

Scandinavian Fair Control Report 2005



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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.

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. 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. 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 2005

Bella Center A/S Center Boulevard
DK-2300 COPENHAGEN S
tel +45 3252 88 11
www.bellacenter.dk

Elmia AB P O Box 6066
S-550 06 JÖNKÖPING
tel +46 36 15 20 00
www.elmia.se

Malmö Exhibition & Convention Center S-202 80 MALMÖ
tel +46 40 690 85 00
www.malmomassan.se

Nolia AB Signalvägen 3
S-903 22 UMEÅ
tel +46 90 16 34 00
www.nolia.se

Stockholm International Fairs S-125 80 STOCKHOLM
tel +46 8 749 41 00
www.stofair.se

The Swedish Exhibition & Congress Centre S-412 94 GOTHENBURG
tel +46 31 708 80 00
www.swefair.se

*= Footnote, see the last pages for further information

** Visits: persons who visits a trade fair over a period of many days, are counted once a day. Unique visitors are only counted once during the whole exhibition.

Location, Name of the exhibition	No of days	Rented Floor Space (m2)			No of Exhibitors		Represented Countries		No of Visitors**	
		Indoors	Outdoors	Total	Direct	Indirect	Direct	Indirect	Unique visitors	Visits
Bella Center - Copenhagen/Denmark www.bella.dk										
Copenhagen International Fashion Fair, Autumn (2005)	4	35 951		35 951	838	1 655			20 690	26 223
Copenhagen International Fashion Fair, Spring (2005)	4	36 846		36 846	857		27		19 437	25 383
Copenhagen International Furniture Fair - (2005)	4	22 092		22 092	363	330	30	7	12 557	14 661
Ferie/Camping - Travel and Tourism (2005)	3 + 3	21 471		21 471	344	506	49	51	60 615	
Guld, Sølv og Ure (2005)	4	6 018		6 018	218		16		8 244	8 244
Laegedage (2005) *2	5	1 266		1 266	84		3		3 773	
Motorcykler i Bella (2005)	3	8 704		8 704	100		4		30 137	
Scandefa - Dental Fair (2005)	3	4 423		4 423	141	210	8	22	8 768	
Elmia - Jönköping/Sweden www.elmia.se										
Bilsport Performance & Custom Motor Show (2005) *13	4	17 520	120	17 640	223	443	6	0	69 885	69 885
Elmia Days for Industry (2005) *3	3	5 130		5 130	227	286	6	20	5 412	5 488
Elmia Fastighet - Elmia Property Management (2005) *4	3	6 670	50	6 720	272	54	4	10	18 668	19 002
Elmia Food Mart (2005)	3	4 105		4 105	143	31	8	13	4 495	4 589
Foto & Video (2005) *15	2	1 212		1 212	52	29	1	9	4 504	4 504
Elmia Game Fair (2005) *9	4	9 347	581	9 928	214	62	7	13	25 013	25 293
Elmia Garden (2005)	2	4 650		4 650	126	20	7	5	2 349	2 553
Hem & Villa - Home and Villa (2005) *19	4	4 210	48	4 258	156	20	6	1	17 643	17 643
Elmia Husvagn & Husbil - Scandinavian Caravan Show (2005) *5	5	24 824	122	24 946	147	60	4	7	36 093	36 850

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Unique visitors are only counted once during the whole exhibition.

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		Indoors	Outdoors	Total	Direct	Indirect	Direct	Indirect	Unique visitors	Visits
Kartdagar och GIT-mässa (2005) *13	3	938		938	53	11	4	4	1 293	1 293
Elmia Landsbygd & Konsument (2005)	2		435	435	38		1		2 110	
NordCon (2005) *8	3	1 022	38 212	39 234	130	57	3	15	10 846	10 846
Elmia Nordic Rail (2005) *12	3	5 579	116	5 695	226	51	17	14	4 067	4 451
Elmia Park & Golf (2005) *4	3	6 528	7 218	13 746	209	85	7	18	18 668	19 002
PRomotion EXPO, vår (2005) *1	3	6 304		6 304	217	60	11	1	2 621	3 314
PRomotion EXPO, höst (2005) *1	3	4 305		4 305	198	42	6	2	2 057	2 509
Elmia Underleverantör - Elmia Subcontractor (2005)	4	17 328		17 328	1 214	211	31	22	16 057	17 227
Elmia Wood (2005) *18	4	1 569	205 103	206 672	449	89	19	19	50 050	57 814
Malmö Exhibition & Convention Center - Malmö/Sweden www.malmomassan.se										
Hem & Villa - Home and Villa (2005) *19	4	9 741	74	9 815	333	23	7		53 306	53 306
Nolia - Umeå/Sweden www.nolia.se										
Nolia Höstmässa (2005)	3	1 982	86	2 068	103	25	4	2	8 283	8 283
Stora Nolia (2005)	9	7 787	35 155	42 942	585	122	9	2	130 572	130 572
Stora Värmässan (2005)	3	4 073	825	4 898	223	21	3	0	15 932	17 882
Stockholm International Fairs - Stockholm/Sweden www.stofair.se										
Allt För Hälsan (2005)	3	3 005		3 005	159	3			18 957	18 957
Allt För Sjön - Stockholm International Boat Show (2005)	10	29 149		29 149	515	162	11	26	110 209	110 209
Bageri- och Konditorimässan (2005)	4	6 266		6 266	142		7		8 149	8 935
Biotech Forum & Scanlab (2005) *17	3	4 853		4 853	284	76	15	2	3 316	4 033
Det Goda Köket - Stockholm Food & Beverage Show (2005)	3	2 450		2 450	149		5		17 871	17 871

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		Indoors	Outdoors	Total	Direct	Indirect	Direct	Indirect	Unique visitors	Visits
Elektronik/EP - Electronics (2005)	3	9 338		9 338	375	1 363	12	18	7 953	8 682
Formex Vår (2005)	4	20 061		20 061	593	9	7	33	15 084	20 561
Formex Höst/Textilmässan (2005)	4	23 383		23 383	681	17	8	36	16 060	21 471
Grafex & Image (2005)	4	9 294		9 294	156	1	17		9 167	10 235
Hem&Villa/Hem/Digital Home (2005) *20	4	14 716		14 716	525	8	7	7	80 919	80 919
Living Colour (2005) *21	3	2 578		2 578	88		3		7 188	7 426
Ljud, Ljus & Bild - Audio, Light & Vision (2005)	4	2 702		2 702	101		4		5 634	6 069
Nordiska Trädgårdar (2005) *10	4	9 858		9 858	318	31	8	1	62 051	62 051
Scandinavian Sail- & Motorboat Show (2005)	5	8 309		8 309	238	75	7	6	34 216	34 216
SHIE - Scandinavian Hospitality, Incentive & Events Exhibition (2005)	3	3 751		3 751	303		15		5 472	5 931
Skolforum - School Forum (2005) *16	3	5 449		5 449	293		6		17 501	18 846
Stockholms Antikmässa - Stockholm Antiques Fair (2005)	4	5 072		5 072	253	22	3		29 950	29 950
Stockholm Art Fair (2005) *10	4	5 872		5 872	111		6		64 287	
Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Northern Light Fair (2005)	5	35 901		35 901	615/90	14/3	24	5	34 934	41 684
Svenska Bilsportmässan (2005) *14	3	6 547		6 547	120	5	3	1	25 507	25 507
Tekniska Mässan - The Scandinavian Technical Fair (2005)	4	13 091		13 091	324	154	11	11	27 267	28 315
Urvackra-smycken, klockor & bröllop (2005)	3	3 146		3 146	145	14	7		8 662	9 063
Vildmark & Äventyr - Fishing, hunting and outdoor life (2005)	3	7 821		7 821	212	18	7		17 841	17 841
Vårdxpo (2005)	3	4 023		4 023	201		3		7 451	13 310

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		Indoors	Outdoors	Total	Direct	Indirect	Direct	Indirect	Unique visitors	Visits
Swedish Exhibition Centre Gothenburg/Sweden www.swefair.se										
Automässan (2005)	4	12 983	105	13 088	250	349	11	26	16 025	17 872
Bok & Bibliotek - Book & Library Fair (2005)	4	11 821	75	11 896	823		23		78 050	78 125
Bröllop & Fest (2005)	4	848		848	51				19 612	19 650
Byggmaskiner/ScanBygg (2005)	4	6 633	205	6 838	171	106	8	16	10 258	10 759
Båtmässan (2005)	10	17 373	115	17 488	327		8		86 742	86 929
Dagens Hushåll - The International Consumer Goods Fair (2005)	4	1 854		1 854	96		2		29 017	29 055
Elfack (2005)	5	17 511	233	17 744	422	594	13	31	26 217	30 383
Hem & Villa - Home and Villa (2005) *50	4	7 078		7 078	245	78	5		30 359	30 359
Heminredning (2005)	4	1 909		1 909	84	9			22 654	22 692
Index (2005)	4	4 144		4 144	104		11		2 433	2 599
Kompetensforum/ShopTech inom Logistik & Transport (2005)	2	1 037		1 037	87	26	2	5	1 452	1 620
Kunskap & Framtid - Student & Knowledge Fair (2005)	3	1 836		1 836	118		9		11 659	11 661
Leva & Fungera (2005) *18	3	5 357		5 357	197	40	6	12	14 956	15 910
På två hjul (2005)	4	13 081		13 081	215		5		66 904	66 939
Scanautomatic (2005)	4	10 389		10 389	292	1 001	10	35	19 971	20 717
Senior (2005)	3	1 474		1 474	89		2	2	5 446	5 446
Swedental (2005)	3	5 575		5 575	207		13		10 387	14 783
TUR - Travel and Tourism (2005)	4	16 577	111	16 688	1 227	709	91		38 353	41 648
Vitalis (2005)	3	854		854	49		3		1 098	1 972
Vård i Väst (2005) *6 *11	3	2 110		2 110	145	31	2	11	14 956	15 910

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		Indoors	Outdoors	Total	Direct	Indirect	Direct	Indirect	Unique visitors	Visits
Övriga platser										
ÖREBRO Hem & Villa - Home and Villa (2005) *19	4	3 179		3 179	137	20	3		15 725	15 725

The name of the trade fair	Geographical area	Date	Start	Frequency
BellaCenter - Copenhagen/Denmark www.bella.dk				
Copenhagen International Fashion Fair, Autumn (2005)	International	10-13 February 2005	1968	Annual
Copenhagen International Fashion Fair, Spring (2005)	International	11-14 August 2005	1968	Annual
Copenhagen International Furniture Fair (2005)	International	19-22 May 2005	1967	Annual
Ferie/Camping - Travel and Tourism (2005)	International	21-23 January 2005 28-30 January 2005	1983	Annual
Guld, Sölv og Ure (2005)	International	25-28 August 2005	2002	Annual
Laegedage (2005)	National	14-18 November 2005	1992	Annual
Motorcykler i Bella (2005)	National	18-20 February 2005	2003	Biennial
Scandefa - Dental Fair (2005)	International	10-12 March 2005	1968	Annual
Elmia - Jönköping/Sweden www.elmia.se				
Bilsport Performance & Custom Motor Show (2005)	National	25-28 March 2005	1971	Annual
Elmia Days for Industry (2005)	International	15-17 March 2005	2005	Biennial
Elmia Fastighet - Elmia Property Management (2005)	International	20-22 September 2005	1978	Biennial
Elmia Food Mart (2005)	International	8-10 March 2005	1997	Biennial
Foto & Video (2005)	National	22-23 April 2005	1995	Annual
Elmia Game Fair (2005)	International	5-8 May 2005	1975	Biennial
Elmia Garden (2005)	International	16-17 November 2005	2000	Annual
Hem & Villa - Home and Villa (2005)	National	14-17 April 2005	1996	Annual

The name of the trade fair	Geographical area	Date	Start	Frequency
PRomotion EXPO, vår (2005)	International	19-21 January 2005	2002	Annual
PRomotion EXPO, höst (2005)	International	17-19 August 2005	2002	Annual
Elmia Underleverantör - Elmia Subcontractor (2005)	International	8-11 November 2005	1975	Annual
Elmia Wood (2005)	International	1-4 June 2005	1977	Every four years
Malmö Exhibition & Convention Center - Malmö/Sweden www.millerfreeman.se				
Hem & Villa - Home and Villa (2005)	National	3-6 March 2005	1995	Annual
Nolia Umeå/Sweden www.nolia.se				
Nolia Höstmässa (2005)	National	28-30 October 2005	2003	Annual
Stora Nolia (2005)	National	6-14 August 2005	1963	Annual
Stora Värmässan (2005)	National	22-24 April 2005	2000	Annual
Stockholm International Fairs - Stockholm/Sweden www.stofair.se				
Allt För Hälsan (2005)	National	18-20 February 2005	2001	Annual
Allt för Sjön - Stockholm International Boat Show (2005)	International	4-13 March 2005	1922	Annual
Bageri- och Konditorimässan (2005)	National	29 September-2 October 2005	1988	Every three years
Biotech Forum & Scanlab (2005)	International	11-13 October 2005	2000	Annual
Det Goda Köket - Stockholm Food & Beverage Show (2005)	National	11-13 November 2005	1999	Annual
Elektronik/EP - Electronics (2005)	National	1-3 February 2005	1947	Every three year
Formex Vår (2005)	National	20-23 January 2005	1960	Annual

The name of the trade fair	Geographical area	Date	Start	Frequency
Scandinavian Sail- & Motorboat Show (2005)	International	9-13 November 2005	1997	Annual
SHIE - Scandinavian Hospitality, Incentive & Events Exhibition (2005)	International	25-27 January 2005	1995	Annual
Skolforum - School Forum (2005)	National	31 October-2 November 2005	1995	Annual
Stockholms Antikmässa - Stockholm Antiques Fair (2005)	National	27-30 January 2005	1978	Annual
Stockholm Art Fair (2005)	National	7-10 April 2005	1981	Annual
Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Northern Light Fair (2005)	International	9-13 February 2005	1951/1995	Annual
Svenska Bilsportmässan (2005)	National	25-27 November 2005	2004	Annual
Tekniska Mässan - The Scandinavian Technical Fair (2005)	International	18-21 October 2005	1962	Annual
Urvackra-smycken, klockor & bröllop (2005)	National	18-20 February 2005	2002	Annual
Vildmark & Äventyr - Fishing, hunting and outdoor life (2005)	National	15-17 April 2005	1986	Annual
Vårdxpo (2005)	National	20-22 April 2005	1985	Biennial
Swedish Exhibition Centre - Gothenburg/Sweden www.swefair.se				
Automässan (2005)	International	19-22 January 2005	1971	Every three years
Bok & Bibliotek - Book & Library Fair (2005)	National	29 September-2 October 2005	1985	Annual
Bröllop & Fest (2005)	National	24-27 February 2005	2004	Annual
Byggmaskiner/ScanBygg (2005)	National	8-11 March 2005	1983/1999	Biennial
Båtmässan (2005)	National	4-13 February 2005	1960	Annual
Dagens Hushåll - The International Consumer Goods Fair (2005)	National	24-27 February 2005	1952	Annual
Elfack (2005)	International	25-29 April 2005	1969	Biennial

The name of the trade fair	Geographical area	Date	Start	Frequency
På två hjul (2005)	National	27-30 January 2005	1998	Biennial
Scanautomatic (2005)	National	18-21 October 2005	1970	Biennial
Senior (2005)	National	10-12 November 2005	2005	Annual
Swedental (2005)	National	27-29 October 2005	1973	Biennial
TUR - Travel and Tourism (2005)	International	17-20 March 2005	1984	Annual
Vitalis (2005)	National	30 March-1 April 2005	2003	Annual
Vård i Väst (2005)	National	10-12 May 2005	2001	Biennial
ÖREBRO Hem & Villa - Home and Villa (2005)	National	27-30 October 2005	1996	Annual

4. Footnotes

1. PRomotion EXPO spring and autumn (2005) - Organizer Elmia AB and PRomotion Expo Nordic KB.
2. Laegedage (2005) - Organizer Bella Center A/S and The Danish Association of the Pharmaceutical Industry (LIF).
3. Elmia Days for Industry (2005) - Mässan består av fyra parallella industrimässor varav tre arrangerats tidigare, Elmia Qualitec, Elmia Tool och Elmia Ytforum. Ny mässa är Elmia Motek.
4. Elmia Property Management/Elmia Park & Golf (2005) - The visitors had access to both fairs.
5. Elmia Husvagn Husbil (2005) - Organizer Elmia AB, Husvagnsbranschens Riksförbund, Caravan Club of Sweden.
6. Vård i Väst (2005) - Organizer WESTMA Västra Götalandsregionens inköps- och logistikorganisation. Teknisk arrangör Svenska Mässan Stiftelse.
7. Bilsport Performance & Custom Motor Show (2005) - Organizer Förlags AB Albinsson & Sjöberg.
8. NordCon (2005) - Organizer Elmia AB, MaskinLeverantörerna and Stockholm International Fairs.
9. Elmia Game Fair (2005) - Programverksamheten på utomhusområdet utnyttjade ca 100 000 kvm: Hundprogram med Elmia Apportering Cup, Elmia Hinder Cup, Elmia Team Cup. Fiskeprogram, jaktprogram, skytteprogram med trickskytte, lerduvestationer, fasan- o kulskytte. Våtmark.
10. Stockholm Art Fair/Nordiska Trädgårdar (2005) - The visitors had access to both fairs.
11. Leva & Fungera/Vård i Väst (2005) - The visitors had access to both fairs.
12. Elmia Nordic Rail (2005) - Organizer Elmia AB, Järnvägsforum, Nordic Infrastructure Managers (NIM), Forum för Nordisk Järnvägssamarbete (NJS)
13. Kartdagar och GIT-mässa (2005) - Organizer Elmia AB, MBK-Leverantörernas Intresseförening och Kartografiska Sällskapet.
14. Svenska Bilsportmässan (2005) - Organizer Stockholmsmässan AB och Bilsport (Förlags AB Albinsson & Sjöberg).
15. Foto & Video (2005) - Organizer Elmia AB and Scandinavian Photo AB.

16. Skolforum (2005) - Organizer Stockholm International Fairs AB, Lärarförbundet, Lärarnas Riksförbund, Föreningen Svenska Läromedelsprodukter och Sveriges Skolledarförbund.
17. Biotech Forum & Scanlab (2005) - Organizer Stockholm International Fairs AB and Bella Center A/S.
18. Elmia Wood (2005) - Demo area 141 750 square meters which were used by the exhibitor as demonstration areas in addition to the stand area. The SM and VM forwarder operator champion were decided.
19. Home & Villa (2005) - Organizer Stockholm International Fairs and Vi i Villa AB.
20. Home & Villa (2005) - Organizer Stockholm International Fairs, Vi i Villa AB and Numera Mässor.
21. Living Colour (2005) - Organizer Swedish Association Painting Contractors, Swedish Paint Trade Federation and Stockholm International Fairs.