

Practical information

THE SENIOR FESTIVAL | TRAVEL FAIR | AVICII ARENA/ANNEXET | 16-17 OCTOBER 2026

Important dates

June 30 - last day to book an ad in the fair magazine. [Read more here](#) or contact Odd Westman. odd@newsfactory.se 0763-25 39 94.

September 25 - last day to change your company names to the exhibitor list in the exhibition magazine. Please contact linda.sundberg@numeramassor.com with your changes or if you have any questions.

October 2 - last day to order carpet and technology from Workman at regular price. (After that, a surcharge of 30%)

Contact Workman:
<https://www.workman.se/shop-event/>

October 2 - last day to apply for height exposures over 2.5 meters. Contact Event Service:
<https://www.workman.se/shop-event/>

Opening hours

For visitors

Friday 16 Oct 10.00 - 16.00
Saturday 17 Oct 10.00 - 16.00

For exhibitors

Thursday 15 Oct 14.00 - 21.00
Friday 16 Oct 08.00 - 17.00
Saturday 17 Oct 09.00 - 21.00

Moving in

Thursday 15 Oct 10.00 - 20.00
Friday 16 Oct 09.00 - 09.45

Moving out

Saturday 17 Oct 17.00 - 21.00

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

To make your participation as smooth as possible, we have put together some practical information that can be good to read through. Note especially important dates here on the left so you don't miss anything. Questions? Don't hesitate to contact us!



Leon Giannaridis - Project Manager

leon.giannaridis@numeramassor.com, 0708-38 78 08

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



Peter Gillemo – Project Sales

peter.gillemo@numeramassor.com, 0702-30 59 75

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



Linda Sundberg - Project Coordinator

linda.sundberg@numeramassor.com, 0735-05 33 71

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

Stockholm Live/ Annexet

Technology & Stand Fittings, Workman

Magnus Torén 0707-725250
magnus.toren@workman.se

Responsible Restaurateur, Stockholm Live

Lila Nguyen 0736-65 38 09
lila.nguyen@stockholmlive.com

Goods handling and address

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

Goods reception

Senior Festival/Travel Fair 16–17 October

*Your company name

*Your mobile number

*Ert Monternummer

Postal address:

Globentorget 2, 121 77

Stockholm

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

Moving out

Saturday 17 October at 17.00–21.00

Respect our visitors – your customers! The stand will be manned until 16.00, no packing before then either. A penalty of SEK 5000 will be paid if this is not kept.

We are still waiting for information regarding the relocation of the arena. Trolleys will be available at the loading gate.

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

Your stand – this is included!

Paid stand rent includes white back walls and any partitions, an electrical outlet/stand and part of the Senior Festival's exhibitor insurance.

The walls are painted white and are 1 meter wide, 2.5 meters high and about 3 cm thick.

Support legs occur about every four meters. These can be disassembled if the stand layout allows it.

If you need any other furnishings or technical help such as lights/lamps, furniture for your stand, you should contact Magnus Torén at Workman.

magnus.toren@workman.se

The last day to order technology is October 2.

Technology order for the stand

Do you need to order carpet for your stand. Do you need décor or want lights or banners.

All of this can be ordered through Workman no later than October 2. After that, there is a markup on the price of 30%.

<https://www.workman.se/shop-event/>

Elevation

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

[Contact Workman](#) for review.

Senior Festival's exhibitor insurance

The basic fee includes an exhibitor insurance, which means that your participation is insured through Senormässor 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 trade fair magazine

A packed exhibition magazine is distributed in DN both in print edition and to their approximately 270,000 digital subscribers with publication just over a week before the fair.

The fair 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.

Contact Odd Westman, Newsfactory

odd@newsfactory.se, 0763 25 39 94

The deadline for ad booking is June 30.

[Read more about advertising in the fair magazine here.](#)

Exhibitor card

The exhibitor cards are picked up by the stand manager at our information desk when moving in. We do not send exhibitor cards. Each stand entitles you to 1 card/3 m², these are automatically included and you do not need to submit your 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, linda.sundberg@numeramassor.com

Digital customer tickets

Take the opportunity to invite customers, partners and other stakeholders to your stand. Each exhibiting company receives 10 digital free tickets to the Senior

Festival + Travel Fair. These are sent out via a unique booking link from Project Coordinator Linda well in advance of the fair. Our ticket provider is called Nortic.

Activities and Competitions in your stands

Competitions in the stands are an appreciated feature. Let us know what you plan to do and what the winnings will be and we will post this on our website and at space in the fair magazine.

Wi-Fi

Stockholm Live can offer fixed and wireless (own network) internet. These are ordered in advance.

Parking

In the arena areas, there are plenty of parking spaces, both in guarded garages and outdoors along the streets. Addresses, times, prices and map overview can be found on <https://www.stockholmlive.com/ditt-besok/hitta>

Restaurant

At Annexet there are cafés and restaurants that offer light refreshments during the fair. Please note that lunch vouchers are not provided. For those who want a wider range of lunch and dinner options, there are several restaurants to choose from in Globen Shopping, which is directly adjacent to the exhibition area.

Alcohol & Serving

Mässrestauranger AB has a license to serve alcohol for all of Stockholmsmässan's restaurants, halls and congress departments. This means that you, as a Exhibitors must go through Mässrestauranger if you want to offer beer, wine or spirits in your stand.

Contact Mässrestauranger if you have questions about stand catering or alcohol handling or serving in the stand. Stand catering | 08-727 72 40
montercatering@massrestauranger.se

Cleaning

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

The exhibitors are responsible for cleaning their own stand during the fair and moving out, as well as ensuring that order prevails in the stand.

It is the responsibility of exhibitors, stand builders and decorators to remove packaging and waste that occurs 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 will be removed at the exhibitor's expense.

Exhibitor lounge

Sometimes it can be nice to take a break, sit down, drink a cup of coffee and recharge your batteries. We offer coffee and tea during all fair days.

Hotels

For accommodation during the event, we refer to www.visitstockholm.com and www.stockholmlive.com

Social Media

Don't forget to follow us on Facebook and Instagram and tag us in your posts! We are called the Senior Festival and the Travel Fair in our Social Media.

A warm welcome as an exhibitor at the Senior Festival and the Travel Fair

See you in Stockholm!

/Leon, Peter & Linda

