MAXIMIZE YOUR VISIBILITY

WITH ADVERTISING SPACES

SYNAS











STHLMSMÄSSAN

16 december 2024, 10:58 fm

ATTRACT ATTENTION AND BRING MORE VISITORS TO YOUR STAND!

To win the fierce competition for attention at a place where the entire industry is gathered, it is important to show that you exist. You can do this at a very low contact cost with the help of the advertising spaces at Stockholmsmässan:

- Attracting visitors
- Creating attention and awareness
- Increase interest of your company and brand
- Visible in strategic locations
- Reaching new and the right target groups

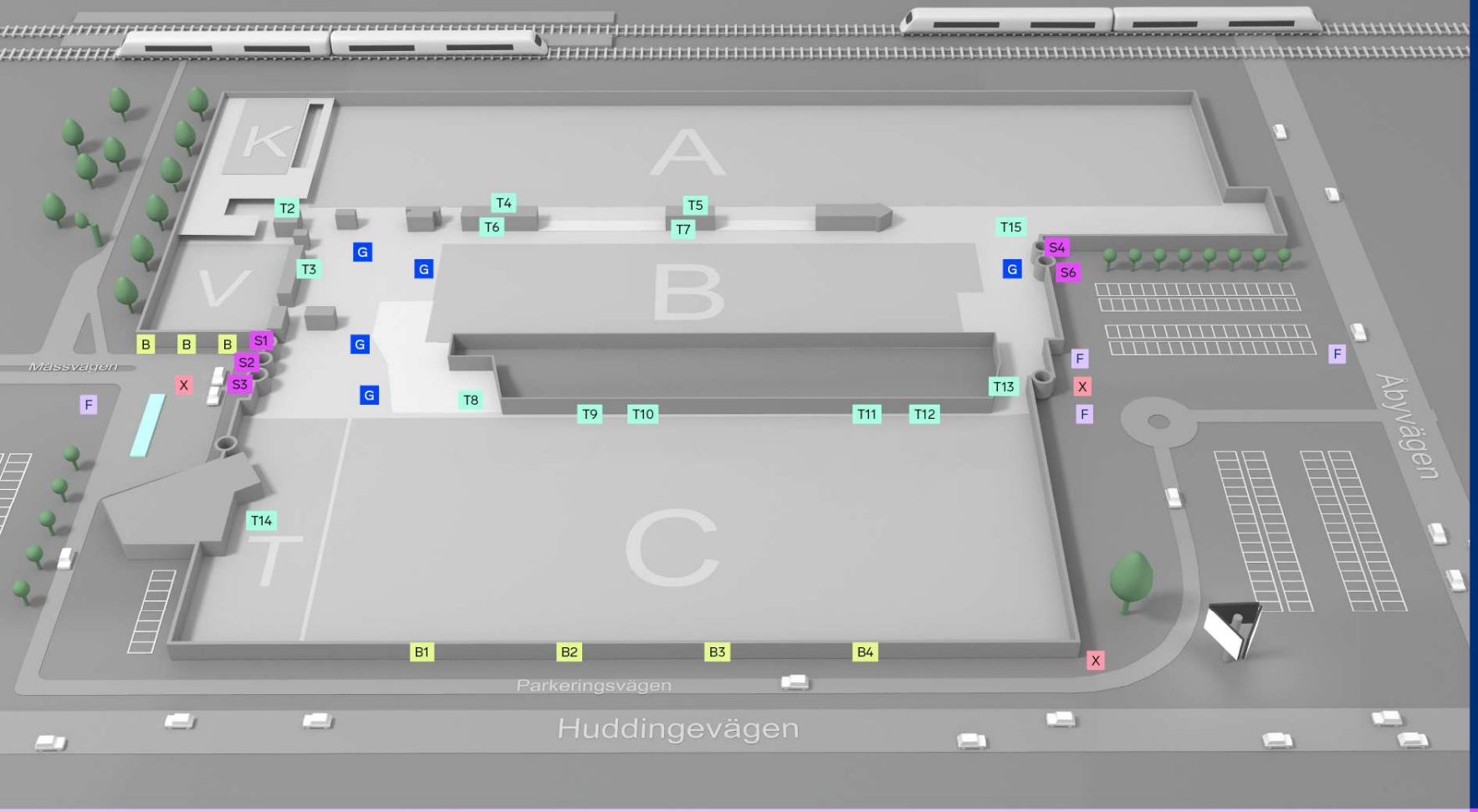
You have everything to gain from the extra attention that our advertising space can give you. We offer several opportunities for visibility both inside and outside our facility. In addition to the offer presented here, we can work together to create new creative advertising spaces.



REACH A NEW TARGET GROUP

Stockholmsmässan is the largest international meeting place in the Nordic region. We welcome more than 800 000 visitors and 2,000 journalists every year.

ADVERTISING SPACES (NON-DIGITAL)



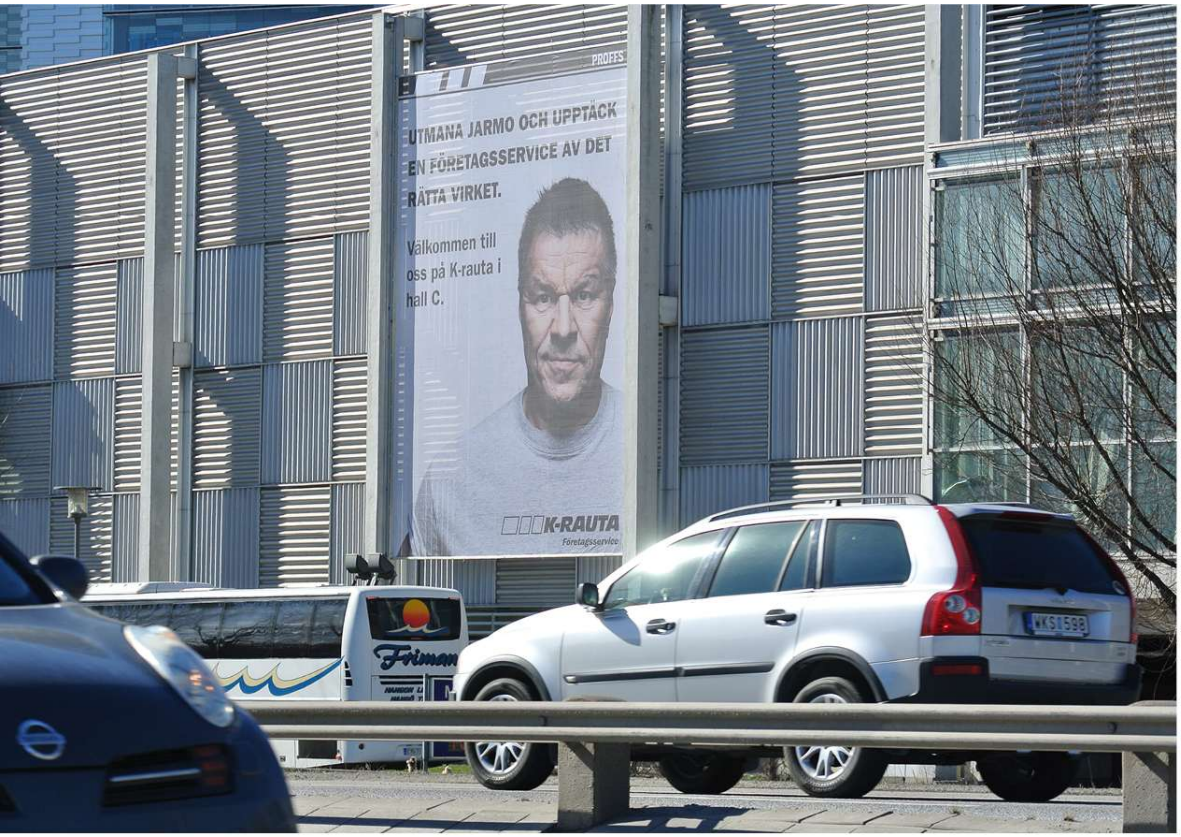
OVERVIEW

Around and within our facility there are a number of opportunities for physical (non-digital) advertising spaces. It can be a surface, facade banner or why not foiling the entrance doors and greet all visitors?

Choose advertisment the one that suits best for you or all of them, depending on the effect you want to achieve, whether you want to talk to only visitors or everyone moving around our facility.

Imagination sets the limits for what you want to achieve.

- G Floorstickers
- I Toilets
- B Facade banners
- S Revolving doors
- F Flags
- X Outdoor advertising









ADVERTISING SPACES

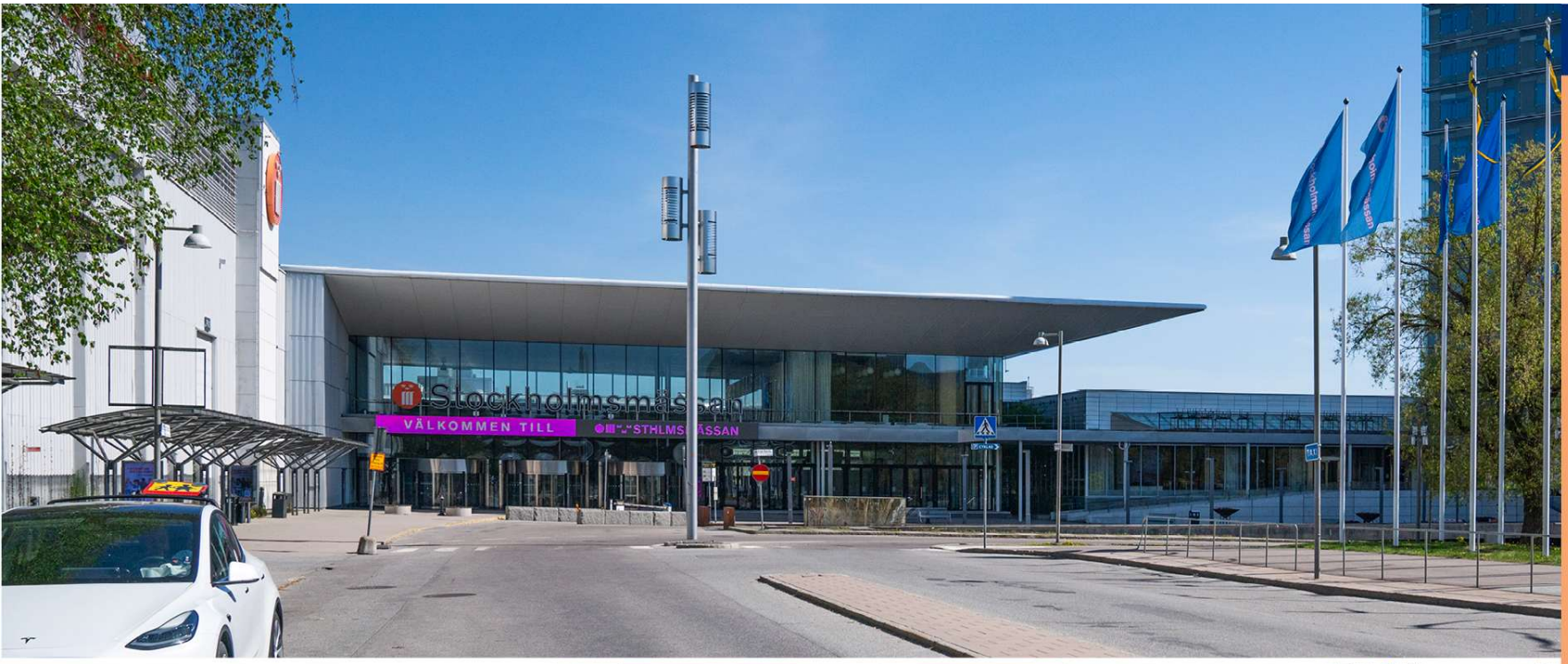
BANNERS ON THE FACADE

We offer four locations for large format banner advertising facing Huddingevägen.

Huddingevägen is a busy road with over 35,000 cars passing by daily.

You can also have large format banner advertising at our main entrance that get huge exposure especially during our fairs & events.

PRICE: 42 000 sek per piece and location



FLAGS

Take your business to the sky!

We offer packages of ten identical flags that you can use for our total of 30 flagpoles, 20 of which are in the main entrance. The material is woven polyester.

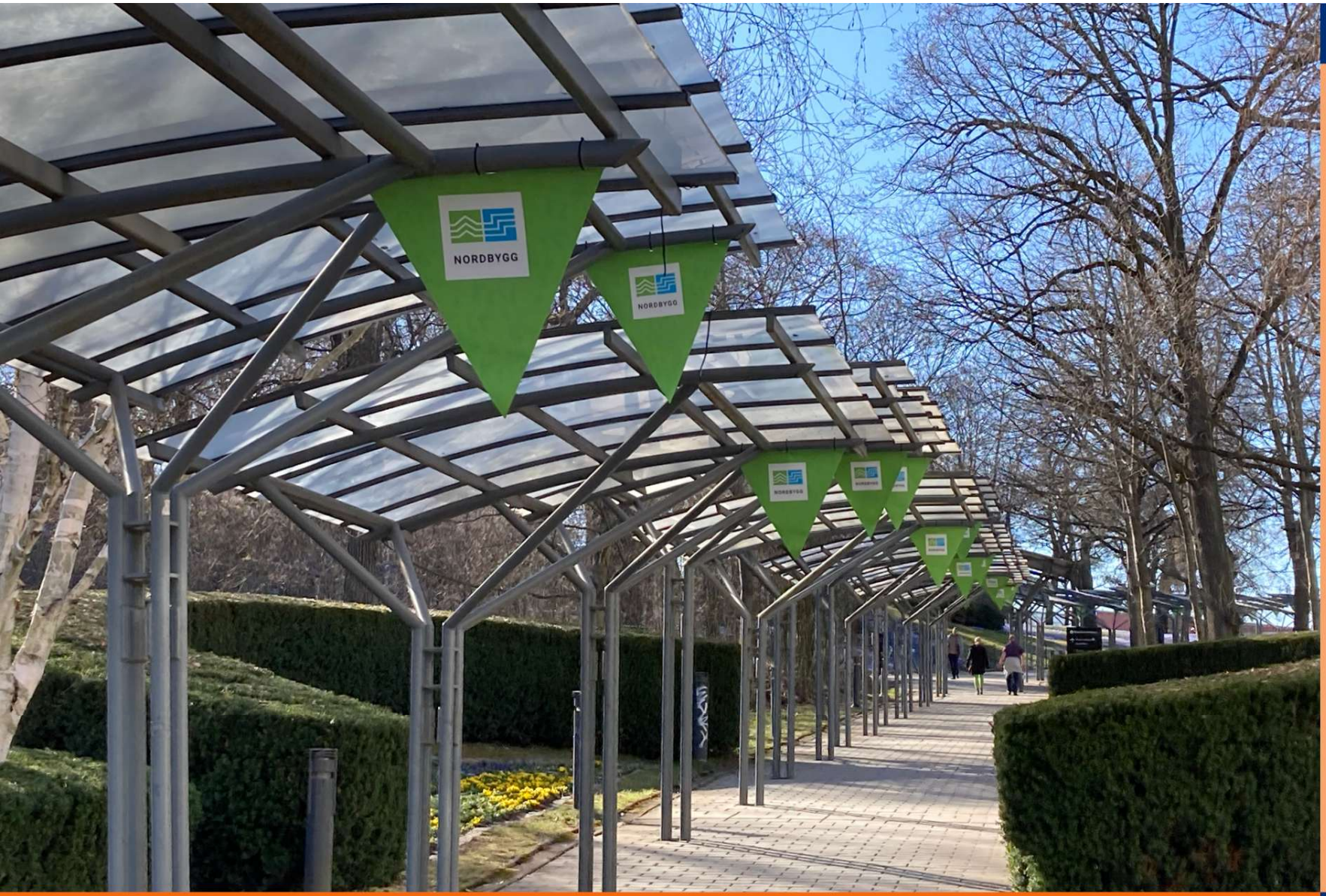
Add a wind tracker, a stick that holds the flag out to maximize visibility even on calm days.

PRICE: 24 500 sek incl production of 10 flags









ADVERTISING SPACES

TRIANGLE PENNANTS

Exclusive opportunity to expose your company/product along the main road that our visitors take to get to the fair from the commuter train.

PRICE: 20 900 sek

10 pieces









ADVERTISING SPACES

FOILING ON THE REVOLVING DOORS

Welcome your guests into your world.

We have a total of five revolving doors in our facility, three at the main entrance and two at the eastern entrance.

What they have in common is that almost all visitors pass through them. By foiling the doors or placing products in the doors, you can create effective exposure.

Please note that the artwork on and content in the doors are only permitted on the lower section.

PRICE: 15 500 sek per piece







ADVERTISING SPACES

FOILING THE PARKING GARAGE

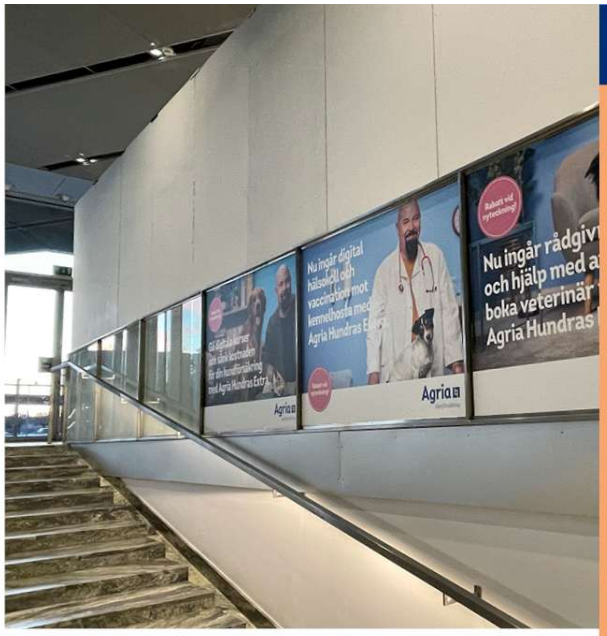
Reach the visitors on their way into the fair from our parking garage by foiling the glass sections at the entrance to the exhibition halls.

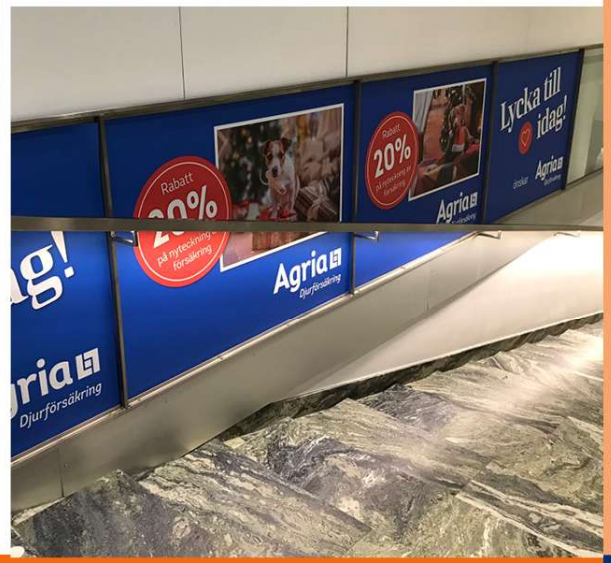
PRICE: 8 570 sek per section

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ADVERTISING SPACES

FOILING ON GLASS PANELS IN THE STAIRWELL OF THE PARKING GARAGE

Guide visitors in the right direction!

In the staircase leading from the parking garage up to the entrance hall, there are glass panels where we offer the possibility of foiling.

PRICE: 8 570 sek per section







ADVERTISING SPACES

FOILING ON THE GLASS PANELS OF THE PRESS CENTER

Our press center is centrally located overlooking the main entrance.

The glass panels of the press center can also be foiled, making it possible to frame the Entrance Square with your message.

PRICE: 61 000 sek











ADVERTISING SPACES

FLOOR STICKERS

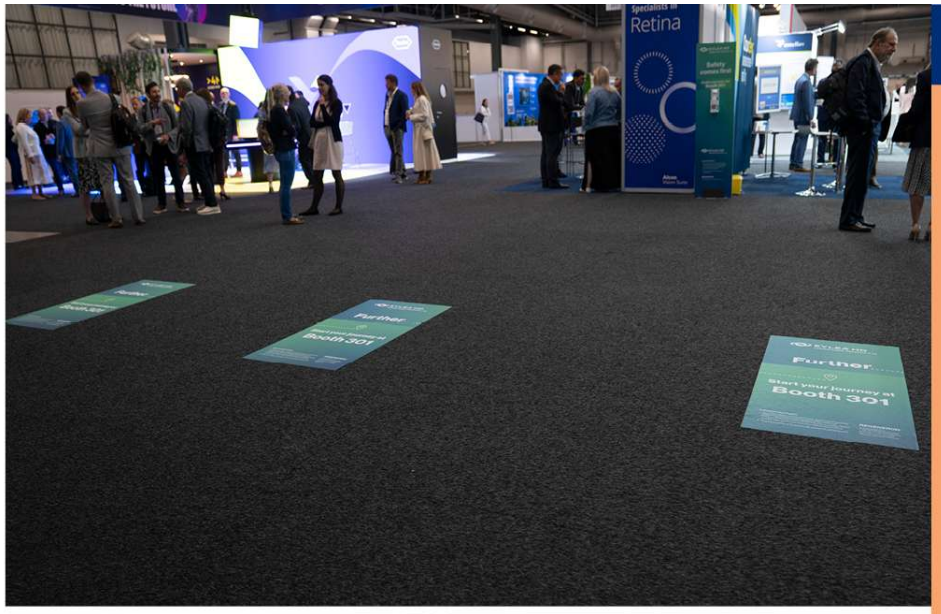
There is space for floor stickers in our entrances and between the exhibition halls.

The placement of these stickers is determined in cooperation with our customers.

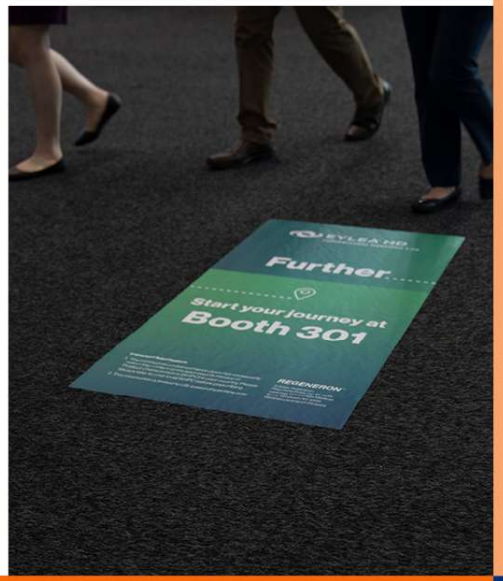
Stockholmsmässan produces the stickers. The floor stickers can be of any size and can be cut to any shape.

PRICE: 8 570 sek per piece





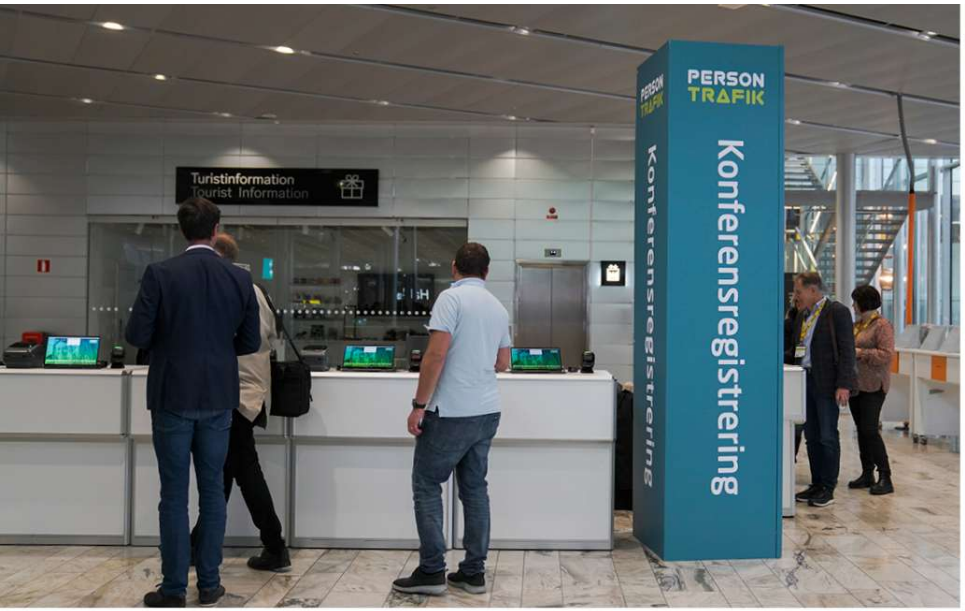




FLOOR SIGNS

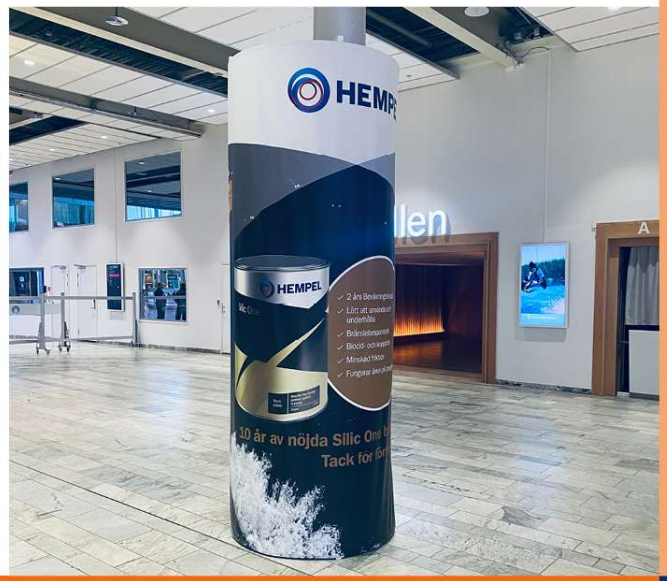
Even in our exhibition halls you can use the floor as a display surface. It is an excellent channel in an environment where advertising is generally at eye level.

PRICE: 8 570 sek per piece









ADVERTISING SPACES

PILLAR ADVERTISEMENT

At selected fairs and events, you can choose to be visible on the pillars in the main entrance. You can choose to have either square pillars or round pillars.

PRICE: 23 500 sek

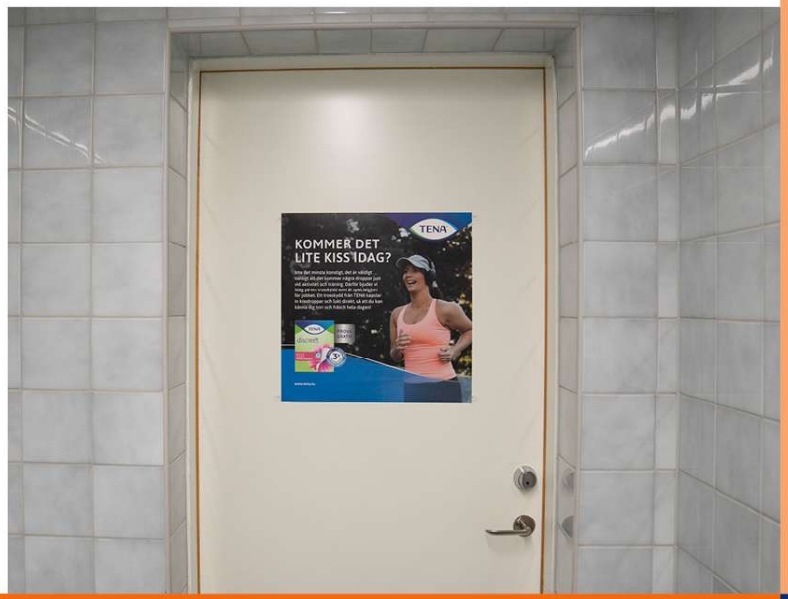
Square, height 3 m, width 0,7 m

PRICE: 24 760 sek

Round







ADVERTISING SPACES

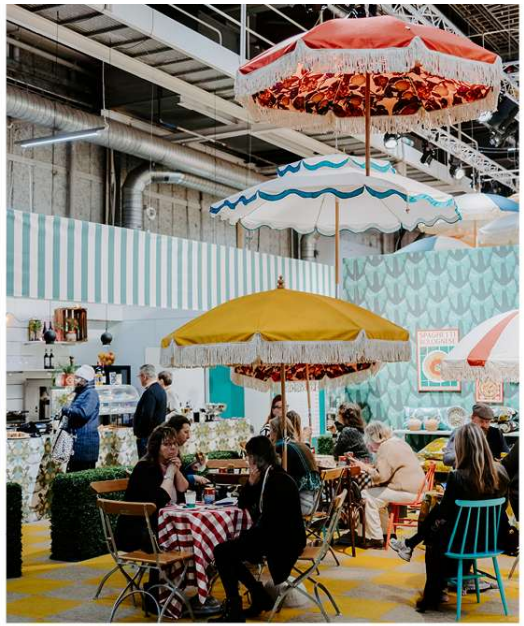
FOILING OF TOILET FACILITIES

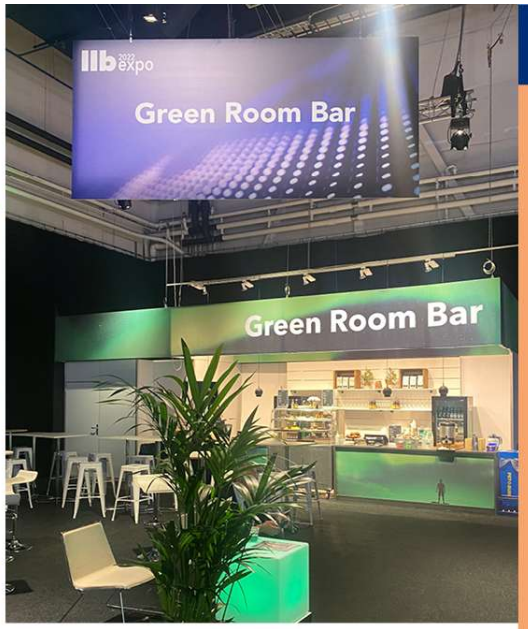
We also offer the possibility of foiling surfaces inside our toilets.

Here you have every opportunity to be creative and based on your proposal we will make an offer. The foiling can be of any size and shape.

PRICE: 21 000 sek/pkg with total 48 decals









SPONSORSHIP

CAFE SPONSOR

Showcase your company/ product in one of our popular cafés or restaurants.

Your imagination is the limit for how and where you can be seen.

Of course, we discuss other exciting options, solutions and exposure opportunities with our customers.

PRICE: quotation

PROPOSALS:

- Promotion throughout the café using banners and signs.
- Corporate profiling on menu boards, coffee mugs and napkins.
- Foiling of café tables with your company logo and/or message.
- Display areas for roll-ups, brochure stands, mannequins, company products, etc.

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SUSTAINABILITY



CERTIFICATE

In addition to ISO 20121, we are also SHORE -certified and proud members by Net Zero Carbon Events

HEALTH

We work with a sustainable personnel strategy and are also Great Place to Work certified

TRANSPORTATION

You can easily get here by public transport it is bike-friendly right from city

RECYCLING

We work with circular thinking and recycle or reuse 98% of our waste

WATER

We have low-flush faucets and toilets installed that save large amounts of water

FOOD & DRINKS

Our restaurants are KRAV-labeled and do not serve red-listed fish

ENERGY & VENTILATION

All our electricity is eco-labelled and heating & cooling are powered by energy-efficient heat pumps

BIODIVERSITY

In our own park and in areas around the fair, parts grow wild for our pollinating friends

CONTACT

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Stockholmsmässan is a member of:

- AIPC – Excellence in Convention Centre Management
- ICCA
- UFI – The Global Association of the Exhibition Industry
- Nätverket hållbar besöksnäring
- SES – Sponsrings & Eventservice
- Sustainable meet Stockholm

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