walls must be returned in the condition in which you received them.

This means that if you wish to paint them or screw into them, a restoration fee will be charged.

Orders for the stand

Each exhibitor is responsible for additional construction in their booth or may hire the services of Malmö Mäss-Service.

Contact Mäss-Service for everything related to stand construction, technical services, and for renting furniture or lighting for your stand.

Place your orders through the webshop on Mäss-Service's website, www.mass-service.se. Here, you will also find general information about move-in and stand construction.

[Click here for the direct link.](#)

Alternatively, contact Jaqueline Tegstam Makolli at jaqueline@mass-service.se or 0765-25 70 82.

Keep the following in mind when planning your stand: Stands longer than 5 meters, or a standalone wall, may require stabilization with support walls. Contact Mäss-Service if you have concerns about the placement of these.

The final order date for carpet, technical equipment, and other stand furnishings at the regular price, before the price increase, is April 2.

After this, there will be a 30% surcharge on the regular price. A 50% surcharge will apply to orders placed on-site during move-in.

Height Exposure

The standard height for construction is 2.5 meters. Any height exposure/height construction above 2.5 meters will be charged according to Malmö Mäss-Service's applicable rates. (This also applies to beach flags above 2.5 meters).

For questions regarding height exposure/height construction, contact Malmö Mäss-Service at jaqueline@mass-service.se.

Applications for height construction must be submitted in writing, along with a drawing of the construction, and sent to Jaqueline at Malmö Mäss-Service no later than April 2.

Stand number

You can find your stand number in the Senior Festival's communication to registered exhibitors.

You will need this information to order furnishings for your stand and send goods.

Senior Festival Exhibitor Insurance

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

Advertise in the fair magazine

The Senior Festival's exhibition magazine has a very high reading value for all visitors to the Senior Festival. The exhibition magazine is produced by Newsfactory and distributed with Sydsvenskan. In addition, the fair magazine is distributed free of charge at the fair.

In the exhibition magazine, you have the option of visibility both digitally and in print.

If you want to advertise in the exhibition magazine, contact:

Erik Tingström, Newsfactory

erik.tingstrom@newsfactory.se, 08-505 73 812

Last day for booking an ad March 3.

Exhibitor card

Exhibitor cards are for exhibitors and stand staff to enter and exit the exhibition hall. They are picked up at the Senior Festival's information desk in the Entrance when moving in. We do not send exhibitor cards.

Each stand is automatically entitled to 1 exhibitor card per 3 square meter stand. That is, if you have 9 square meters, it gives 3 cards. If you change staff during the fair days, you can change your exhibitor card at our information desk in the entrance.

If you need extra exhibitor cards, [email Project Coordinator Anna](#) or stop by the information desk on site at the fair. Exhibitor cards are free of charge. You do not need to submit the names of your staff.

Digital customer tickets

Take the chance to invite customers, partners and other interested parties to your stand, or why not arrange a competition where the prize is a ticket to the Senior Festival. Each exhibiting company receives 100 free digital customer tickets.

These digital customer tickets 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 customer tickets at a discounted price, SEK 50 excl. VAT.

We post-invoice only the used tickets, i.e. the tickets scanned at the entrance. Notify [Project Coordinator Anna Kruse](#) if you wish to order more customer tickets than the 100 free of charge.

Finance your square meters

From 2025, exhibitors at the Senior Festivals will be given the opportunity to finance their stand costs by inviting visitors via their own customer and member registers as well as marketing in their own channels.

The exhibitor books the stand as usual, is invoiced for the order and pays before the start of the fair. After booking, you as an exhibitor receive a unique pre-purchase link to invite your customers to the Senior Festival. The visitor receives a SEK 60 discount on the entrance price. The link can be used in newsletters, social media or other marketing channels.

Of the ticket price that each customer pays when they buy a digital ticket via an exhibitor's pre-purchase link, SEK 40 (incl. VAT) per visitor accrues to the exhibitor. Since the purchase is made via a unique pre-purchase link connected to the inviting company, we at the Senior Festival can easily make a settlement. After the festival is over, we see how many visitors have bought a ticket via the respective exhibitor's pre-purchase link. The money (SEK 40 per visitor, incl. VAT) is paid out afterwards.

The link is sent out the first time together with the Standnumber mailing.

Please note that this scheme only applies to digital advance tickets and is valid until the cost of the square meter price is covered (the base fee is outside the offer). Revenues that exceed the square meter cost accrue to Seniormässor AB.

Social Media

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

Change your company details at website and in the fair guide

Do you wish to change your company name to the exhibitor list in the official fair magazine or on the Senior Festival's website and? **Contact Anna, anna.kruse@numeramassor.com with your changes by March 28.**

Activities and Competitions in your booths

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

Competitions in the stands are a valued feature. Tell Anna what you plan to do and what the winnings will be and we will post this on our website.

Exhibitor lounge

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

In the exhibition lounge, which is adjacent to the hall, we offer coffee/tea and cake during all fair days.

Restaurant

Food stamps

Malmö Mässrestauranger offers you as an exhibitor lunch in the Forest restaurant for SEK 140 on presentation of an exhibitor ribbon/card. Pay by card on site or pre-purchase coupons, the coupon can also be used in the café.

To order coupons email:

kuponger@malmomr.se or call +46(0)40-642 10 00

Booth catering

Malmö Fair restaurants deliver food, drinks and service directly to your stand at the time you decide.

Fair restaurants also provide rental and delivery of Ice cream machines, Popcorn machines, Coffee carts with baristas, Stands with picking sweets, Espresso machines, etc. When ordering on site, it is only subject to time and if goods are available at home and a price markup of 30%. Email your inquiry and order to:

montercatering@malmomr.se, +46(0)40-642 10 00

Hotel

As an exhibitor, you have a 12% discount on the regular daily price when booking accommodation at the Best Western Malmö Arena Hotel.

The rooms are booked via this link:

<https://malmoarenahotel.com/erbjudande/malmomassan-erbjudande/>

Parking

Parking is available in the car park and in a gravel parking lot a short distance from the fair. It is fine to use the EasyPark app or the Parkster app for payment.

You can park **trailers** at the P-ytan Väster parking lot, which is located a short distance from Malmömässan - next to the Emporia shopping centre. If there are spaces available, it is possible to park the car with the trailer still attached. Keep in mind that you have to pay for both the vehicle and the trailer. Payment is made in a digital payment machine or by mobile (sms or app) and the registration number is entered.

Heavy vehicles over 3.5 tons may only be parked on the far side of the P-surface West (the part that has gravel as a ground surface). The tax for heavy vehicles is different from the normal ID tax and is paid in a machine or with a mobile phone.

There is no special exhibitor parking.

Packaging and waste

Exhibitors, stand builders and decorators are responsible for disposing of packaging and spills that occur during stand construction and dismantling. Containers are located outside the exhibition hall. Left-over material/construction rubbish is removed at the exhibitor's expense. Storage of empty packaging during an ongoing fair is taken care of by Mäss-Service for a fee.

Cleaning

Exhibitors themselves are responsible for all cleaning in their own stand during the festival's implementation and departure, and for orderliness in the stand. Cleaning is included the night before the festival.

Stand cleaning during the ongoing festival as well as final cleaning can be ordered from Malmö Mäss-Service.

Temporary food business

Go to <http://www.malmo.se/livsmedel>

ATTENTION! Apply no later than 4 weeks before the fair.

Serving permit

Malmö Fair restaurants hold food and alcohol permits in the fair premises. It is therefore not permitted by law to offer any alcoholic beverages or food in the stands unless they are ordered through our restaurateur. If you want to order or have questions, contact: Booth manager at Mäss restaurants:

+46(0)40-642 10 00, info@malmomr.se

Internet

Malmömässan offers its customers and exhibitors wired (LAN) and wireless (WIFI) connection to the Internet. Wireless WIFI is included in the booth rental. The wired connection is ordered in advance and the infrastructure is based on a switched and redundant network with high capacity and reliability. Address assignment takes place via DHCP.

Connection to the Internet takes place without a firewall, users are therefore advised to have up-to-date anti-virus programs on their computers. Malmömässan is not responsible for customers' and exhibitors' own computers and/or applications.

Wireless network supports 802.11b/g/n. Own wireless routers and networks as well as other transmitting radio equipment are not permitted as these can interfere with Malmömässan's wireless network. At special needs, always check with Malmömässan. Also keep in mind that with many simultaneous connections/users, the speed is affected.

When a stable and reliable connection is needed, a wired connection is always recommended.

Security

Malmömässan provides general security, but assumes no responsibility for exhibited goods.

Extra surveillance of the stand can be ordered via Malmömässan's Event Operations Manager and is associated with a cost. Please book this no later than two weeks before the event, contact Henrik Blankell on either

henrik.blankell@easyfairs.com, +46(0)730-94 38 56.

Music

Malmömässan has an agreement with STIM and SAMI, which means that it is permitted to play, for example, background music in the stand, but at a maximum of 70 decibels.

Fire regulations

No smoking and no open flames (even candles) apply in Malmömässan's halls. There are automatic fire alarms in the exhibition halls and the entire facility is equipped with sprinklers.

The alarm is connected directly to SOS and the smoke detectors are very sensitive. Cancellation caused by the exhibitor is charged. When a fire alarm is triggered, a siren wails interspersed with spoken messages in Swedish and English, informing that the facility must be evacuated - no regrouping is required.

ATTENTION! All decoration material in the stand must be fire resistant.

When cooking etc. there must be good ventilation in the stand. For questions please contact Martin Herrlin. All cars and motorcycles must be full of fuel with a lockable fuel cap, and there must be a fire extinguisher in each car stand. For any kind of open flame and handling of flammable liquids, the technical manager/fire safety manager at Malmö fair must be contacted for permission, Martin Herrlin, +46(0)704-54 50 48, martin.herrlin@easyfairs.com

General conditions

Notification

The registration is binding for the exhibitor until it is accepted or declined by Numera Mässor AB. Binding agreement enters into force on the date when the order/booking confirmation is sent to the exhibitor.

Cancellation

The exhibitor has the right to cancel the order for stand space without charge if he notifies this in writing within 10 days of order confirmation. The above conditions apply up to 30 days before the event. In case of cancellation after that, 24 hours apply. Exhibitors who wish to cancel their order or reduce their stand space must notify Seniormässor AB in writing. In case of cancellation more than 10 days after the order confirmation and/or the signing of the agreement, the basic fee and the following will be charged:

- in case of cancellation more than 4 months before the fair, 30% of the order sum is charged
- in case of cancellation more than 2 to 4 months before the fair, 70% of the order sum is charged
- in case of cancellation less than 2 months before the fair, 100% of the order sum is charged

The fair reserves the right to dispose of canceled space at its own discretion without any compensation to the Exhibitor.

Payment

Payment takes place before the fair takes place. Numera Mässor do not accept cash payment of invoices.

Do not hesitate to contact us in the Senior Festival team if you have any questions.

A warm welcome as an exhibitor at the Senior Festival /Leon, Peter och Anna

