



SYNAS

is the collective name for Stockholmsmässan's
ADVERTISING, SPONSOR- AND PARTNERSHIPS



STHLMSMÄSSAN

YOU DESERVE TO BE SEEN!

Congratulations! You have secured your presence at Stockholmsmässan. But what happens now? How do you make sure your message gets the attention it deserves? How do you maximize your visibility?

To help you reach out, we offer a wide range of different signage solutions, all designed and positioned to give you and your message maximum exposure and attention.

We also have sponsorships and partnerships that allow you to get even more involved in the event.



REACH A NEW TARGET GROUP

Stockholmsmässan is the largest international meeting place in the Nordic region. We welcome more than one million visitors. and 7 000 journalists every year. By advertising in and around our areas, you reach your entire target audience.

MAXIMIZE YOUR VISIBILITY

WITH ADVERTISING SPACES



STHLM SMÄSSAN

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

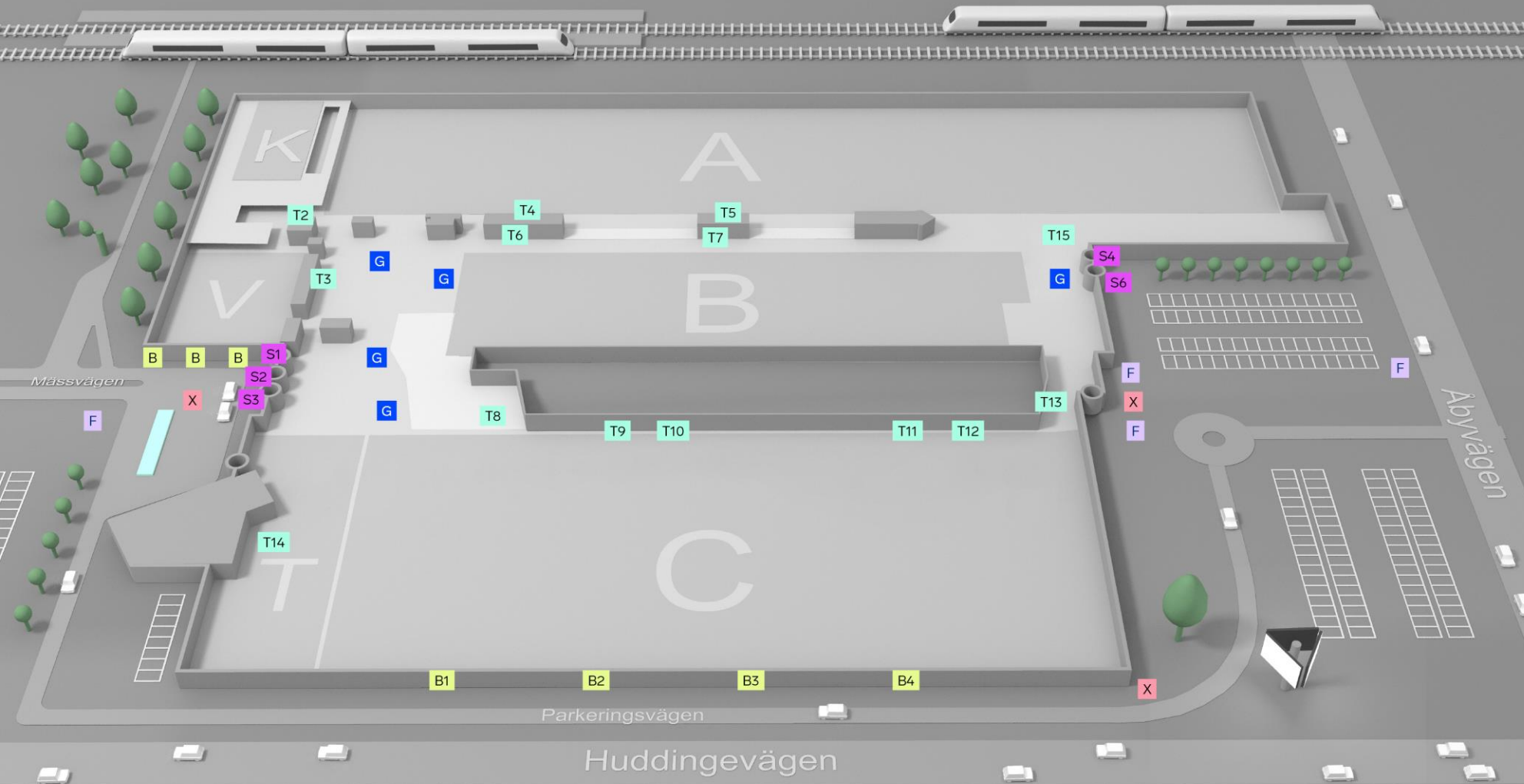
You have everything to gain from the extra attention that our advertising space can give you. We offer several opportunities for visibility both inside and outside our facility. In addition to the offer presented here, we can work together to create new creative advertising spaces.



REACH A NEW TARGET GROUP

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PLACEMENTS OF THE PHYSICAL (TRADITIONAL) ADVERTISING SPOTS



OVERVIEW

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

Choose advertisement 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 set the limits for what you want to achieve.

- G Floorstickers
- T Toilets
- B Facade banners
- S Swinging 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.

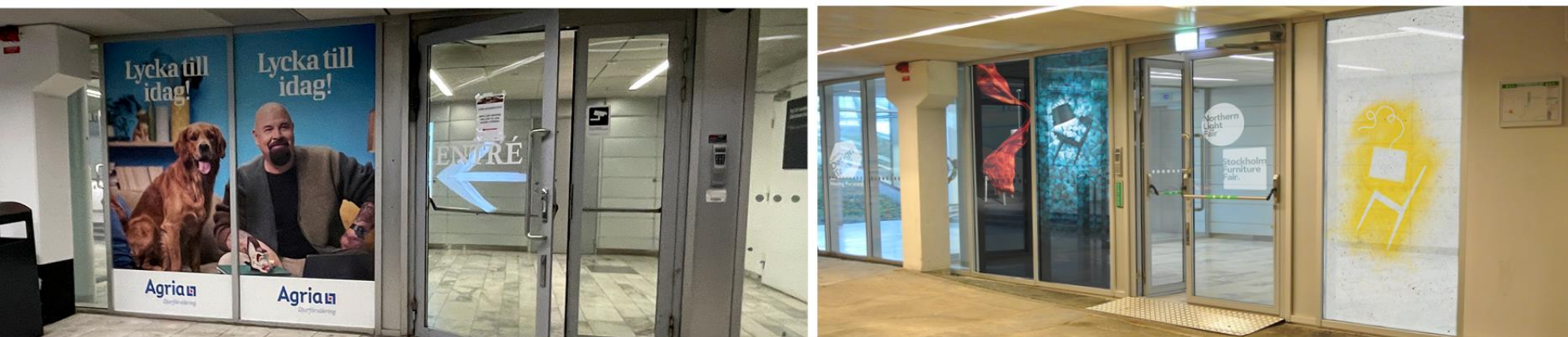
You can also have large format banner advertising at our main entrance that get huge exposure especially during our fairs & events.

PRICE:
28 000 sek/pc



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: 9 000 sek/glass



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: 40 000 sek

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:
6 000 sek/pc



ADVERTISING SPACES

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:
6 000 sek/pc



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:
16 000 sek/pc

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: 3 500 sek/pkg

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



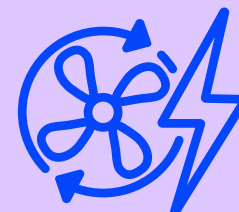
WATER

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



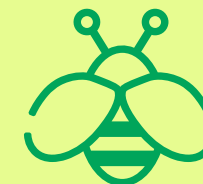
FOOD & DRINKS

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



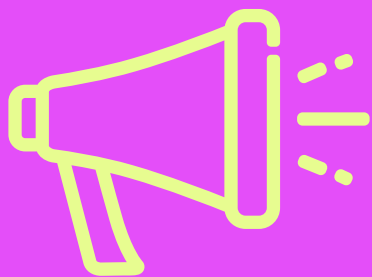
ENERGY & VENTILATION

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



BIODIVERSITY

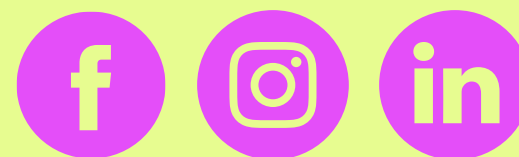
In our own park and in areas around the fair, parts grow wild for our pollinating friends



CONTACT

We would love to hear from you if you have your own creative ideas or concepts that you would like to bring to life with us in connection with your fair trade participation

Get in touch with your Sales representative or send us an e-mail to sales.skydd@stockholmsmassan.se



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