



Practical Information

SENIOR FESTIVAL | ÅBYMÄSSAN | 21–22 APRIL 2026

Important Dates and Deadlines

March 12 - Last day to book an ad in the exhibition magazine.
Contact Patrik Wersäll,
patrik.wersall@newsfactory.se

March 12 - Last day to update company names for the exhibitor list in the exhibition magazine. Contact Project Coordinator Linda Sundberg for changes or questions.

March 17 - Last day to order carpets and other stand furnishings at regular prices from Nordic Expo Service before price increases. <https://shop-nordicexposervice.com/ACL>.

March 17 - Last day to apply for height exposures above 2.5 meters. Contact Nordic Expo Service.

Opening Hours

Move-in:

Monday April 20 10.00 - 20.00
Tuesday April 21 07.30 - 09.30

Opening hours exhibitors:

Tuesday April 21 07.30 - 17.00
Wednesday April 22 09.00 - 20.00

Move-out:

Wednesday April 22 16.45 - 20.00

Opening hours visitors:

Tuesday April 21 10.00 - 16.00
Wednesday April 22 10.00 - 16.00

Warm welcome as an exhibitor at the Senior Festival in Gothenburg. 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



Ulf Rosvall - Sales
ulf.rosvall@numeramassor.com,
+46(0)704-22 48 34



Linda Sundberg - Project Manager
linda.sundberg@numeramassor.com,
+46(0)735-05 33 71

Åbymässan

Technology & decoration for the stand, Nordic Expo Service

Jackie Iversen
Jackie.iversen@nordicexposervice.com, +46(0)727-520510

Sales & Project Manager Åby mässan

Amanda Hyllsjö
amanda@at-event.se . +46(0)735-232509

Move-in

Monday april 26 10.00 – 20.00

The corridors must be kept clear after 17.00 on Monday when the carpet installation will begin in the aisles. All large goods must be transported to the stand before then. If you have extra bulky materials that are going into the stand (for example cars) you must book via the Nordic Expo Service to get a move-in time.

During move-in and move-out, the exhibition hall is classified as a construction site. Children under the age of 18 and dogs are therefore NOT allowed in the exhibition hall.

Loading and Unloading

Norra Lastgården, Åbyvägen 6, 431 62 Mölndal

Due to limited space and out of consideration for other exhibitors, the loading and unloading time is limited to a maximum of 30 minutes.

The dimensions of the gates are as follows:

- Gate 1: height 5 m, width 5 m
- Gate 2: height 4 m, width 4 m

Move-out

Wednesday April 22 16.45 – 20.00

ATTENTION! Respect our visitors - your customers!

The booth must be staffed until 4 p.m. No dismantling of the stand may begin and no carts may be brought into the hall before Wednesday, April 22 at 4 p.m.

Between 16.00-16.45 the walkways are removed and the exit gates are kept closed. It is not permitted to drive goods out of the stand before 4.45 pm. Please respect this!

If you have bulky goods or arrive by truck, you must use Åbymässan's goods entrance.

During the first hours of move-out, empty packaging will be transported into the halls. After that, vehicles will be allowed onto the loading yard.

Goods address, Logistics & transport

Norra Lastgården

Åbyvägen 6 431 62 Mölndal

Seniorfestivalen 21-22/4 S-431 62 Mölndal

Exhibitor's company name, booth number, contact person at the exhibitor, and phone number

Your goods will be delivered to the stand in accordance with applicable transport regulations, and charges will be made according to Åbymässan's price list.

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 Nordic Expo 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 may take care of the rest of the construction at their stand themselves or hire the services of the Nordic Expo. Contact Nordic Expo Service for everything regarding the structure of the stand, technical services and to rent furniture or lighting for your stand.

Consider the following when planning your stand: The stand walls need support walls at regular intervals to be stable. Contact the Åby Fair if you have opinions about where in your booth these should be set up.

The last order day to order carpet, technology and other stand furnishings at the regular price before the price increase is march 17.

After that, a surcharge is added to the regular price.

After the final order date, a 30% surcharge on the regular price will apply. For orders placed during move-in, a 50% surcharge on the regular price will apply.

Height Exposure

Standard for construction is 2.5 m. All height exposure/height construction over 2.5 m must be applied for in writing with a drawing of the construction to Nordic Expo Service no later than March 17.

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 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

The Senior Festival's exhibition magazine has a very high reading value for all visitors to the Senior Festival with distribution in both the main newspaper Göteborgs-Posten and to all GP's digital subscribers. The exhibition magazine is published on the weekend of March 15-16. It is also distributed free of charge at the fair.

The exhibition magazine contains, among other things, a list of exhibitors, program and hall sketch. We supplement the content with interesting news from the fair and articles with different focus.

If you want to advertise in Mästtidningen, please contact Patrik Wersäll, +46(0)735-36 60 76 patrik.wersall@newsfactory.se

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 Linda Sundberg 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.

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 Project Coordinator Linda.**

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 Linda 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.

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 Linda 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 Linda Sundberg if you wish to order more customer tickets than the 100 free of charge.

Exhibitor lounge

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

Restaurant

We collaborate and work with our partners Åby Mat & Event and Åby Hotel. Åby Mat & Event customizes food and beverage arrangements.

For catering orders or further questions, please contact Åbymässan: amanda@at-event.se.

Lunch vouchers are available for purchase by exhibitors and cost SEK 145 each, excluding VAT. Orders can be placed

at: <mailto:https://secure.tickster.com/bfexg2zcmf2mjj1>

Hotel

Boka rum på Åby Hotell nära, boka.abyhotel.se

Rabattkod: SEN2026

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 Monterservice for a fee.

Parking

Parking is available adjacent to the fair. There are parking meters on site that accept most Swedish fuel cards and VISA cards. Payment by phone is also possible. Please remember not to leave valuables in your car. There are 2,000 parking spaces within the area. There is no separate exhibitor parking.

Cleaning, packaging and waste

Cleaning is included the night before the festival and final cleaning, but not during the ongoing festival. **ATTENTION!** Final cleanup does not include removal of goods left behind, empty goods and other things. 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. Empty goods/goods left behind are charged for removal of waste. Booth cleaning for the entire period can be ordered from Åbymässan. Coarse rubbish/Construction rubbish left in the stand when moving in and out is charged according to current price list. Storage of empty packaging during the fair is handled by the Åbymässan for a fee.

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
/ Ulf och Linda



Alcohol and serving at the fair

Fair restaurants have a license to serve at the Swedish Fair and this applies to the facility's restaurants, halls, conference and congress facilities. This means that you, as an exhibitor, must go through Mässrestauranger/Stand catering if you want to offer alcohol in your stand.

Internet

Åbymässan offers open WiFi for internet access. A more secure and exclusive connection, using a dedicated network cable that guarantees your internet access, is available for order through Åbymässan Monterservice