

Sweden's
largest
meeting place
for senior
citizens



**SENIOR
FESTIVALEN**

STOCKHOLM • GÖTEBORG • MALMÖ



A GOOD DEAL

Today's elderly have high expectations of life. Those of you who are reaching out to the 55+ target group have high requirements for your marketing to be effective. The Senior Festival (Seniorfestivalen in Swedish) is the win-win meeting place for you and your customers.

In short, exhibiting at the Senior Festival means:

- + presence at the single largest fair aimed at the target group in each location (Stockholm, Gothenburg, Malmö).
- + that you easily meet thousands of prospective customers in the target group 55+.
- + that you will witness good opportunities for marketing, sales and influence.
- + opportunity to build your brand.

AN ACTIVE TARGET GROUP

Older people today are often active and healthy. High demands and a good economy provide the opportunity for consumption to satisfy desires and needs. These values reflect our visitors well and they are steadily growing in number – both in society at large and at the Senior Festival.

The pandemic has meant that senior citizens have become digital to a greater extent, which opens the possibility for companies that provide digital services to meet a new target group at the Senior Festival.





INSPIRING

For the audience, the Senior Festival is a valued and lively meeting place. There is plenty of inspiration, activities, interesting lectures and entertainment. In our latest survey, 94% of the visitors said that they would be happy to come back the next time the fair is organized.

The exhibitors at the Senior Festival are active in a large number of areas: **travel, health, beauty, culture, housing, finance, technology, health care, shopping, experiences** and more.

THE TRAVEL FAIR

In Stockholm, we have a large number of exhibitors from the travel industry. Therefore, we have created a fair here entirely dedicated to this area. The travel fair (Resemässan) is organised in parallel with the Senior Festival and the visitor only pays one entrance fee for both fairs.

As an exhibitor at the Travel Fair, you will meet a large and interested audience. Additionally, you have the opportunity to give a presentation from one of the stages at the fairs.



Join us and meet a target group with strong purchasing power at the Senior Festival!



Stockholm



Malmö



Gothenburg

FESTIVALS 2025

Svenska Mässan, Gothenburg, March 27–28

Malmömässan, April 23–24

Stockholmsmässan, October 23–25



Price per m² Stockholm SEK 1,580

Price per m² Gothenburg SEK 1,395

Price per m² Malmö SEK 1,395

Basic fee SEK 3,450 (all locations)

All prices excl. VAT.

The square meter price includes:

- The exhibition area
- White painted separating walls

** Our research shows that a majority of exhibitors favour a more concentrated show over fewer days. As an organiser, we will put extra resources into marketing and activities to reach a larger audience.*

The basic fee includes:

- Registration fee
- Company profile online and in exhibitor magazine/fair guide
- Numera Mässor's exhibitor insurance
- Exhibitor cards
- 1 electrical outlet
- Booth cleaning (vacuuming) prior to day 1
- 100 digital entrance tickets
- Environmental fee

THE MEETING PLACE

The Senior Festival is an established meeting place that has been organized for almost 30 years. Exhibitions as a B2C channel is fantastic. Unlike many other media, here you meet the visitor who has made an active decision to meet you. The one-to-one meeting provides unparalleled opportunities to do business with prospective and current customers.

Exhibit at the Senior Festival - contact us today!

“ *During the fair, we made many new contacts and the interest from the visitors was great.*”

THE VIKING MUSEUM
KYLLEKI HELLSTRÖM

“ *We exhibit at the Senior Festival year after year, because we always meet many new customers there.*”

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Fill out an interest form at
www.seniorfestivalen.se