

Malmö
Mässan

EXPO XTRA

MARKETING AND
ADVERTISING SPACE
AT MALMÖMÄSSAN



EASYFAIRS

Visit the future



XTRA OPPORTUNITIES

We've developed a series of services to enhance your trade show experience and to make it easier for visitors to remember your stand, your business, and what you have to offer, regardless of your product, service, or concept. We call this Expo Xtra.

In this booklet you can find out more about the most common Expo Xtra services at MalmöMässan. Our project team can give you more information about how best to benefit from them at your trade show.

*Want to sponsor
a whole stage,
networking event,
or maybe the café?
Contact the project
team for the show!*

ENTRANCE LOBBY

Cloakroom

Save the day by sponsoring the cloakroom and allow visitors to store their coats and bags for free. Why not dress the cloakroom staff in clothes featuring your brand? Make sure you give everyone using the cloakroom your flyer.

Price for branding only: 20 000 SEK

Price including free cloakroom use for visitors: On application



Floor decal at the entrance

Give your business or product extra visibility with a floor decal at the entrance.

Format: 1x2 m

Price including production: 15 000 SEK



Exclusive banner above entrance

Format: Single-sided printing, 6,0 x 0,7 m

Price including production: 15 000 SEK



Digital display in the entrance lobby

Give your business or product the best possible visibility on our digital display in the entrance.

Price: 30 000 SEK



Promo bag

Place your corporate promo bags at the entrances to the exhibition hall.

Price: 10 000 SEK



Entrance staff wearing your business's profile clothing

Price: 20 000 SEK



ENTRANCE LOBBY

Rollup

Price excluding production:
5000 SEK



Visibility in the show guide

handed out to all visitors

Price for one full page: 5000 SEK
Sponsorship of the whole guide: 15 000 SEK



Area of visibility

Grab visitors' attention as soon as they arrive by showcasing your business at an exhibition area in the entrance lobby. (Unmanned)

Format: The area is 3 x 3 metres with a maximum height of 2metres (carpet included)
Price: 25 000 SEK



Wall exposure

Convey your business's message on a sign in the entrance lobby. This is an exclusive opportunity to increase your business's visibility in a location seen by all visitors.

Format: 3x2,5 m
Price including production: 15 000 SEK



Visitor lanyards

Give your business or product extra visibility on visitor lanyards.

Price excluding production: 35 000 SEK



EXCLUSIVE FOR ONE EXHIBITOR ONLY

Welcome pack

Your business's promo bag with content will be distributed to all visitors when they arrive. Easyfairs will provide staff for distribution.

Price excluding production of the bag: 35 000 SEK
(the sponsor is responsible for the content of the bag)



EXCLUSIVE FOR ONE EXHIBITOR ONLY

Distribution of brochures

This offer is limited to a maximum of three exhibitors per show. A maximum of one person per business may distribute brochures.

Price excluding production: 15 000 SEK



TOILETS IN THE ENTRANCE LOBBY

WC-signs

There is advertising space for posters featuring a message of your choice in each men's/women's toilet.

Format: A3

Price including production: 15 000 SEK



Mirror decals in toilets

Price including production:

15 000 SEK

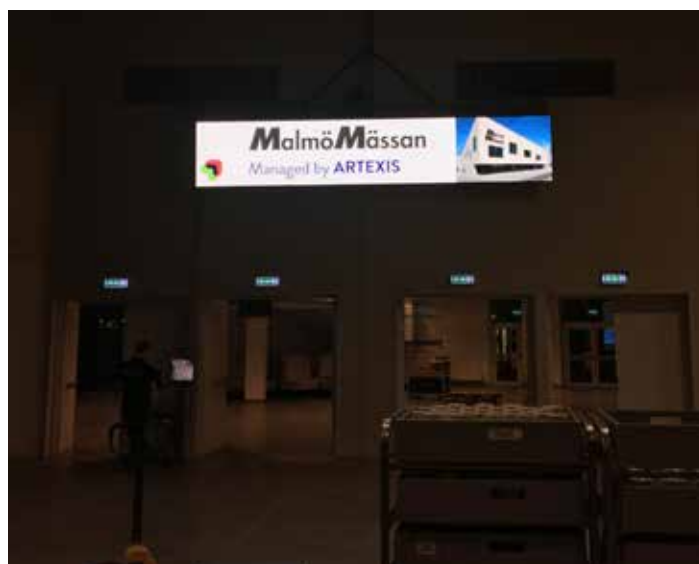


IN THE EXHIBITION HALL

Digital display in the exhibition hall

Give your business or product extra visibility on a digital display above the exit of the exhibition hall.

Price: 20 000 SEK



Floor runner

Market your business in the aisles.

Format: 1x2 m **Price including production (1):** 15 000 SEK

Format: 1x2 m **Price including production (5):** 45 000 SEK



Wall projection in the exhibition hall

Project your business's message on the wall above the entrances to the conference rooms inside the exhibition hall.

Format: Approximately 5.0 x 2.5 metres, 3 locations

Price: 15 000 SEK



OUTDOOR ADVERTISING

Area of visibility outside the entrance

Exclusive visibility for your business outside the main entrance to the exhibition hall.

Price: 20 000 SEK (4 m2).

Price on application for larger areas.



Business flag outside the exhibition hall

Let your business's flag fly in the wind. 3 flags outside the entrance to the hall.

Format: 2,6x1,7 metres

Price excluding production: 10 000 SEK



Decals on the entrance doors

The entrance doors are a great place for advertisement and it's the first point of visibility for your business as visitors arrive at the show. Take the opportunity to showcase your business and help visitors to find you inside.

Format: 1 swivel door with 3 glass panes – a total of 6 decals

Price: 15 000 SEK



DIGITAL ADVERTISING

Newsletter - Banner

Take the opportunity to advertise in the show's newsletter. The ad will link to your choice of website. You will receive click-rate statistics after the campaign. The ad will tie in with the main message of the show as well as any other advertisers.

Exclusivity rights are not available. Ad-period: By negotiation.

Format: 600 x 90 px 270 x 150 pixels (max. 250 characters).

Price: 5 000 SEK per entry

Kan du inte se innehållet i sin helhet? Klicka här!

Banner, 600x90

Banner 270x150	Text max 250 tecken
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Ad space in confirmation e-mail

When show visitors register online, they will receive a ticket that contains information about opening times, etc. There is space for advertising next to this general information. Advertising period: By negotiation.

Format: 340x160 px

Price: 20 000 SEK

MÄSSBESÖKARE

Förnamn Efternamn Företag

SETT

DIN NAMNSKYLT

Skicka ut och ta med din namnskylt!
TID: Utklärt: tryck CTRL + P
Namnskylt placeras fritt på mässan.
Namnskylten ska bäras synlig under allt besök på mässan.

Välkommen till SETT2016!
26-28 april 2016 | Kistamässan | Stockholm

ÖPPETTIDER

Tisdag 26 april	09.00-18.00
Onsdag 27 april	09.00-17.30
Torsdag 28 april	09.00-17.30

Annars
340x160 px



EXPO XTRA

The result will be more visitors to your stand, clearer visibility at the show, and increased sales opportunities!

We know each company has specific objectives and needs. This is why we can customise our packages according to what your company wants to achieve, be it in terms of marketing, enhancing your corporate profile, or increasing visibility.

Contact the show's project team for more details.