

Partnership & Visibility Services

Exciting Opportunities to Raise Your Profile &
Generate Sales

at business-to-business trade shows

**SCAN
PACK**[®]
GOTHENBURG
23-26 OCT. 2018



Outstanding visibility for your brand: join us as a partner at Svenska Mässan exhibitions and venues.

Svenska Mässan attracts thousands of **influential exhibitors and visitors with buying intentions** to its B2B trade shows and exhibitions, and to its superb venue at the heart of Gothenburg. These provide an excellent platform for you to **stand out from the competition** and consolidate your brand or your company's position as a market leader and innovator.

Svenska Mässan is itself recognised as a leading brand. Partnership therefore provides fantastic opportunities for joint content programmes, communication and marketing.

We offer a broad range of **marketing packages**.

Alternatively, we are delighted to work with you to **tailor a solution to meet your specific objectives**, whether this is to raise your company's visibility, promote your brands, market your products and services or make concrete offers to our visitors. Together we will create a platform that will provide the optimum fit for your requirements and your budget, and **will raise the commercial return on investment** of your participation.

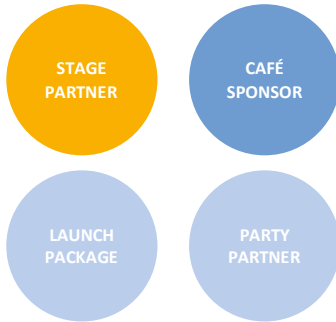
Some of our services are offered exclusively to one or a few companies, while others are open to several.



Partners in success: at Sweden's most prestigious venue!

Here is a brief overview of all the exciting opportunities we offer.

PARTNER PACKAGE



DIGITAL MEDIA



App



Screens



Website



Newsletters & targeted mailings

PRINT MEDIA



Seminar Programmes



Show Magazine



Visitor Invitations



Floor Plan



Signage

ONSITE PROMOTIONAL OPPORTUNITIES

What's the best way to raise visibility and promote your brand onsite? Ask us and we'll find you the right solution.



Badges and Lanyards



Welcome Bags



Cloakroom Tokens



Brochure Distribution



Roll-up Displays



Floor Advertising

Stage Partner (Superbrand scene)

We offer the possibility to become Stage partner to Scanpacks Superbrand Scene placed in the absolut centre of the exhibition. You have a **unique** opportunity to contribute, while **highlighting your prominent position** in the marke.

Exclusive participation

Marketing and exposures before the exhibition

- Your company logo, in newsletter before the show.
- Your company logo appears on Scanpacks website, with direct link to your own website.
- Editorial text in newsletter before the show, more than 40000 receivers
- Your logo appears wherever the seminare programme is promoted before the event (e.g. invitations, ads, app, website, etc).

Marketing and exposures d the exhibition

- Maximum visibility at the stage area ; roll-ups, logo or short company movie on the big screen.
- Distribution of materials, offers, flyers, conference bag, onsite giveaways to visitors, placement on chairs etc (production not included).
- Possibility to scan the visitors entering the stage area

Price

Tuesday-Wednesday: SEK 100 000

Thursday –Friday: SEK 100 000

All Days (4 days): SEK 150 000



SCANPACK

SVENSKA MÄSSAN
THE SWEDISH EXHIBITION & CONGRESS CENTRE

Launch Package

A Svenska Mässan exhibition or trade fair provides the ideal platform **for launching a new product or innovation**. By investing in our Launch Package you will give your product launch outstanding visibility and coverage in your industry sector.

Exclusive to 1 company

- Mail distribution to the entire visitor database before the show, in which the exhibition organiser appears as the sender. This email is focused on your new product and can either be written as a pure product presentation or in the form of an interview.
- Article and notice in the show's official magazine.
- Information on the show's app, on the website, in e-mails etc.
- Placement of own brochure or product information on the exhibition's information desk.

Price

SEK 30 000



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Café Sponsor

Exclusive to 1 company

Visibility for your company in one of our **highly frequented restaurants in the show venue.**

Stand out on Items that will grab visitors' attention:

- Tray coaster
- Signage
- Table covers and serviettes
- Strategically located roll-ups (production not included)

In fact, there is practically no limit to the possibilities for raising your profile in these busy areas – we'd be delighted to discuss other solutions and options with you.



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Party Sponsor

Become an exclusive sponsor of the exhibitions party. You get the chance to raise the profile of your company and market your products in a **relaxed and convivial, but also business-like atmosphere**.

Scanpacks party will be arranged on October 24 2018

Exclusive to 1 company

Maximum visibility during the Scanpack's social get-together.

- Strategically located roll-ups and the opportunity to distribute flyers, give-aways, special offers etc (own material, production not included).
- Logo displayed on the event programme or menus.
- 10 invitations to the party.
- Your company name is clearly visible in association with all presentations and performances.
- Logo is displayed wherever the event is marketed before and during the show (e.g. invitation, admission ticket, ads, app, website, signs, , on menu, programme, party band, etc).

Price

SEK 75 000



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Svenska Mässan App

89% of visitors attending conferences and exhibitions say that an app makes for an easier visit

Introducing the Svenska Mässan app. Further enhancing the visitor experience at Svenska Mässan. With the help of this app, visitors can more easily navigate their way around the exhibition, buy tickets, view conference programmes and exhibitor details, discover product news, find special onsite offers and much more.

It also provides a great platform not only to **raise your brand profile but also to drive visitors to your exhibition booth** or conference presentations and activity.

We offer three exclusive promotional packages on the app

Splash - a full page is displayed immediately after the show logo. Displays approx. five seconds.

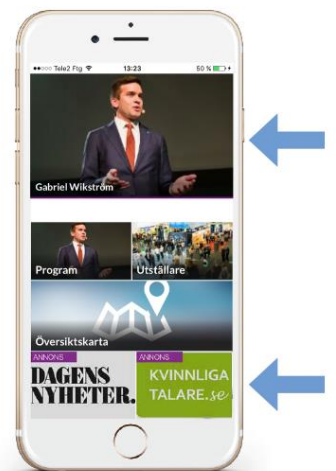
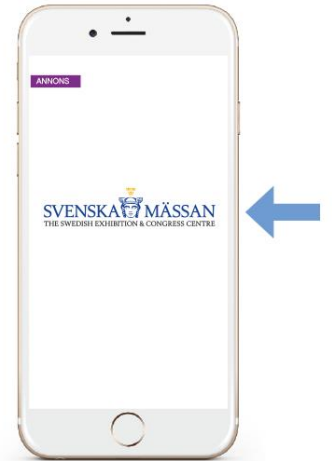
One placement per session. **PRICE:** SEK 25 000

Advertisement at the top of the home view - page after the splash where the user can view, for example, items on the programme, opening hours, map, tickets etc.

Maximum three placements per session. **PRICE:** SEK 8 000

Logo is displayed during information search and on the exhibition floor plan. It links to the plan and shows the way to your booth while the user is onsite. Alternatively, it links to your company data or website.

Maximum eight placements per session. **PRICE:** SEK 5 000



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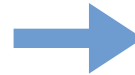
Digital Screens and Projectors

Raise your company's profile by displaying text, fixed and moving images on the Swedish Fair's modern, **strategically placed** large-screen displays and video walls. According to your specific needs and objectives.

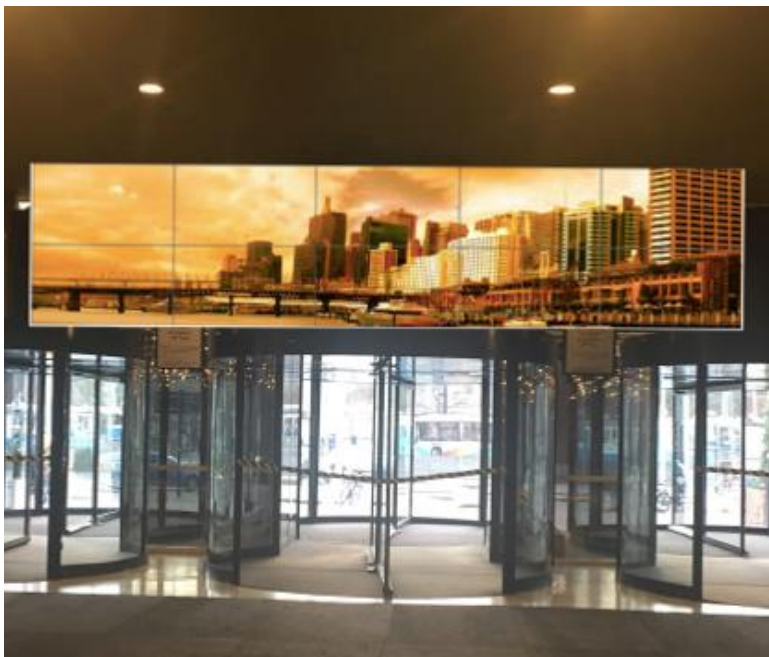
Simply deliver your materials to us, ready for display.

Mobile screens

10 55" screens



PRICE: SEK 10 000 / screen



Video wall at the large Entrance 5
Maximum 5 companies **PRICE:** SEK 25 000



Laser projector, Entrance 5
Maximum 5 companies **PRICE:** SEK 25 000

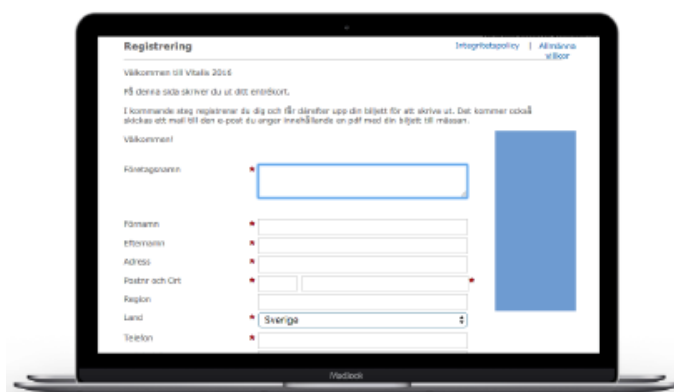
Online registration

Around **80% of visitors plan their visit via the show website**. This enables us to offer you many profitable and much sought-after opportunities to raise your profile and create awareness.

Online registration and ticketing

Most visitors to Svenska Mässan trade shows and exhibitions **print their ticket before they visit**. So the registration process offers you a fantastic opportunity to present your company to a large audience – both on the show's registration page and via confirmation mails.

PRICE: SEK 35 000



Newsletters & Targeted Mailings

We send digital newsletters, targeted mailings and reminders to potential visitors, prospects and the press in the lead-up to the show.

You can take advantage of these to promote your business, your products, or special offers. Since these are primarily digital mailings, you can also **link to your home page, special offer landing pages** etc.



Newsletter advertising

Banner 560 x 110 pixels

PRICE: SEK 15 000/news letter

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Official Show Magazine

Publish articles and advertise in the trade show or exhibition's official magazine. It gains **broad attention with articles and useful content** such as information about programmes, speakers and activities, the event schedule, floor plan, exhibitors, etc.

It is circulated to registered visitors, the trade press, trade associations, partners and at other events, then distributed onsite in the entrance hall, on the registration and information desks and at other strategic locations both inside and outside the venue and around the halls.

For further information please contact OP Communication who are responsible for Scanpacks official show magazine!

Clara Boberg

clara@opcommunication.se

Phone: +46 8-408 078 20



Exhibition Floor Plan

Looking for maximum visibility among visitors while they are onsite? Exhibition floor plans and venue maps are an **indispensable aid to show visitors**.

They are placed at all entrances and help the visitor to locate exhibitors of interest, participating companies and activities such as seminars

PRICE Logotype SEK 2500

(maximum 50 companies)

Contact Pernilla Sandberg

Pernilla.sandberg@svenskamassan.se



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Signage

Signage, **strategically located** around the exhibition halls and the venue provides great visibility for your company as visitors circulate.

Floor Exposures

Main entrance (entrance 5)

2 signs (150 x 100 cm) in front of registration SEK 20 000

2 signs (150 x 100 cm) behind of registration SEK 20 000

Hall A

4 signs (200 x 100 cm) entrance of hall A SEK 20 000

6 signs (200 x 100 cm) inside hall A SEK 30 000

Hall B

8 signs (200 x 100 cm) entrance of hall B SEK 40 000

12 signs (200 x 100 cm) inside hall B SEK 60 000

Hall C

5 signs (200 x 100 cm) entrance of hall C SEK 25 000

6 signs (200 x 100 cm) inside hall C SEK 30 000

Hall D

6 signs (200 x 100 cm) inside hall D SEK 30 000

Hall E

6 signs (200 x 100 cm) inside hall D SEK 30 000

For details and ideas about exploiting this opportunity, please get in touch



Onsite Promotional Opportunities

Be at the centre of everybody's attention. Raising your brand profile onsite creates more awareness, more leads, more sales opportunities, and **more activity on your booth.**



Badges and lanyards

Your company logo is printed on the lanyard attached to the visitors' name badge and admission card, which all visitors wear throughout the event (production not included).

PRICE SEK 60000



Welcome bags

Your company's promotional bag, including content, is distributed to every visitor as they arrive in the entrance hall. A unique opportunity to have an immediate impact, raising your company and brand profile while providing a useful give-away.

PRICE SEK 60000



Bathroom advertising

Your message is printed on a A4 sign on the inside of all the bathroom doors on level 1 and level 2.

PRICE SEK 45000



Cloakroom token distribution

Your message is printed on a sign above the cloakroom, with the opportunity to distribute material while visitors hand in and collect their bags, coats and other outerwear.



Entrance flags

Display your company flags outside the entrance throughout the duration of the show. (production not included=

PRICE: SEK 10000/flag

Onsite Promotional Opportunities



Do you want to be seen on hotel Gothia Towers?

Your logo or message appears on the card holders to the key card given to guests at the Hotel Gothia when they check in for overnight stays (production included).

PRICE SEK 65 000



Door hangers

Be seen as guests retire to their rooms. And the first name they see when they set off for the show! Company visibility on the door hangers in Hotel Gothia Towers bedrooms.



Welcome page on hotel TV

Guests see your company's logo and personalised message immediately upon arrival in their rooms on Hotel Gothia Towers TV.

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