



SFC REPORT 2004

The purpose of Scandinavian Fair Control:
"To develop both a nationally and internationally correct statistical foundation, derived from verified and comparable numbers, on which trade fair sponsors, exhibitors, visitors and the general public can base their decisions."

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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.

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). Today, many more trade fair sponsors from Norway, Sweden and Denmark have joined the SFC. 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. You can also download the short version of the SFC Report 2004.

If you would like the paper version of SFC Report 2004, please contact Fairlink at 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

- > Visitors: 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.
- > Unique visitors: Unique visitors 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 SFC 2004

Elmia

P O Box 6066

S-550 06 JÖNKÖPING

tel +46 36 15 20 00

fax +46 36 16 46 92

www.elmia.se

The Swedish Exhibition & Congress Centre

S-412 94 GOTHENBURG

tel +46 31 708 80 00

fax +46 31 708 84 60

www.swefair.se

Nolia AB

Signalvägen 3

S-903 22 UMEÅ

tel +46 90 16 34 00

fax +46 90 13 83 89

www.nolia.se

Norway Trade Fairs

Postboks 130 Skøyen

N-0212 OSLO

tel 22 43 91 00

fax 22 43 19 14

www.messe.no

Stockholm International Fairs

S-125 80 STOCKHOLM

tel +46 8 749 41 00

fax +46 8 99 2044

www.stofair.se

Bella Center A/S

Center Boulevard

DK-2300 COPENHAGEN S

tel +45 3252 88 11

fax +45 3251 9636

www.bellacenter.com

*= Footnote, see the last pages for further information

Figure inside (in parenthesis) indicates latest

| Location, Name of the exhibition | No of days | Rented Floor Space (m ²) | | | No of Exhibitor | | Represented Countries | | No of Visitors | |
|--|------------|--------------------------------------|----------|--------|-----------------|----------|-----------------------|-----------|-----------------|----------|
| | | Indoors | Outdoors | Total | Direct | Indirect | Direct• | Indirect• | Unique visitors | Visitors |
| Bella Center - Copenhagen/Denmark www.bella.dk | | | | | | | | | | |
| BioTech Forum & Scanlab (2004) *1 | 3 | 6 075 | | 6 075 | 368 | 489 | 14 | 22 | 6 347 | 7 103 |
| Copenhagen International Boat Show (2004) *2 | 9 | 20 076 | 90 | 20 166 | 167 | 17 | 4 | 18 | 47 360 | 47 360 |
| Copenhagen International Motor Show (2004) | 11 | 21 686 | 3 040 | 24 726 | 95 | | 3 | | | 102 251 |
| Guld, Sølv og Ure (2004) | 4 | 5 449 | | 5 449 | 201 | | 17 | | 8 704 | 8 704 |
| Laegedage (2004) | 5 | 1 370 | | 1 370 | 80 | | | | 3 676 | 3 676 |
| Scandefa - Dental Fair (2004) | 3 | 4 227 | | 4 227 | 144 | 338 | 7 | 24 | | 9 519 |
| Scandinavian Furniture Fair - (2004) | 5 | 17 717 | | 17 717 | 354 | | 30 | | 16 085 | 16 085 |
| Elmia - Jönköping/Sweden www.elmia.se | | | | | | | | | | |
| Elmia Arbetsmiljö - Elmia Working Environment (2004) | 3 | 6 562 | | 6 562 | 229 | 170 | 8 | 20 | 9 520 | 10 367 |
| Auto Teknik (2004) *3 | 4 | 7 084 | | 7 084 | 165 | 56 | 9 | 14 | 11 078 | |

*= Footnote, see the last pages for further information

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| Location, Name of the exhibition | No of days | Rented Floor Space (m ²) | | | No of Exhibitor | | Represented Countries | | No of Visitors | |
|---|---------------|--------------------------------------|----------|--------|-----------------|----------|-----------------------|-----------|--------------------|----------|
| | | Indoors | Outdoors | Total | Direct | Indirect | Direct* | Indirect* | Unique visitors | Visitors |
| Bilspport Performance & Custom Motor Show (2004) *4 | 4 | 16 135 | 10 | 16 145 | 218 | 484 | 7 | 0 | 59 269 | 59 269 |
| Foto (2004) *5 | 2 | 1 174 | | 1 174 | 50 | 15 | 1 | 7 | 4 469 | 4 469 |
| Elmia Garden (2004) | 2 | 4 008 | | 4 008 | 117 | 17 | 8 | 8 | 2 205 | 2 365 |
| Hem & Villa - Home and Villa (2004) *6 | 4 | 2 869 | 15 | 2 884 | 142 | 21 | 2 | 3 | 22 352 | 22 352 |
| Elmia Husvagn & Husbil - Scandinavian Caravan Show (2004) *7 | 4 | 21 468 | 8 | 21 476 | 142 | 46 | 3 | 6 | 34 606 | 35 256 |
| Kartdagar och GIT-mässa (2004) *8 | 3 | 900 | | 900 | 52 | | 4 | | 1 489 | 1 489 |
| Elmia Lantbruk, Maskin & Fält - Elmia Agricultural Exhibition, Mashinery & Cultivation (2004) | 4 | 19 428 | | 19 428 | 204 | 74 | 7 | 17 | 30 047 | 30 146 |
| Lastbil - Truck Exhibition (2004) | 4 | 9 274 | 50 501 | 59 775 | 360 | 80 | 12 | 16 | 41 866 | 42 221 |
| PRomotion EXPO, vår (2004) *9 | 3 | 5 297 | | 5 297 | 203 | 1 | 8 | 1 | 2 299 | 2 897 |
| PRomotion EXPO, höst (2004) *9 | 3 | 4 431 | | 4 431 | 227 | 129 | 10 | 1 | 1 969 | 2 395 |
| Elmia Underleverantör - Elmia Subcontractors (2004) | 4 | 17 234 | | 17 234 | 1 228 | 222 | 25 | 22 | 15 380 | 16 000 |
| World Bioenergy (2004) *10 | 3 | 963 | 162 | 1 125 | 73 | 9 | 12 | 4 | 1 309 | 1 696 |

*= Footnote, see the last pages for further information

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| Location, Name of the exhibition | No of days | Rented Floor Space (m ²) | | | No of Exhibitor | | Represented Countries | | No of Visitors | |
|---|---------------|--------------------------------------|----------|--------|-----------------|----------|-----------------------|-----------|--------------------|----------|
| | | Indoors | Outdoors | Total | Direct | Indirect | Direct* | Indirect* | Unique visitors | Visitors |
| Malmö Exhibition & Convention Center - Malmö/Sweden www.malmomassan.se | | | | | | | | | | |
| Hem & Villa - Home and Villa (2004) *11 | 4 | 8 650 | 17 | 8 667 | 323 | 35 | 9 | 2 | 65 210 | 65 210 |
| Nolia - Umeå/Sweden www.nolia.se | | | | | | | | | | |
| Nolia Höstmässa (2004) | 3 | 2 153 | 63 | 2 216 | 111 | 86 | 3 | 2 | 11 868 | 11 868 |
| Skogs-Nolia (2004) | 3 | 328 | 84 301 | 84 629 | 166 | 30 | 3 | 2 | 11 533 | 11 533 |
| Stora Nolia (2004) | 9 | 6 386 | 26 673 | 33 059 | 519 | 75 | 8 | 1 | 108 793 | 108 815 |
| Stora Värmässan (2004) | 3 | 3 108 | 1 720 | 4 828 | 215 | 59 | 4 | | 17 570 | 20 163 |
| Stockholm International Fairs - Stockholm/Sweden www.stofair.se | | | | | | | | | | |
| Allt För Hälsan (2004) | 3 | 2 976 | | 2 976 | 158 | 5 | | | | 18 232 |
| Allt För Rehab och Omsorg (2004) | 3 | 5 963 | | 5 963 | 202 | 38 | 5 | 7 | 9 751 | 10 431 |
| Allt För Sjön - Stockholm International Boat Show (2004) | 10 | 27 576 | | 27 576 | 547 | 267 | 14 | 32 | | 120 215 |

*= Footnote, see the last pages for further information

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| Location, Name of the exhibition | No of days | Rented Floor Space (m ²) | | | No of Exhibitor | | Represented Countries | | No of Visitors | |
|--|------------|--------------------------------------|----------|--------|-----------------|----------|-----------------------|-----------|-----------------|----------|
| | | Indoors | Outdoors | Total | Direct | Indirect | Direct* | Indirect* | Unique visitors | Visitors |
| Det Goda Köket - Stockholm Food & Beverage Show (2004) | 3 | 2 952 | | 2 952 | 142 | | 5 | 11 | 17 519 | 17 519 |
| Elmia Waste & Recycling (2004) *12 | 4 | 1 025 | 5 636 | 6 661 | 68 | 21 | 6 | 6 | 2 364 | 2 501 |
| Formex Vår (2004) | 4 | 19 094 | | 19 094 | 559 | 8 | 10 | 30 | 13 259 | 17 638 |
| Formex Höst/Textilmässan (2004) | 4 | 20 636 | | 20 636 | 689 | 18 | 11 | 35 | 14 154 | 19 908 |
| Hem/Hem & Villa (2004) Hem & Villa - Home and Villa (2003) *50 | 4 | 13 264 | | 13 264 | 463 | 36 | 7 | 1 | 71 302 | 71 302 |
| Husbil & Husvagn (2004) | 3 | 12 102 | | 12 102 | 75 | 19 | 4 | | 10 325 | 10 325 |
| Nordbygg - Nordic Building & Construction Fair (2004) | 5 | 30 275 | 108 | 30 383 | 827 | 312 | 16 | 7 | 55 460 | 59 220 |
| Nordic Road & Traffic (2004) *13 | 3 | 1 425 | 45 | 1 470 | 54 | 13 | 5 | 11 | 3 467 | 3 601 |
| Nordiska Trädgårdar (2004) | 4 | 9 853 | | 9 853 | 318 | 48 | 8 | | 55 459 | 55 459 |
| På två hjul (2004) | 4 | 12 948 | | 12 948 | 198 | 3 | 7 | | 73 055 | |
| Scandinavian Sail- & Motorboat Show (2004) | 5 | 7 786 | | 7 786 | 233 | 126 | 7 | 7 | 34 326 | |
| SHI&E - Scandinavian Hospitality, Incentive & Events Exhibition (2004) | 3 | 4 809 | | 4 809 | 333 | | 11 | | 6 264 | 6 264 |
| Skolforum - School Forum (2004) *14 | 3 | 4 615 | | 4 615 | 256 | 1 | 6 | | 17 287 | 18 537 |
| Skydd - Protection & Security Expo (2004) | 4 | 8 649 | 319 | 8 968 | 289 | 189 | 10 | 12 | 14 439 | 15 629 |

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| Location, Name of the exhibition | No of days | Rented Floor Space (m ²) | | | No of Exhibitor | | Represented Countries | | No of Visitors | |
|---|------------|--------------------------------------|----------|--------|-----------------|----------|-----------------------|-----------|-----------------|----------|
| | | Indoors | Outdoors | Total | Direct | Indirect | Direct* | Indirect* | Unique visitors | Visitors |
| Stockholms Antikmässa - Stockholm Antiques Fair (2004) | 3 | 4 791 | | 4 791 | 237 | 6 | 4 | | 29 727 | 29 727 |
| Stockholm Art Fair (2004) | 3 | 5 257 | | 5 257 | 148 | | 12 | | 12 789 | 12 789 |
| Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Lighting (2004) | 5 | 37 000 | | 37 000 | 608/100 | 103/25 | 19 | 6 | 34 885 | 42 694 |
| Swedental (2004) | 3 | 5 419 | | 5 419 | 209 | 19 | 8 | 5 | 9 925 | 13 121 |
| Tekniska Mässan med Verktygsmaskiner & Robot (2004) | 5 | 22 578 | | 22 578 | 564 | 1 083 | 12 | 24 | 30 730 | 35 078 |
| VA-Mässan - Water and Waste Water Technology (2004) *32 | 4 | 5 074 | 34 | 5 108 | 174 | 223 | 7 | 10 | 5 802 | 6 711 |
| Vildmark & Äventyr - Fishing, hunting and outdoor life (2004) | 4 | 7 388 | 1 577 | 8 965 | 197 | 90 | 4 | | | 25 325 |
| Swedish Exhibition Centre Gothenburg/Sweden www.swefair.se | | | | | | | | | | |
| BAD (2004) *16 | 3 | 1 877 | | 1 877 | 83 | | 3 | | 1 479 | 2 318 |
| Bok & Bibliotek - Book & Library Fair (2004) | 4 | 12 061 | 40 | 12 101 | 741 | 114 | 17 | 1 | 74 319 | 74 420 |
| Bröllop & Högtid (2004) | 3 | 673 | | 673 | 49 | | 1 | | 20 915 | 20 955 |
| Båtmässan (2004) | 10 | 16 030 | 102 | 16 132 | 316 | | 4 | | 85 295 | 85 533 |
| Dagens Hushåll - The International Consumer Goods Fair (2004) | 4 | 2 266 | | 2 266 | 99 | | 1 | | 42 793 | 42 843 |

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| Location, Name of the exhibition | No of days | Rented Floor Space (m ²) | | | No of Exhibitor | | Represented Countries | | No of Visitors | |
|---|---------------|--------------------------------------|----------|--------|-----------------|----------|-----------------------|-----------|--------------------|----------|
| | | Indoors | Outdoors | Total | Direct | Indirect | Direct• | Indirect• | Unique visitors | Visitors |
| Hem & Villa - Home and Villa (2004) *11 | 4 | 6 087 | | 6 087 | 230 | 42 | 5 | | 34 291 | 34 291 |
| Heminredning (2004) | 3 | 2 151 | | 2 151 | 83 | 74 | 1 | | 28 051 | 28 096 |
| IDA (2004) *28 | 3 | 1 461 | | 1 461 | 49 | | 1 | | 1 479 | 1 870 |
| Index (2004) | 4 | 5 809 | | 5 809 | 173 | | 2 | 20 | 3 234 | 3 465 |
| Interfood med Wine & Spirits Expo (2004) | 3 | 7 315 | 6 | 7 321 | 258 | | 15 | | 10 031 | 11 157 |
| Kunskap & Framtid - Student & Knowledge Fair (2004) | 3 | 1 861 | | 1 861 | 116 | | 8 | | 9 913 | 9 916 |
| Logistik & Transport (2004) | 3 | 2 027 | 75 | 2 102 | 116 | 86 | 7 | 12 | 3 640 | 4 071 |
| Medicin (2004) | 3 | 4 863 | 12 | 4 875 | 249 | 169 | 5 | | 11 473 | 17 353 |
| Miljöteknik/Eco-tech Sandinavia (2004) | 4 | 1 927 | | 1 927 | 89 | 73 | 4 | 14 | 2 816 | 3 039 |
| Park Expo (2004) *16 | 3 | 2 310 | | 2 310 | 87 | 40 | 2 | 12 | 2 222 | 2 334 |
| Persontrafik - Public Transport (2004) *18 | 3 | 5 810 | 210 | 6 020 | 110 | 24 | 9 | 7 | 4 493 | 5 298 |
| ProcessTeknik (2004) | 4 | 4 909 | | 4 909 | 189 | 579 | 6 | 22 | 4 297 | 4 730 |
| Trä & Teknik/Elmia Timber (2004) *17 | 4 | 9 569 | 10 | 9 579 | 233 | 244 | 15 | 20 | 8 526 | 9 613 |
| TUR - Travel and Tourism (2004) | 4 | 15 372 | 84 | 15 456 | 1 745 | 585 | 92 | | 41 060 | 44 508 |

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|--|---------------|--------------------------------------|----------|-------|-----------------|----------|-----------------------|-----------|--------------------|----------|
| | | Indoors | Outdoors | Total | Direct | Indirect | Direct• | Indirect• | Unique visitors | Visitors |
| Underhåll med IndustriRengöring - Maintenance with Industrial Cleaning (2004) | 4 | 8 559 | 30 | 8 589 | 285 | 534 | 7 | 26 | 11 073 | 12 100 |
| Verktymmaskiner Göteborg (2004) *19 | 4 | 5 845 | | 5 845 | 151 | 365 | 4 | 22 | 7 733 | 8 082 |
| Vitalis (2004) | 3 | 684 | | 684 | 49 | 6 | 2 | | 992 | 1 701 |
| Övriga platser | | | | | | | | | | |
| ÖREBRO Hem & Villa - Home and Villa (2004) *11 | 4 | 3 221 | 41 | 3 262 | 145 | 23 | 5 | | 21 127 | 21 127 |

| The name of the trade fair | År | Geographical area | Date | Start | Frequency |
|---|------|-------------------|---------------------|-------|------------------|
| BellaCenter - Copenhagen/Denmark www.bella.dk | | | | | |
| BioTech Forum & Scanlab (2004) | 2004 | International | 5-7 October 2004 | 2000 | Annual |
| Copenhagen International Boat Show (2004) | 2004 | International | 21-29 February 2004 | 1972 | Biennial |
| Copenhagen International Motor Show (2004) | 2004 | International | 15-25 April 2004 | 2000 | Every four years |
| Guld, Sölv og Ure (2004) | 2004 | International | 20-23 August 2004 | 2002 | Annual |
| Laegedage (2004) | 2004 | National | 8-12 November 2004 | 1992 | Annual |
| Scandefa - Dental Fair (2004) | 2004 | International | 18-20 March 2004 | 1968 | Annual |
| Scandinavian Furniture Fair (2004) | 2004 | International | 12-16 May 2004 | 1967 | Annual |
| Elmia - Jönköping/Sweden www.elmia.se | | | | | |
| Elmia Arbetsmiljö - Elmia Working Environment (2004) | 2004 | International | 25-27 May 2004 | 1974 | Biennial |
| Auto Teknik (2004) | 2004 | National | 28-31 January 2004 | 1996 | Biennial |
| Bilsport Performance & Custom Motor Show (2004) | 2004 | National | 9-12 April 2004 | 1971 | Annual |
| Foto (2004) | 2004 | National | 16-17 April 2004 | 1995 | Annual |
| Elmia Garden (2004) | 2004 | International | 17-18 November 2004 | 2000 | Annual |
| Hem & Villa - Home and Villa (2004) | 2004 | National | 1-4 April 2004 | 1996 | Annual |
| Elmia Husvagn & Husbil - Scandinavian Caravan Show (2004) | 2004 | National | 9-12 September 2004 | 1981 | Annual |
| Kartdagar och GIT-mässa (2004) | 2004 | National | 24-26 March 2004 | 1999 | Annual |
| Elmia Lantbruk, Maskin & Fält - Elmia Agricultural Exhibition, Mashinery & Cultivation (2004) | 2004 | International | 20-23 October 2004 | 1961 | Biennial |
| Lastbil - Truck Exhibition (2004) | 2004 | International | 26-29 August 2004 | 1983 | Biennial |
| PRomotion EXPO, vår (2004) | 2004 | National | 14-16 January 2004 | 2002 | Biannual |
| PRomotion EXPO, höst (2004) | 2004 | International | 11-13 August 2004 | 2002 | Biannual |
| Elmia Underleverantör - Elmia Subcontractors (2004) | 2004 | International | 9-12 November 2004 | 1975 | Annual |
| World Bioenergy (2004) | 2004 | International | 2-4 June 2004 | 2004 | Biennial |

| The name of the trade fair | År | Geographical area | Date | Start | Frequency |
|--|------|-------------------|-----------------------------|-----------|-----------|
| Malmö Exhibition & Convention Center - Malmö/Sweden www.millerfreeman.se | | | | | |
| Hem & Villa - Home and Villa (2004) | 2004 | National | 4-7 March 2004 | 1995 | Annual |
| Nolia Umeå/Sweden www.nolia.se | | | | | |
| Nolia Höstmässa (2004) | 2004 | National | 29-31 October 2004 | 2003 | Annual |
| Skogs-Nolia (2004) | 2004 | International | 10-12 June 2004 | 1984 | Biennial |
| Stora Nolia (2004) | 2004 | National | 7-15 August 2004 | 1963 | Annual |
| Stora Vårnässan (2004) | 2004 | National | 23-25 April 2004 | 2000 | Annual |
| Stockholm International Fairs - Stockholm/Sweden www.stofair.se | | | | | |
| Allt För Hälsan (2004) | 2004 | National | 13-15 February 2004 | 2000 | Annual |
| Allt För Rehab och Omsorg (2004) | 2004 | National | 20-22 April 2004 | 1994 | Biennial |
| Allt för Sjön - Stockholm International Boat Show (2004) | 2004 | International | 27 February - 7 March 2004 | 1922 | Annual |
| Det Goda Köket - Stockholm Food & Beverage Show (2004) | 2004 | National | 12-14 November 2004 | 1999 | Annual |
| Elmia Waste & Recycling (2004) | 2004 | International | 14-17 September 2004 | 1973 | Biennial |
| Formex Vår (2004) | 2004 | National | 15-18 January 2004 | 1960 | Annual |
| Formex Höst/Textilmässan (2004) | 2004 | National | 19-22 August 2004 | 1960/1984 | Annual |
| Hem/Hem & Villa - Home and Villa (2004) | 2004 | National | 30 September-3 October 2004 | 2001/1995 | Annual |
| Husbil & Husvagn (2004) | 2004 | National | 8-10 October 2004 | 1987 | Annual |
| Nordbygg - Nordic Building & Construction Fair (2004) | 2004 | International | 16-20 March 2004 | 1980 | Biennial |
| Nordic Road & Traffic (2004) | 2004 | National | 14-16 September 2004 | 2000 | Biennial |
| Nordiska Trädgårdar (2004) | 2004 | National | 1-4 April 2004 | 2002 | Annual |
| På två hjul (2004) | 2004 | National | 22-25 January 2004 | 2000 | Biennial |
| Scandinavian Sail- & Motorboat Show (2004) | 2004 | International | 10-14 November 2004 | 1997 | Annual |
| SHI&E - Scandinavian Hospitality, Incentive & Events Exhibition (2004) | 2004 | International | 27-29 January 2004 | 1995 | Annual |
| Skolforum - School Forum (2004) | 2004 | National | 1-3 November 2004 | 1995 | Annual |
| Skydd - Protection & Security Expo (2004) | 2004 | International | 21-24 September 2004 | 1969 | Biennial |

| The name of the trade fair | År | Geographical area | Date | Start | Frequency |
|---|------|-------------------|------------------------------|-----------|-------------------|
| Stockholms Antikmässa - Stockholm Antiques Fair (2004) | 2004 | National | 13-15 February 2004 | 1978 | Annual |
| Stockholm Art Fair (2004) | 2004 | National | 13-15 February 2004 | 1981 | Annual |
| Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Lighting (2004) | 2004 | International | 4-8 February 2004 | 1951/1995 | Annual |
| Swedental (2004) | 2004 | International | 28-30 October 2004 | 1973 | Biennial |
| Tekniska Mässan med Verktygsmaskiner & Robot (2004) | 2004 | International | 19-23 October 2004 | 1962 | Biennial |
| VA-Mässan - Water & Waste Water Technology (2004) | 2004 | National | 14-17 September 2004 | 1998 | Biennial |
| Vildmark & Äventyr - Fishing, hunting and outdoor life (2004) | 2004 | National | 1-4 April 2004 | 1986 | Annual |
| Swedish Exhibition Centre - Gothenburg/Sweden www.swefair.se | | | | | |
| BAD (2004) | 2004 | National | 2-4 November 2004 | 1985 | Biennial |
| Bok & Bibliotek - Book & Library Fair (2004) | 2004 | National | 23-26 September 2004 | 1985 | Annual |
| Bröllop & Högtid (2004) | 2004 | National | 27-29 February 2004 | 2004 | Annual |
| Båtmässan (2004) | 2004 | National | 31 January - 8 February 2004 | 1960 | Annual |
| Dagens Hushåll - The International Consumer Goods Fair (2004) | 2004 | National | 26-29 February 2004 | 1952 | Annual |
| Hem & Villa - Home and Villa (2004) | 2004 | National | 9-12 September 2004 | 1999 | Annual |
| Heminredning (2004) | 2004 | National | 27-29 February 2004 | 2004 | Annual |
| IDA (2004) | 2004 | National | 2-4 November 2004 | 2000 | Biennial |
| Index (2004) | 2004 | National | 6-9 May 2004 | 2004 | Biannual |
| Interfood med Wine & Spirits Expo (2004) | 2004 | National | 26-28 October 2004 | 1967 | Every three year |
| Kunskap & Framtid - Student & Knowledge Fair (2004) | 2004 | National | 11-13 November 2004 | 2000 | Annual |
| Logistik & Transport (2004) | 2004 | National | 25-27 May 2004 | 1996 | Biennial |
| Medicin (2004) | 2004 | National | 24-26 November 2004 | 1998 | Biennial |
| Miljöteknik/Eco-tech Scandinavia (2004) | 2004 | National | 5-8 October 2004 | 1989 | Biannual |
| Park Expo (2004) | 2004 | National | 2-4 November 2004 | 2000 | Biennial |
| Persontrafik - Public Transport (2004) | 2004 | National | 16-18 September 2004 | 1994 | Biennial |
| ProcessTeknik (2004) | 2004 | National | 5-8 October 2004 | 2001 | Every three years |
| Trä & Teknik /Elmia Timber (2004) | 2004 | International | 25-28 August 2004 | 1982/1996 | Biennial |
| TUR - Travel and Tourism (2004) | 2004 | International | 25-28 March 2004 | 1984 | Annual |

| The name of the trade fair | År | Geographical area | Date | Start | Frequency |
|---|------|-------------------|-------------------------|-------|-----------|
| Underhåll med IndustriRengöring - Maintenance with Industrial Cleaning (2004) | 2004 | National | 9-12 March 2004 | 1984 | Biennial |
| Verktymmaskiner Göteborg (2004) | 2004 | National | 11-14 May 2004 | 1984 | Biennial |
| Vitalis (2004) | 2004 | National | 31 March - 2 April 2004 | 2003 | Annual |
| Övriga platser | | | | | |
| ÖREBRO Hem & Villa - Home and Villa (2004) | 2004 | National | 28-31 October 2004 | 1996 | Annual |

Footnotes

- 1) BioTech Forum & ScanLab (2004) - Organizer Stockholm International Fairs AB in cooperation with Bella Center A/S.
- 2) Copenhagen International Boat Show (2004) - Organizer Bella Center A/S and Danboat.
- 3) Auto Teknik (2004) - Organizer Elmia AB, Aller Business AB and Däckspecialisternas Riksförbund.
- 4) Bilspport Performance & Custom Motor Show (2004) - Organizer Förlags AB Albinsson & Sjöberg.
- 5) Foto (2004) - Organizer Elmia AB och Scandinavian Photo AB.
- 6) Home & Villa (2004) - Organizer Stockholm International Fairs, Vi i Villa AB and Numera Mässor AB.
- 7) Elmia Husvagn Husbil (2004) - Organizer Elmia AB, Husvagnsbranschens Riksförbund, Caravan Club of Sweden.
- 8) Kartdagar och GIT-mässa (2004) - Organizer Elmia AB, MBK-Leverantörernas Intresseförening och Kartografiska Sällskapet.
- 9) PRomotion EXPO spring and autumn (2004) - Organizer Elmia AB and PRomotion Expo Nordic KB.
- 10) World Bioenergy (2004) - Organizer Elmia AB and The Swedish Bioenergy Association.
- 11) Home & Villa (2004) - Organizer Stockholm International Fairs and Vi i Villa AB.
- 12) Elmia Waste & Recycling (2004) - Organizer Elmia AB och Stockholmsmässan AB. I samma hall pågick VA 2004 med 6 711 besök. Under de tre första dagarna pågick Nordic Road & Traffic 2004 i en annan hall med 3 601 besökare. Dessa hade fritt tillträde till Elmia Waste & Recycling.
- 13) Nordic Road & Traffic (2004) - I det totala antalet dagsbesök är inräknat de besökare, som registrerat sig på VA-mässan och Elmia Waste & Recycling, men som blivit avlästa som besökare i B-hallen och Nordic Road & Traffic.
- 14) Skolforum (2004) - Organizer Stockholm International Fairs AB, Lärarförbundet, Lärarnas Riksförbund, Föreningen Svenska Läromedelsprodukter och Sveriges Skolledarförbund.
- 15) VA-Mässan (2004) - I samma hall pågick Elmia Waste & Recycling med 2 488 registrerade besök. Dessa hade fritt tillträde till VA-Mässan.
- 16) BAD/IDA/ParkExpo (2004) - The visitors had access to all three fairs.
- 17) Trä & Teknik/Elmia Timber (2004) - Organizer Svenska Mässan Stiftelse and Elmia AB.
- 18) Persontrafik (2004) - Organizer Svenska Mässan Stiftelse, Svenska Lokaltrafikföreningen och Bussbranschens Riksförbund.
- 19) Verktygsmaskiner Göteborg/Konstruktion & Design (2004) - The visitors had access to both fairs.