

Practical Information

SENIORFESTIVALEN | RESEMÄSSAN | STOCKHOLMSMÄSSAN | OCTOBER 23-25 2025

Deadlines

September 19 - last day to book an ad in the fair magazine. Contact Odd Westman, Newsfactory odd@newsfactory.se, +46(0)763 25 39 94

September 30 - 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.

October 2 - last day to order carpet, lights, furniture and technology from Stockholmsmässan at regular price. (After that, a surcharge of 30% is added) Contact [Stockholmsmassan's Event Service](mailto:Stockholmsmassan@stockholmsmassan.se): eventservice@stockholmsmassan.se

October 2 - last day to apply for height exposures over 2.5 meters. Contact Eventservice: eventservice@stockholmsmassan.se

Opening hours

Visitors

Thursday oct 23	10.00 - 16.00
Friday oct 24	10.00 - 16.00
Saturday oct 25	10.00 - 16.00

Exhibitors

Thursday oct 23	07.00 - 17.00
Friday oct 24	09.00 - 17.00
Saturday oct 25	09.00 - 22.00

Move in

Wednesday oct 22	10.00 - 21.00
Thursday oct 23	07.00 - 09.45

Move out

Saturday oct 25	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 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 or if you have questions about your booking or participation.



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>

Goods handling and address

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

Stockholmsmässan, Godsmottagningen
Seniorfestivalen/Resemässan 2025
"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

Wednesday oct 22	08.00 – 18.00
Thursday oct 23	07.00 – 16.30
Friday oct 24	09.00 – 16.30
Saturday oct 25	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.

The service center is located outside the checkout line next to the cloakroom and is staffed during check-in and check-out as well as during the exhibition days. The staff is helpful with your stand questions or other service regarding your stand and transport. There you can place additional orders for technology and interior for your stand.

The senior festival's own staff will also be on site during move-in and throughout the festival.

Opening hours

	<u>Visitors</u>	<u>Exhibitors</u>
Thursday oct 23	10.00 – 16.00	07.00 – 17.00
Friday oct 24	10.00 – 16.00	09.00 – 17.00
Saturday oct 25	10.00 – 16.00	09.00 – 22.00

Moving in

Wednesday oct 22	10.00 – 21.00
Thursday oct 23	07.00 – 09.45

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.

Please note: After 4:00 PM, no forklifts or heavy vehicles are allowed to operate in the hall. At 4:00 PM, the installation of flooring in the aisles will begin.

Moving out

Saturday oct 25 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.

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.

Stabilizing legs on the 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 October 2.

Technology or decorations - Orders for the stand

Do you need to order carpet for your stand. Do you need interior decoration, furniture or lights for your stand. All of this can be ordered through Stockholmsmässan's Event Service no later than October 2. After that, a surcharge is added to the price.

Read here about their range:

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

High-rise construction

If you build or hang something that is 2.5 meters above the hall floor, your stand must be checked for height.

[Contact Eventservice](#) for review.

Standnumber

You can get your stand number from us at The Senior Festival/Travel Fair in mailings to those booked exhibitor. You need this to be able to place orders for your stand or to send goods.

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/>

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 2025 release date is scheduled for Saturday, October 18.

We are printing an overprint of approximately 6,000 copies which is available to take, free of charge for all visitors, on site during the fair. The exhibition magazine has a very high reading value for all visitors to the Senior Festival as it contains a list of exhibitors, program and hall sketch. We supplement the content with interesting news from the festival and articles with different focus.

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 September 19.

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 free of charge from Anna Kruse, anna.kruse@numeramassor.com

Digital customer tickets

Take the chance to invite customers, partners and other interested parties to your stand. Each exhibiting company receives 100 free digital tickets to the Senior Festival + the Travel Fair. 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.

Finance your square meters

Starting in 2025, exhibitors at the Senior Festivals will have the opportunity to finance their booth costs by inviting visitors through their own customer and member databases, as well as through marketing in their own channels.

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

From each ticket purchased via an exhibitor's unique pre-sale link, 40 SEK (including VAT) per visitor will be paid back to the exhibitor. Since the purchase is made through a link tied to the inviting company, Senior Festival can easily track and reconcile the number of tickets sold per exhibitor. After the festival, we will calculate how many visitors purchased their ticket via each exhibitor's pre-sale link. The amount (40 SEK per visitor, incl. VAT) will be paid out afterward.

The link will be sent for the first time along with the booth number notification.

Please note: This offer only applies to digital pre-sale tickets and is valid until the cost of the square meter price has been covered (the base fee is not included in the offer). Any revenue exceeding the booth space cost will go to Seniormässor AB.

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 on our website and possibly in our social channels.

Wi-fi

Stockholmsmässan provides the free wireless network "stockholmsmässan" 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.

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/>

Other restaurants and services inside

You can find the Stockholm fair here:
<http://massrestauranger.se/besokare/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.

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. It is the responsibility of the stand builders to dispose of their material in these. Material left behind is removed at the exhibitor's expense.

For other questions regarding waste, please contact Stockholmsmässan.

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 a special accommodation offer for exhibitors at the Senior Festival and Travel Fair at one motel and one hotel near Stockholmsmässan:

[Motel L](#) - Located across the train tracks, a short distance away.

Rate: 855 SEK per room

Booking link:

<https://redirects.ligula.se/Seniorfestisvalen2025>

Best Western Royal Star Hotel - a short walk from the Stockholm Fair. The hotel offers discounted rates for exhibitors at the Senior Festival and Travel Fair:

Standard Single Room: 1,495 SEK (regular price: 1,695 SEK)

Superior Single Room: 1,695 SEK (regular price: 1,895 SEK)

Standard Double Room: 1,695 SEK (regular price: 1,895 SEK)

Superior Double Room: 1,895 SEK (regular price: 2,095 SEK)

Rates are per room, per night and include VAT, breakfast, parking, Wi-Fi, and access to the gym and sauna. Offers are subject to availability.

Booking reference to mention when reserving:

NUM221025

Guests can book by contacting:

anette@royalstar.se

info@royalstar.se

+46 (0)8 990 220

Please note: These prices are only available for direct bookings with the hotel — not via online travel agencies or third parties.

There are three other hotels near the Stockholm Fair:

Hotell Scandic Talk is located next to the 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.

Terms and Conditions

Registration

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, the 24-hour right to cancel the order applies without charge. Exhibitors who wish to cancel their order or reduce their stand area must notify the Fair 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

Nowadays Fairs do not accept cash payment of invoices.

[Click here to read Numera Mässors AB's complete general terms and conditions.](#)

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

/Leon and Anna

