

# Scandinavian Fair Control Report 2006



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# **1. Introduction**

## **Foreword**

Business information among the Scandinavian nations increase with each year. As a result, the need for economic information from each of these countries is also increasing. Trade fairs play an important role for trade. Company and organisation interests and needs regarding reliable and comparable information about trade fairs, therefor, are also on the rise. The purpose of this pdf publication is to serve this need.

This publication contains verified and comparable statistics. Additional information about individual arrangements can be obtained from the respective trade fair organisers. For past SFC statistics for each trade fair, please visit the fairlists at [www.fairlink.se](http://www.fairlink.se).

## **Why exhibit at verified trade fairs?**

To get the most out of a trade fair, one must select the proper trade fair for his/her exhibitions. A quantitative control of the number of visitors and exhibitors makes up the foundation of all the trade fair information. Given the statistics calculated from visitor studies made by the trade fair sponsors, an exhibitor can calculate which proportion of the visitors at a given trade fair belongs to his/her target group.

Exhibiting at a verified trade fair gives added security and a correct and comparable foundation from which to base decisions.

## **SFC background and purpose**

The Scandinavian Fair Control (SFC) was organised in 1992 by members of Fairlink (former Scandinavian Trade Fair Council). The purpose of SFC is to develop both a nationally and internationally correct statistical foundation, derived from verified and comparable numbers reflecting visitor, surface and exhibitor counts, as well as an individual procurement of the same, on which trade fair sponsors, exhibitors, visitors and the general public can base their decisions.

The basis of this labour is a group of regulations issued by SFC: "Provisions Regulating Trade Fair Control". This group of regulations is intended to spell out the guidelines for accounting, audits and the publication of statistics pertinent to trade fairs.

## **SFC organisation**

The Scandinavian Fair Control (SFC) is an auxiliary organisation of Fairlink. Fairlink is an interest organisation for trade fair organisers in Scandinavia. The SFC's administration and the

audits of SFC-booked arrangements is directed by KPMG in Sweden. Accounting is kept by KPMG in each country.

## **Publications**

The verified visitor, exhibitor and surface counts are published each year in the SFC Report. In this report the trade fairs are listed after location. The information in this report is given only in English. You can download the text above in Swedish, Norwegian and Danish at [www.fairlink.se](http://www.fairlink.se). You can also download the short version of the SFC Report 2005.

If you would like the paper version of SFC Report 2005, please contact Fairlink at [info@fairlink.se](mailto:info@fairlink.se). Price: 150 SEK.

## **SFC Terminology**

### **Exhibition surface**

Exhibition surface is defined as the immediate showcase/exhibition surface used by and paid for by the exhibitor. When accounting for a showcase/exhibition surface, a distinction is made between indoor and outdoor surfaces. Exhibition surfaces provided free of charge to exhibitors are not included in the calculations.

### **Number of exhibitors**

Exhibitors may be classified as either "direct" or "indirect". A direct exhibitor is one who has obtained a contract for an exhibition showcase in its entirety, or who uses a specified, clearly delineated portion of an exhibition showcase. An indirect exhibitor is one whose products or services are offered through a direct exhibitor. When accounting for number of exhibitors, one may not combine the number of direct exhibitors with the number of indirect exhibitors except when evident.

### **Number of visitors**

> Visits: The number of visitors is the sum of paid entrances, invitation cards used, and other tickets which can have been obtained by conference visitors who have had access to the trade fair grounds. A visitor who visits a trade fair over a period of many days, is counted once a day.

> Visitors: Visitors are unique visitors and are only counted once, even if they visit the trade fair during several days.

> Exhibition passes, press passes, and trade fair personnel is not calculated in the statistics.

## Fairgrounds associated with the Scandinavian Fair Control 2006

**Bella Center A/S**                      Center Boulevard  
DK-2300 COPENHAGEN S  
tel +45 3252 88 11  
[www.bellacenter.dk](http://www.bellacenter.dk)

**Elmia AB**                                P O Box 6066  
S-550 06 JÖNKÖPING  
tel +46 36 15 20 00  
[www.elmia.se](http://www.elmia.se)

**Malmö Exhibition &  
Convention Center**                      S-202 80 MALMÖ  
tel +46 40 690 85 00  
[www.malmomassan.se](http://www.malmomassan.se)

**Nolia AB**                                Signalvägen 3  
S-903 22 UMEÅ  
tel +46 90 16 34 00  
[www.nolia.se](http://www.nolia.se)

**Stockholm International Fairs**        S-125 80 STOCKHOLM  
tel +46 8 749 41 00  
[www.stofair.se](http://www.stofair.se)

**The Swedish Exhibition &  
Congress Centre**                        S-412 94 GOTHENBURG  
tel +46 31 708 80 00  
[www.swefair.se](http://www.swefair.se)

\*= Footnote, see the last pages for further information

|  | No of days | Rented Floor Space (m2) |          |        | No of Exhibitors |          | Represented Countries |           | No of Visitors  |          |
|--|------------|-------------------------|----------|--------|------------------|----------|-----------------------|-----------|-----------------|----------|
|  |            | Indoors                 | Outdoors | Total  | Direct           | Indirect | Direct•               | Indirect• | Unique visitors | Visitors |
| <b>Bella Center -<br/>Copenhagen/Denmark<br/>www.bella.dk</b>                                |            |                         |          |        |                  |          |                       |           |                 |          |
| Copenhagen International Fashion Fair, Autumn (2006)   | 4          | 38 595                  |          | 38 595 | 888              |          | 24                    |           | 23 798          | 30 351   |
| Copenhagen International Fashion Fair, Spring (2006) *24                                     | 4          | 40 459                  |          | 40 459 | 929              |          | 29                    |           | 22 306          | 29 236   |
| Copenhagen International Furniture Fair - (2006)   | 4          | 19 361                  |          | 19 361 | 352              | 300      | 20                    | 8         | 13 192          | 14 578   |
| <b>Elmia -<br/>Jönköping/Sweden<br/>www.elmia.se</b>   |            |                         |          |        |                  |          |                       |           |                 |          |
| Elmia Arbetsmiljö - Elmia Working Environment (2006)   | 3          | 5 793                   |          | 5 793  | 228              | 11       | 12                    | 84        | 9 341           | 10 044   |
| Bilspport Performance & Custom Motor Show (2006) *13   | 4          | 18 922                  | 20       | 18 942 | 250              | 621      | 8                     | 0         | 72 426          |          |
| Foto & Video (2006) *39  | 2          | 1 375                   |          | 1 375  | 47               | 17       | 1                     | 9         | 5 321           | 5 321    |
| Elmia Garden (2006)  | 2          | 5 424                   |          | 5 424  | 144              | 12       | 7                     | 6         | 3 003           | 3 229    |
| GIT (2006) *33   | 3          | 1 158                   |          | 1 158  | 54               | 7        | 3                     | 2         | 1 811           | 1 829    |
| Elmia Husvagn & Husbil - Scandinavian Caravan Show (2006) *9                                 | 5          | 26 543                  | 256      | 26 799 | 127              | 52       | 4                     | 10        | 36 118          | 36 118   |
| Elmia Häst (2006)  | 2          |                         | 1 266    | 1 266  | 58               |          | 1                     |           | 4 888           | 4 991    |
| Elmia Lantbruk Djur & Inomgård - Elmia Agricultural Exhibition Livestock & Technology (2006) | 4          | 13 186                  |          | 13 186 | 297              | 140      | 6                     | 16        | 27 941          | 28 037   |
| Lastbil - Truck Exhibition (2006) *17  | 4          | 9 104                   | 55 281   | 64 385 | 374              | 75       | 13                    | 16        | 39 165          | 39 165   |
| Elmia Material & Funktion (2006)   | 2          | 758                     |          | 758    | 75               | 62       | 6                     | 9         | 1 356           | 1 374    |

\*= Footnote, see the last pages for further information

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|---|------------|-------------------------|----------|--------|------------------|----------|-----------------------|-----------|-----------------|----------|
|   |            | Indoors                 | Outdoors | Total  | Direct           | Indirect | Direct•               | Indirect• | Unique visitors | Visitors |
| PRomotion EXPO, vår (2006) *2   | 3          | 4 901                   |          | 4 901  | 182              | 22       | 11                    | 0         | 2 045           | 2 592    |
| PRomotion EXPO, höst (2006) *2  | 3          | 4 173                   |          | 4 173  | 187              | 39       | 8                     | 0         | 2 207           | 2 824    |
| Elmia Underleverantör - Elmia Subcontractor (2006)  | 4          | 17 239                  |          | 17 239 | 1 186            | 283      | 30                    | 25        | 15 101          | 16 144   |
| Elmia Waste & Recycling (2006) *53  | 3          | 1 316                   | 8 434    | 9 750  | 98               | 41       | 8                     | 9         | 2 583           | 3 525    |
| World Bioenergy (2006) *12  | 3          | 1 601                   | 1 066    | 2 667  | 102              | 52       | 12                    | 10        | 2 570           | 4 274    |
| Malmö Exhibition & Convention Center<br>-<br>Malmö/Sweden<br><a href="http://www.malmomassan.se">www.malmomassan.se</a> |            |                         |          |        |                  |          |                       |           |                 |          |
| Golfmässan (2006)   | 3          | 2 767                   |          | 2 767  | 119              | 13       | 6                     | 0         | 8 307           | 8 315    |
| Hem & Villa - Home and Villa (2006) *49   | 4          | 8 800                   | 39       | 8 839  | 337              | 24       | 7                     |           | 52 029          | 52 029   |
| Kommek (2006)   | 2          | 2 258                   |          | 2 258  | 92               | 6        | 2                     |           | 3 370           | 5 989    |
| Skoldagarna (2006)  | 3          | 3 065                   |          | 3 065  | 182              | 7        | 2                     |           | 7 634           | 7 634    |
| Skånemässan (2006) *56  | 4          | 4 614                   |          | 4 614  | 254              | 7        | 2                     | 0         | 24 539          | 24 539   |
| Sweden ICT Show (2006)  | 3          | 2 625                   |          | 2 625  | 107              | 28       | 11                    | 9         | 7 529           | 7 529    |
| Nolia<br>Umeå/Sweden<br><a href="http://www.nolia.se">www.nolia.se</a>  |            |                         |          |        |                  |          |                       |           |                 |          |
| Nolia Må Bra (2006)   | 3          | 1 457                   |          | 1 457  | 109              | 29       | 2                     | 0         | 4 337           | 4 337    |

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|---|------------|-------------------------|----------|--------|------------------|----------|-----------------------|-----------|-----------------|----------|
|   |            | Indoors                 | Outdoors |        | Direct           | Indirect | Direct•               | Indirect• | Unique visitors | Visitors |
| Nolia Weekend (2006)  | 3          | 1 793                   | 46       | 1 839  | 116              | 69       | 2                     | 2         | 11 312          | 11 312   |
| Skogs-Nolia (2006)  | 3          | 210                     | 57 237   | 57 447 | 160              | 56       | 4                     | 1         | 12 050          | 12 050   |
| Stora Nolia (2006)  | 9          | 6 274                   | 29 899   | 36 173 | 523              | 144      | 5                     | 0         | 104 988         | 104 988  |
| Stora Värmässan (2006)  | 3          | 4 239                   | 1 000    | 5 239  | 218              | 53       | 4                     | 0         | 16 209          | 18 351   |
| Stockholm International Fairs -<br>Stockholm/Sweden<br><a href="http://www.stofair.se">www.stofair.se</a> |            |                         |          |        |                  |          |                       |           |                 |          |
| Allt För Hälsan (2006)  | 3          | 3 043                   |          | 3 043  | 194              | 6        |                       |           | 14 858          |          |
| Allt För Rehab och Omsorg (2006)  | 3          | 4 841                   |          | 4 841  | 173              |          | 6                     |           | 6 223           |          |
| Allt För Sjön - Stockholm International Boat<br>Show (2006)   | 10         | 30 405                  |          | 30 405 | 511              | 185      | 13                    | 20        | 114 412         | 114 412  |
| Biotech Forum & Scanlab (2006) *47  | 3          | 4 597                   |          | 4 597  | 334              | 123      | 17                    | 3         | 4 960           | 5 202    |
| Det Goda Köket - Stockholm Food & Beverage<br>Show (2006)   | 3          | 2 505                   |          | 2 505  | 138              | 50       | 5                     | 10        | 18 909          | 18 909   |
| Formex Vår (2006)   | 4          | 20 950                  |          | 20 950 | 600              | 24       | 5                     | 38        | 15 724          | 21 361   |
| Formex Höst/Textilmässan (2006)   | 4          | 28 065                  |          | 28 065 | 815              | 28       | 7                     | 37        | 18 288          | 24 240   |
| GastroNord (2006)   | 4          | 14 356                  |          | 14 356 | 438              | 232      | 26                    | 9         | 26 198          | 26 424   |
| Hem&Villa/Hem/Digital Home (2006) *51   | 4          | 21 431                  |          | 21 431 | 566              | 6        | 10                    | 10        | 75 273          |          |
| Nordbygg - Nordic Building & Construction Fair<br>(2006)  | 4          | 31 302                  |          | 31 302 | 788              | 295      | 15                    | 13        | 51 014          | 54 836   |
| Nordiska Trädgårdar (2006)  | 4          | 11 768                  | 49       | 11 817 | 356              | 14       | 6                     |           | 58 537          | 58 537   |

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|   |            | Indoors                 | Outdoors | Total  | Direct           | Indirect | Direct•               | Indirect• | Unique visitors | Visitors |
| Persontrafik (2006)   | 3          | 7 860                   |          | 7 860  | 123              | 33       | 7                     | 7         | 4 473           | 5 102    |
| Scandinavian Boat Show (2006)   | 5          | 8 672                   |          | 8 672  | 228              | 88       | 7                     | 9         | 31 301          | 31 301   |
| SHIE - Scandinavian Hospitality, Incentive & Events Exhibition (2006)                               | 3          | 4 906                   |          | 4 906  | 266              |          | 12                    |           | 4 161           |          |
| Skolforum - School Forum (2006) *46   | 3          | 4 977                   |          | 4 977  | 250              | 20       | 6                     | 4         | 16 159          | 17 173   |
| Skydd - Protection & Security Expo (2006)   | 4          | 9 981                   | 752      | 10 733 | 273              | 126      | 13                    | 26        | 15 713          | 17 194   |
| Stockholms Antikmässa - Stockholm Antiques Fair (2006) *8   | 4          | 5 018                   |          | 5 018  | 247              | 24       | 3                     |           | 27 781          | 27 781   |
| Stockholms Bilsalong - Stockholm Motor Show (2006) *30  | 10         | 34 606                  |          | 34 606 | 180              | 21       | 6                     | 1         | 153 563         | 153 563  |
| Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Northern Light Fair (2006)            | 5          | 36 683                  |          | 36 683 | 635/107          | 5/3      | 20                    | 8         | 39 373          | 43 922   |
| Swedental (2006)  | 3          | 5 800                   |          | 5 800  | 212              |          | 14                    |           | 9 439           | 12 253   |
| Svenska Bilsportmässan (2006) *38   | 3          | 6 297                   |          | 6 297  | 108              | 2        | 3                     | 1         | 23 870          |          |
| Tekniska Mässan - The Scandinavian Technical Fair (2006)  | 4          | 18 230                  |          | 18 230 | 424              | 115      | 11                    | 33        | 25 008          | 25 008   |
| Vildmarksmässan (2006)  | 3          | 9 805                   |          | 9 805  | 211              | 11       | 5                     |           | 20 403          | 20 403   |
| Vinordic (2006)   | 4          | 5 074                   |          | 5 074  | 136              | 415      | 16                    | 19        | 16 333          | 16 473   |
| Swedish Exhibition Centre - Gothenburg/Sweden<br><a href="http://www.swefair.se">www.swefair.se</a> |            |                         |          |        |                  |          |                       |           |                 |          |
| BAD (2006) *28  | 3          | 1 949                   |          | 1 949  | 93               | 74       | 4                     |           | 1 820           | 2 548    |
| Bok & Bibliotek - Book & Library Fair (2006)  | 4          | 11 784                  | 100      | 11 884 | 816              |          | 21                    |           | 71 712          | 72 459   |

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|---|------------|-------------------------|----------|--------|------------------|----------|-----------------------|-----------|-----------------|----------|
|   |            | Indoors                 | Outdoors |        | Direct           | Indirect | Direct•               | Indirect• | Unique visitors | Visitors |
| Båtmässan (2006)                                      | 10         | 17 436                  | 222      | 17 658 | 370              |          | 7                     |           | 88 151          | 88 303   |
| Electronix Scandinavia (2006)                         | 3          | 7 142                   | 35       | 7 177  | 294              | 1 352    | 13                    | 39        | 4 970           | 5 641    |
| Emergencies & Public Safety (2006)                    | 2          | 465                     |          | 465    | 32               |          |                       |           | 954             | 974      |
| Fest & Bröllop (2006) *54                             | 4          | 1 013                   |          | 1 013  | 75               | 6        |                       |           | 31 828          | 31 885   |
| Frisör (2006)   | 3          | 2 685                   |          | 2 685  | 85               |          | 7                     |           | 7 036           | 8 957    |
| Hem & Villa - Home and Villa (2006) *50               | 4          | 6 847                   |          | 6 847  | 241              | 41       | 6                     |           | 46 423          |          |
| Hem & Inredning (2006) *54                            | 4          | 2 293                   |          | 2 293  | 99               | 2        |                       |           | 31 828          | 31 885   |
| IDA (2006) *28  | 3          | 1 418                   |          | 1 418  | 41               | 23       | 1                     |           | 1 394           | 1 767    |
| Konstruktion & Design - Design Engineering (2006) *40 | 4          | 866                     |          | 866    | 51               | 21       | 7                     | 9         | 2 364           | 2 469    |
| Kunskap & Framtid - Student & Knowledge Fair (2006)   | 3          | 1 952                   |          | 1 952  | 111              |          | 8                     |           | 11 105          | 11 105   |
| Logistik & Transport (2006)                           | 3          | 6 448                   | 90       | 6 538  | 182              | 183      | 8                     | 11        | 7 151           | 7 726    |
| Mat & Dryck (2006) *54                                | 4          | 1 621                   |          | 1 621  | 103              | 1        |                       |           | 31 828          | 31 885   |
| Miljöteknik (2006) *55                                | 3          | 2 482                   |          | 2 482  | 116              | 100      | 6                     | 14        | 2 384           | 2 599    |
| MyDOG (2006)  | 4          | 1 702                   |          | 1 702  | 118              | 1        | 4                     |           | 40 795          | 40 787   |
| Park Expo (2006) *28                                  | 3          | 1 723                   | 30       | 1 753  | 69               | 78       | 3                     |           | 1 901           | 2 047    |
| ProcessTeknik (2006) *55                              | 3          | 4 024                   |          | 4 024  | 180              | 384      | 6                     | 24        | 3 889           | 4 305    |
| På två hjul (2006)                                    | 4          | 13 466                  |          | 13 466 | 240              |          | 9                     |           | 67 299          | 67 317   |

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|---|------------|-------------------------|----------|--------|------------------|----------|-----------------------|-----------|-----------------|----------|
|   |            | Indoors                 | Outdoors |        | Direct           | Indirect | Direct•               | Indirect• | Unique visitors | Visitors |
| Riksstämman (2006)                                | 3          | 6 362                   |          | 6 362  | 265              | 42       | 7                     |           | 10 143          | 15 147   |
| Scanpack (2006)                                   | 4          | 19 603                  |          | 19 603 | 429              | 98       | 22                    | 36        | 14 738          | 17 770   |
| Scanplast (2006) *40                              | 4          | 8 156                   |          | 8 156  | 223              | 632      | 17                    | 37        | 6 546           | 7 478    |
| Senior (2006)                                     | 3          | 1 759                   |          | 1 759  | 110              | 8        | 4                     |           | 5 438           | 5 438    |
| Trä & Teknik (2006)                               | 4          | 9 500                   | 18       | 9 518  | 220              | 284      | 14                    | 25        | 8 363           | 9 562    |
| TUR - Travel and Tourism (2006)                   | 4          | 15 553                  | 96       | 15 649 | 1 176            | 906      | 95                    | 3         | 44 413          |          |
| Underhåll (2006)                                  | 4          | 8 618                   | 164      | 8 782  | 293              | 592      | 6                     | 22        | 11 236          | 12 131   |
| Vitalis (2006)                                    | 2          | 1 002                   |          | 1 002  | 66               |          |                       |           | 1 101           | 1 727    |
| Övriga platser                                    |            |                         |          |        |                  |          |                       |           |                 |          |
| ÖREBRO<br>Hem & Villa - Home and Villa (2006) *50 | 3          | 3 277                   |          | 3 277  | 140              | 29       | 4                     |           | 12 543          |          |

|  | Geographical area | Date                        | Start | Frequency |
|--|-------------------|-----------------------------|-------|-----------|
| BellaCenter -<br>Copenhagen/Denmark<br>www.bella.dk  |                   |                             |       |           |
| BioTech Forum & Scanlab (2004)   | International     | 9-12 February 2006          | 1968  | Annual    |
| Copenhagen International Fashion Fair, Spring (2006)   | International     | 10-13 August 2006           | 1968  | Annual    |
| Copenhagen International Furniture Fair (2006)   | International     | 4-7 May 2006                | 1967  | Annual    |
| Elmia -<br>Jönköping/Sweden<br>www.elmia.se  |                   |                             |       |           |
| Elmia Arbetsmiljö - Elmia Working Environment (2006)   | International     | 9-11 May 2006               | 1974  | Biennial  |
| Bilsport Performance & Custom Motor Show (2006)  | International     | 14-17 April 2006            | 1971  | Annual    |
| Foto & Video (2006)  | National          | 7-8 April 2006              | 1995  | Annual    |
| Elmia Garden (2006)  | International     | 7-8 November 2006           | 2000  | Annual    |
| GIT (2006)   | National          | 22-24 March 2006            | 1999  | Annual    |
| Elmia Husvagn & Husbil - Scandinavian Caravan Show (2006)                                    | National          | 6-10 September 2006         | 1981  | Annual    |
| Elmia Häst (2006)  | National          | 12-13 August 2006           | 2006  | Annual    |
| Elmia Lantbruk Djur & Inomgård - Elmia Agricultural Exhibition Livestock & Technology (2006) | International     | 18-21 October 2006          | 1961  | Biennial  |
| Lastbil - Truck Exhibition (2006)  | International     | 23-26 August 2006           | 1983  | Biennial  |
| Elmia Material & Funktion (2006)   | National          | 24-25 April 2006            | 2006  | Annual    |
| PRomotion EXPO, vår (2006)   | International     | 18-20 January 2006          | 2002  | Annual    |
| PRomotion EXPO, höst (2006)  | International     | 16-18 August 2006           | 2002  | Annual    |
| Elmia Underleverantör - Elmia Subcontractor (2006)   | International     | 14-17 November 2006         | 1975  | Annual    |
| Elmia Waste & Recycling (2006)   | International     | 30 May-1 June 2006          | 1973  | Biennial  |
| World Bioenergy (2006)   | International     | 30 May-1 June 2006          | 2004  | Biennial  |
| Malmö Exhibition & Convention Center -<br>Malmö/Sweden<br>www.malmomassan.se                 |                   |                             |       |           |
| Golfmässan (2006)  | National          | 10-12 February 2006         | 2002  | Biennial  |
| Hem & Villa - Home and Villa (2006)  | National          | 2-5 March 2006              | 1995  | Annual    |
| Kommek (2006)  | National          | 23-24 August 2006           | 1985  | Biennial  |
| Skoldagarna (2006)   | National          | 30 October-1 November 2006  | 2000  | Biennial  |
| Skånemässan (2006)   | National          | 28 September-1 October 2006 | 1919  | Annual    |
| Sweden ICT Show (2006)   | National          | 19-21 September 2006        | 1992  | Annual    |

|  | Geographical area | Date                        | Start          | Frequency         |
|--|-------------------|-----------------------------|----------------|-------------------|
| Nolia<br>Umeå/Sweden<br>www.nolia.se   |                   |                             |                |                   |
| Nolia Må Bra (2006)  | National          | 29 September-1 October 2006 | 2005           | Annual            |
| Nolia Weekend (2006)   | National          | 27-29 October 2006          | 2003           | Annual            |
| Skogs-Nolia (2006)   | National          | 15-17 June 2006             | 1984           | Biennial          |
| Stora Nolia (2006)   | National          | 5-13 August 2006            | 1963           | Annual            |
| Stora Vårnässan (2006)   | National          | 28-30 April 2006            | 2000           | Annual            |
| Stockholm International Fairs -<br>Stockholm/Sweden<br>www.stofair.se                    |                   |                             |                |                   |
| Allt För Hälsan (2006)   | National          | 24-26 November 2006         | 2001           | Annual            |
| Allt För Rehab och Omsorg (2006)   | National          | 9-11 May 2006               | 1994           | Biennial          |
| Allt för Sjön - Stockholm International Boat Show (2006)                                 | International     | 3-12 March 2006             | 1922           | Annual            |
| Biotech Forum & Scanlab (2006)   | International     | 26-28 September 2006        | 2000           | Annual            |
| Det Goda Köket - Stockholm Food & Beverage Show (2006)                                   | National          | 11-13 November 2006         | 1999           | Annual            |
| Formex Vår (2006)  | National          | 12-15 January 2006          | 1960           | Annual            |
| Formex Höst/Textilmässan (2006)  | National          | 31 August-3 September 2006  | 1960/1984      | Annual            |
| GastroNord (2006)  | International     | 24-27 April 2006            | 1985           | Biennial          |
| Hem&Villa/Hem/Digital Home (2006)  | National          | 19-22 October 2006          | 1995/2001/2005 | Annual            |
| Nordbygg - Nordic Building & Construction Fair (2006)                                    | International     | 24-27 January 2006          | 1980           | Biennial          |
| Nordiska Trädgårdar (2006)   | National          | 23-26 March 2006            | 2002           | Annual            |
| Persontrafik (2006)  | National          | 19-21 October 2006          | 1994           | Biennial          |
| Scandinavian Boat Show (2006)  | International     | 8-12 November 2006          | 1997           | Annual            |
| SHIE - Scandinavian Hospitality, Incentive & Events Exhibition (2006)                    | International     | 16-18 January 2006          | 1995           | Annual            |
| Skolforum - School Forum (2006)  | National          | 30 October-1 November 2006  | 1995           | Annual            |
| Skydd - Protection & Security Expo (2006)  | International     | 19-22 September 2006        | 1969           | Biennial          |
| Stockholms Antikmässa - Stockholm Antiques Fair (2006)                                   | National          | 16-19 February 2006         | 1978           | Annual            |
| Stockholms Bilsalong - Stockholm Motor Show (2006)                                       | National          | 31 March-9 April 2006       | 1985           | Every three years |
| Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Northern Light Fair (2006) | International     | 8-12 February 2006          | 1951/1995      | Annual            |
| Swedental (2006)   | International     | 26-28 October 2006          | 1973           | Biennial          |
| Svenska Bilsportmässan (2006)  | National          | 24-26 November 2006         | 2004           | Annual            |
| Tekniska Mässan - The Scandinavian Technical Fair (2006)                                 | International     | 3-6 October 2006            | 1962           | Annual            |

|  | Geographical area | Date                           | Start | Frequency         |
|--|-------------------|--------------------------------|-------|-------------------|
| Vildmarksmässan (2006)   | National          | 17-19 March 2006               | 1986  | Annual            |
| Vinordic (2006)  | International     | 24-27 April 2006               | 1994  | Biennial          |
| Swedish Exhibition Centre -<br>Gothenburg/Sweden<br><a href="http://www.swefair.se">www.swefair.se</a> |                   |                                |       |                   |
| BAD (2006)   | National          | 14-16 November 2006            | 1985  | Biennial          |
| Bok & Bibliotek - Book & Library Fair (2006)   | National          | 21-24 September 2006           | 1985  | Annual            |
| Båtmässan (2006)   | National          | 3-12 February 2006             | 1960  | Annual            |
| Electronix Scandinavia (2006)  | National          | 5-7 September 2006             | 1979  | Every three years |
| Emergencies & Public Safety (2006)   | National          | 18-19 January 2006             | 2002  | Every three years |
| Fest & Bröllop (2006)  | National          | 23-26 February 2006            | 2004  | Annual            |
| Frisör (2006)  | National          | 15-17 September 2006           | 2006  | Not decided       |
| Hem & Villa - Home and Villa (2006)  | National          | 5-8 October 2006               | 1999  | Annual            |
| Hem & Inredning (2006)   | National          | 23-26 February 2006            | 2004  | Annual            |
| IDA (2006)   | National          | 14-16 November 2006            | 2000  | Biennial          |
| Konstruktion & Design - Design Engineering (2006)  | National          | 4-7 April 2006                 | 1987  | Varierande        |
| Kunskap & Framtid - Student & Knowledge Fair (2006)  | National          | 9-11 November 2006             | 2000  | Annual            |
| Logistik & Transport (2006)  | National          | 9-12 May 2006                  | 1996  | Annual            |
| Mat & Dryck (2006)   | National          | 23-26 February 2006            | 1952  | Annual            |
| Miljöteknik (2006)   | National          | 21-23 November 2006            | 1989  | Biennial          |
| MyDOG (2006)   | National          | 5-8 January 2006               | 2006  | Annual            |
| Park Expo (2006)   | National          | 14-16 November 2006            | 2000  | Biennial          |
| ProcessTeknik (2006)   | National          | 21-23 November 2006            | 2001  | Biennial          |
| På två hjul (2006)   | National          | 26-29 January 2006             | 1998  | Biennial          |
| Riksstämman (2006)   | National          | 29 November-1 December<br>2006 | 1998  | Biennial          |
| Scanpack (2006)  | International     | 24-27 October 2006             | 1964  | Every three years |
| Scanplast (2006)   | International     | 4-7 April 2006                 | 1969  | Every three years |
| Senior (2006)  | National          | 14-16 November 2006            | 2005  | Annual            |
| Trä & Teknik (2006)  | International     | 23-26 August 2006              | 1982  | Biennial          |
| TUR - Travel and Tourism (2006)  | International     | 23-26 March 2006               | 1984  | Annual            |
| Underhåll (2006)   | National          | 14-17 March 2006               | 1984  | Biennial          |
| Vitalis (2006)   | National          | 15-17 March 2006               | 2003  | Annual            |

|   | Geographical area | Date                 | Start | Frequency |
|---|-------------------|----------------------|-------|-----------|
| Övriga platser                                |                   |                      |       |           |
| ÖREBRO<br>Hem & Villa - Home and Villa (2006) | National          | 15-17 September 2006 | 1996  | Annual    |

## Footnotes

**2)** PRomotion EXPO spring and autumn (2006) - Organizer Elmia AB and PRomotion Expo Nordic KB.

**8)** Stockholms Antikmässa (2006) - Delvis parallella arrangemang på Stockholmsmässan var Rookies den 17-19 februari och Nordens Sko- och Väskmässa den 18-19 februari.

**9)** Elmia Husvagn Husbil (2006) - Organizer Elmia AB, Husvagnsbranschens Riksförbund, Caravan Club of Sweden. I "Betalda entréer" ingår 7100 campinggäster.

**12)** World Bioenergy (2006) - Two international conferences (2nd World Pellets respective World Bioenergy) along with a number of side events were held as part of the exhibition (30 May - 1 June). These were co-ordinated and organised by the Swedish Bioenergy Association, SVEBIO, and attended by 1 166 delegates from 60 different countries. A specific Innovation Relay Centre, IRC, brokerage event organised by EuroInfoCentre was held on the 31 May in conjunction with the exhibition. In addition, pre- and post conference tours were organised on 29 May respective 2 June along with daily field-trips during the afternoon of the conferences. A total of 77 accredited journalists from 16 different countries attended the event World Bioenergy 2006.

**13)** Bilsport Performance & Custom Motor Show (2006) - Organizer Förlags AB Albinsson & Sjöberg.

**17)** Lastbil (2006) - I samband med mässan arrangerade Sveriges Åkeriföretag konferenser och möten. Under mässan arrangerades tävlingarna Nordic Trophy, SM i Manöverkörning och Krankörning samt skoltävlingar för gymnasieelever i årskurs 3 gren Transport och gren Maskin- och Lastbilsteknik. Tävlingsarna utnyttjade 3 375 m<sup>2</sup> inomhus och 15 000 m<sup>2</sup> utomhus. Parallellt med Lastbil 2006 pågick Räddningsmässan - Blåljus i Samverkan. Besökarna hade tillträde till båda mässorna.

**24)** Copenhagen International Fashion Fair (2006) - Organizer Bella Center A/S och Dansk Textil & Beklädnad.

**28)** BAD/IDA/ParkExpo (2006) - The visitors had access to all three fairs.

**30)** Stockholm Motor Show (2006) - Organizer BIL Sweden AB and Stockholm International Fairs.

**33)** GIT (2006) - Organizer Elmia AB, Kartografiska Sällskapet, KIF, SKMF, MBK.

**38)** Svenska Bilsportmässan (2006) - Organizer Stockholmsmässan AB och Bilsport (Förlags AB Albinsson & Sjöberg).

**39)** Foto & Video (2006) - Organizer Elmia AB and Scandinavian Photo AB.

**40)** Konstruktion & Design/Scanplast (2006) - Mässorna arrangerades parallellt. Konferensprogram: ett 50-tal kostnadsfria seminarier vart och ett presenterat av ett utställande företag.

**46)** Skolforum (2006) - Organizer Stockholm International Fairs AB, Lärarförbundet, Lärarnas Riksförbund, Föreningen Svenska Läromedel och Sveriges Skolledarförbund.

**47)** Biotech Forum & Scanlab (2006) - Organizer Stockholm International Fairs AB and Bella Center A/S.

**49)** Home & Villa (2006) - Organizer Stockholm International Fairs and Vi i Villa AB.

**50)** Home & Villa (2006) - Organizer Stockholm International Fairs, Vi i Villa AB and Numera Mässor.

**51)** Hem&Villa/Hem/Digital Home (2006) - Organizer Stockholm International Fairs, Vi i Villa AB and Numera Mässor. Besökare till de parallella arrangemangen Persontrafik och CANT gavs även tillträde.

**53)** Elmia Waste & Recycling (2006) - I samband med mässan höll RVF ((Svenska Renhållningsverksföreningen) sin Årskonferens med 600 deltagare. Två internationella konferenser, World Bioenergy samt World Pellets med tillhörande mässa arrangerades samtidigt. Besökarna på Waste & Recycling hade tillträde även till mässan World Bioenergy. 77 journalister från fackpressen från 16 olika länder, hade ackrediterat sig till båda mässorna. Antalet besök var 7530 varav 3525 var registrerade på Waste & Recycling.

**54)** Fest & Bröllop/Hem & Inredning/Mat & Dryck (2006) - The visitors had access to all three fairs.

**55)** Miljöteknik/ProcessTeknik (2006) - ProcessTeknik bytte intervall från vart tredje år till vartannat år mellan 2004 och 2006. Mässorna arrangerades parallellt. I de totala besök- resp dagsbesökssiffrorna har antalet Cartes d'Honneur delats lika mellan mässorna (50 personer som gjort 72 dagsbesök). Innehavare av Carte d'Honneur har fritt tillträde till mässor arrangerade av Svenska Mässan i Göteborg.

**56)** Skånemässan (2006) - Organizer Sydexpo AB.