

Scandinavian Fair Control Report 2007



Table of contents

	Page
1. Introduction	1
> Foreword	
> Why exhibit at verified trade fairs?	
> SFC background and purpose	
> SFC organisation	
> Publications	
> SFC terminology	
> Fairgrounds associated with SFC 2006	
2. SFC controlled arrangements	4
3. General Information about Verified Trade Fairs	9
4. Footnotes	13

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.

If you would like the paper version of SFC Report 2007, 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 2006

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

Location, Name of the exhibition	Year	No of days	Rented Floor Space (m2)		Total	No of Exhibitors		Represented Countries		No of Visitors	
			Indoors	Outdoors		Direct	Indirect	Direct*	Indirect*	Unique visitors	Visitors
Bella Center - Copenhagen/Denmark www.bella.dk											
Copenhagen International Fashion Fair, Autumn (2007) *24	2007	4	42 705		42 705	995		27		24 463	34 464
Copenhagen International Fashion Fair, Spring (2007) *24	2007	4	43 060		43 060	998		25		20 677	29 816
Elmia - Jönköping/Sweden www.elmia.se											
Bilsport Performance & Custom Motor Show (2007) *13	2007	4	18 292	6 946	25 238	274	791	5	0	71 010	
Elmia Days for Industry (2007) *5	2007	3	4 462		4 462	174	242	5	19	4 007	4 081
Elmia Fastighet - Elmia Property Management (2007) *6	2007	3	6 812	30	6 842	268	33	3	12	16 894	17 103
Foto & Video (2007) *39	2007	2	1 531		1 531	56		1		4 814	
Elmia Game Fair (2007)	2007	4	7 480	4 165	11 645	249		11		22 184	22 442
Elmia Garden (2007)	2007	2	4 718		4 718	138	6	7	5	2 811	3 042
Elmia Golfers Meet (2007)	2007	3	771	1 546	2 317	27	4	3	1	2 056	2 056
Hem & Villa - Home and Villa (2007) *50	2007	3	3 435		3 435	137	29	7		12 967	12 967
Elmia Husvagn & Husbil - Scandinavian Caravan Show (2007) *9	2007	5	28 758	232	28 990	137	27	6	7	39 732	39 732
Elmia Häst (2007)	2007	2		1 509	1 509	83		2		4 687	4 907
Kartdagar och GIT-mässa (2007) *33	2007	3	1 229		1 229	57	8	7	3	1 564	1 588
Elmia Lantbruk, Maskin & Fält - Elmia Agricultural Exhibition, Mashinery & Cultivation (2007)	2007	4	20 947		20 947	192	85	8	20	29 269	29 269
Elmia Material & Funktion (2007)	2007	2	1 310		1 310	84	57	6	7	1 739	1 760

*= Footnote, see the last pages for further information

Location, Name of the exhibition	Year	No of days	Rented Floor Space (m2)		Total	No of Exhibitors		Represented Countries		No of Visitors	
			Indoors	Outdoors		Direct	Indirect	Direct*	Indirect*	Unique visitors	Visitors
Elmia Nordic Rail (2007) *31	2007	3	5 929	454	6 383	236	81	19	17	4 872	6 984
Elmia Park & Golf (2007) *6	2007	3	6 650	7 252	13 902	191	62	7	14	16 894	17 103
PRomotion EXPO, vår (2007) *2	2007	3	4 616		4 616	162	72	10		2 272	2 761
PRomotion EXPO, höst (2007) *2	2007	3	4 448		4 448	180	25	6		2 267	2 892
SkogsElmia (2007) *10	2007	3	625	36 015	36 640	285	23	15	11	33 483	34 387
Elmia Underleverantör - Elmia Subcontractor (2007)	2007	4	17 542		17 542	1 166	236	28	24	14 881	15 810
Malmö Exhibition & Convention Center - Malmö/Sweden www.malmomassan.se											
Hem & Villa - Home and Villa (2007) *50	2007	4	9 052		9 052	307	66	6		48 762	48 762
Information Security Expo (2007)	2007	2	651		651	43	3	5	1	1 561	
MILA (2007)	2007	4	5 288	236	5 524	238	3	3	1	18 137	
ScandBuild (2007)	2007	3	8 288		8 288	265	16	9	4	9 972	9 972
Skånemässan (2007)	2007	4	4 808		4 808	245	6	4	1	25 715	
Nolia - Sundsvall/Sweden www.nolia.se											
Nolia Må Bra (2007)	2007	3	1 235		1 235	90	15	2	1	4 313	4 313
Stora Vårnässan (2007)	2007	3	4 120	1 075	5 195	230	36	5		14 146	15 785

Nolia - Umeå/Sweden www.nolia.se											
Stora Nolia (2007)	2007	9	7 922	36 339	44 261	594	61	7	0	119 589	119 589
Norway Trade Fairs - Oslo/Norway www.messe.no											
Båter i sjøen (2007) *16	2007	4				165	55			19 535	19 535

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			Indoors	Outdoors		Direct	Indirect	Direct*	Indirect*	Unique visitors	Visitors
Sjøen for alle (2007) *19	2007	10	21 443		21 443	228	9	30		56 899	
Stockholm International Fairs - Stockholm/Sweden www.stofair .se											
Allt För Hälsan (2007)	2007	3	3 421		3 421	169	7			19 089	
Allt För Sjön - Stockholm International Boat Show (2007)	2007	10	31 983		31 983	505	184	12	16	111 521	111 521
Biotech Forum & Scanlab (2007) *47	2007	3	2 939		2 939	168	53	9	7	2 792	3 748
Det Goda Köket - Stockholm Food & Beverage Show (2007)	2007	3	2 947		2 947	160	85	5	9	22 167	
Fjärrvärmemässan (2007)	2007	3	2 548		2 548	115	38	5	7	3 117	3 454
Formex Vår (2007)	2007	4	26 178		26 178	731	26	11	42	16 810	22 639
Formex Höst/Textilmässan (2007)	2007	4	29 801		29 801	852	20	10	44	18 146	24 528
Hem&Villa/Hem/Digital Home (2007) *51	2007	4	20 123		20 123	566		9	9	59 828	
Nordiska Trädgårdar (2007)	2007	4	9 667		9 667	363	34	7	1	51 095	
På två hjul (2007)	2007	4	17 011		17 011	211	11	7	1	57 164	
Riksstämman (2007) *20	2007	3	6 623		6 623	252	18	5	9	9 290	13 386
Scandinavian Boat Show (2007)	2007	5	9 426		9 426	219	58	7	11	32 173	
SHIE - Scandinavian Hospitality, Incentive & Events Exhibition (2007)	2007	3	4 371		4 371	240		7		4 135	
Skolforum - School Forum (2007) *46	2007	3	6 235		6 235	311	26	5	4	15 850	17 041
Stockholms Antikmässa - Stockholm Antiques Fair (2007)	2007	4	5 510		5 510	253	17	4		26 439	26 439
Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Northern Light Fair (2007)	2007	5	37 125		37 125	583/97	56/7	19/8	9/3	38 324	45 079
Svenska Bilsportmässan (2007) *38	2007	3	11 723		11 723	117		2		22 262	

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Location, Name of the exhibition	Year	No of days	Rented Floor Space (m2)		Total	No of Exhibitors		Represented Countries		No of Visitors	
			Indoors	Outdoors		Direct	Indirect	Direct*	Indirect*	Unique visitors	Visitors
Tekniska Mässan - The Scandinavian Technical Fair (2007)	2007	4	11 287		11 287	401	508	12	25	20 642	21 897
Vildmarksmässan (2007)	2007	3	9 599		9 599	224	8	5		20 121	20 121
Vårdstämman/At-forum (2007)	2007	3	3 253	12	3 265	172	8	3		6 161	11 223
Swedish Exhibition Centre Gothenburg/Sweden www.swefair.se											
Bok & Bibliotek - Book & Library Fair (2007)	2007	4	11 727	124	11 851	918		19		80 380	80 441
Byggmaskiner/ScanBygg (2007)	2007	4	8 641	119	8 760	197	103	8	17	10 716	11 274
Båtmässan (2007)	2007	10	17 958	191	18 149	291		8		91 747	91 827
Elfack (2007)	2007	5	18 338	215	18 553	477	605	16	30	26 505	31 409
Göteborg Motorshow (2007) *7	2007	4	9 472		9 472	118		3		27 297	
Hem & Villa - Home and Villa (2007) *50	2007	4	7 091		7 091	279	68	6		36 050	
Interfood med Wine & Spirits Expo (2007)	2007	3	6 467	88	6 555	332		11		7 712	8 362
Kunskap & Framtid - Student & Knowledge Fair (2007)	2007	3	1 912		1 912	118		9		12 004	12 005
Leva & Fungera (2007) *18	2007	3	4 581	50	4 631	208		4		10 803	11 467
Logistik & Transport/Kompetensforum (2007)	2007	2	674		674	58	8	5	3	1 810	1 962
MyDOG (2007)	2007	4	11 642		11 642	146	1	5	1	37 026	37 032
QualityTime (2007)	2007	3	1 201		1 201	92		2		2 509	2 509
Scanautomatic (2007)	2007	4	11 766	199	11 965	328	1 138	12	32	9 924	10 760
Swedental (2007)	2007	3	6 162		6 162	221		15		9 292	13 443
TUR - Travel and Tourism (2007)	2007	4	15 374	64	15 438	1 059	769	87	8	38 376	41 508
VA-Mässan (2007) *8	2007	3	6 469	137	6 606	214	242	8	23	6 987	8 553
Vitalis (2007)	2007	3	1 351		1 351	77	9	4	1	1 676	2 567
Vård i Väst (2007) *18	2007	3	2 163		2 163	151		3		3 693	3 761

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			Indoors	Outdoors		Direct	Indirect	Direct*	Indirect*	Unique visitors	Visitors
Övriga platser											
ÖREBRO Hem & Villa - Home and Villa (2007) *50	2007	3	2 664		2 664	125	33	3		10 163	

The name of the trade fair	Geographical area	Date	Start	Frequency
BellaCenter - www.bella.dk	Copenhagen/Denmark			
Copenhagen International Fashion Fair, Autumn (2007)	International	8-11 February 2007	1968	Annual
Copenhagen International Fashion Fair, Spring (2007)	International	9-12 August 2007	1968	Annual
Elmia - Jönköping/Sweden www.elmia.se				
Bilsport Performance & Custom Motor Show (2007)	International	6-9 April 2007	1971	Annual
Elmia Days for Industry (2007)	International	6-8 March 2007	2005	Biennial
Elmia Fastighet - Elmia Property Management (2007)	International	25-27 September 2007	1978	Biennial
Foto & Video (2007)	National	30-31 March 2007	1995	Annual
Elmia Game Fair (2007)	National	17-20 May 2007	1975	Biennial
Elmia Garden (2007)	International	14-15 November 2007	2000	Annual
Elmia Golfers Meet (2007)	National	27-29 April 2007	2007	Annual
Hem & Villa - Home and Villa (2007)	National	30 March-1 April 2007	1996	Biennial
Elmia Husvagn & Husbil - Scandinavian Caravan Show (2007)	National	12-16 September 2007	1981	Annual
Elmia Häst (2007)	National	25-26 August 2007	2006	Annual
Kartdagar och GIT-mässa (2007)	National	21-23 March 2007	1999	Annual
Elmia Lantbruk, Maskin & Fält - Elmia Agricultural Exhibition, Mashinery & Cultivation (2007)	International	17-20 October 2007	1961	Biennial
Elmia Material & Funktion (2007)	International	22-23 March 2007	2006	Annual
Elmia Nordic Rail (2007)	International	9-11 October 2007	1995	Biennial
Elmia Park & Golf (2007)	International	25-27 September 2007	1991	Biennial
PRomotion EXPO, vår (2007)	International	17-19 January 2007	2002	Annual
PRomotion EXPO, höst (2007)	International	15-17 August 2007	2002	Annual
SkogsElmia (2007)	International	31 May-2 June 2007	1995	Every four years
Elmia Underleverantör - Elmia Subcontractor (2007)	International	6-9 November 2007	1975	Annual

The name of the trade fair	Geographical area	Date	Start	Frequency
Malmö Exhibition & Convention Center - Malmö/Sweden www.millerfreeman.se				
Hem & Villa - Home and Villa (2007)	National	1-4 March 2007	1995	Annual
Information Security Expo (2007)	International	16-17 October 2007	2007	Annual
MILA (2007)	National	7-10 February 2007	1964	Biennial
ScandBuild (2007)	International	17-19 April 2007	2007	Biennial
Skånemässan (2007)	National	27-30 September 2007	1919	Annual
Nolia Sundsvall/Sweden www.nolia.se	2007			
Nolia Må Bra (2007)	National	28-30 September 2007	2005	Annual
Stora Vårnässan (2007)	National	27-29 April 2007	2000	Annual
Nolia Umeå/Sweden www.nolia.se				
Stora Nolia (2007)	National	4-12 August 2007	1963	Annual
Norway Trade Fairs - Oslo/Norway www.messe.no				
Båter i sjøen (2007)	International	6-9 September 2007	1985	Annual
Sjøen for alle (2007)	International	16-25 March 2007	1956	Annual
Stockholm International Fairs - Stockholm/Sweden www.stofair.se				
Allt För Hälsan (2007)	National	26-28 October 2007	2001	Annual
Allt för Sjön - Stockholm International Boat Show (2007)	International	2-11 March 2007	1922	Annual
Biotech Forum & Scanlab (2007)	International	24-26 September 2007	2000	Annual
Det Goda Köket - Stockholm Food & Beverage Show (2007)	National	9-11 November 2007	1999	Annual
Fjärrvärmemässan (2007)	National	6-8 November 2007	1980	Biennial
Formex Vår (2007)	National	18-21 January 2007	1960	Annual
Formex Höst/Textilmässan (2007)	National	30 August-2 September 2007	1960/1984	Annual
Hem&Villa/Hem/Digital Home (2007)	National	4-7 October 2007	1995/2001/2005	Annual
Nordiska Trädgårdar (2007)	National	29 March-1 April 2007	2002	Annual

The name of the trade fair	Geographical area	Date	Start	Frequency
På två hjul (2007)	National	25-28 January 2007	2000	Biennial
Riksstämman (2007)	National	28-30 November 2007	1972	Biennial
Scandinavian Boat Show (2007)	International	7-11 November 2007	1997	Annual
SHIE - Scandinavian Hospitality, Incentive & Events Exhibition (2007)	International	29-31 January 2007	1995	Annual
Skolforum - School Forum (2007)	National	29-31 October 2007	1995	Annual
Stockholms Antikmässa - Stockholm Antiques Fair (2007)	National	22-25 March 2007	1978	Annual
Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Northern Light Fair (2007)	International	7-11 February 2007	1951/1995	Annual
Svenska Bilsportmässan (2007)	National	23-25 November 2007	2004	Annual
Tekniska Mässan - The Scandinavian Technical Fair (2007)	International	16-19 October 2007	1962	Annual
Vildmarksmässan (2007)	National	16-18 March 2007	1986	Annual
Värdstämman/At-forum (2007)	National	18-20 April 2007	1985	Biennial
Swedish Exhibition Centre - Gothenburg/Sweden www.swefair.se				
Bok & Bibliotek - Book & Library Fair (2007)	National	27-30 September 2007	1985	Annual
Byggmaskiner/ScanBygg (2007)	National	13-16 March 2007	1983/1999	Biennial
Båtmässan (2007)	National	2-11 February 2007	1960	Annual
Elfack (2007)	International	7-11 May 2007	1969	Biennial
Göteborg Motorshow (2007)	National	1-4 March 2007	1992	Every three years
Hem & Villa - Home and Villa (2007)	National	25-28 October 2007	1999	Annual
Interfood med Wine & Spirits Expo (2007)	National	4-6 September 2007	1967	Biennial
Kunskap & Framtid - Student & Knowledge Fair (2007)	National	15-17 November 2007	2000	Annual
Leva & Fungera (2007)	National	24-26 April 2007	1981	Biennial
Logistik & Transport/Kompetensforum (2007)	National	22-23 May 2007	1996	Annual
MyDOG (2007)	National	4-7 January 2007	2006	Annual
QualityTime (2007)	National	22-24 November 2007	2005	Annual
Scanautomatic (2007)	National	9-12 October 2007	1970	Biennial
Swedental (2007)	National	8-10 November 2007	1999	Every three years
TUR - Travel and Tourism (2007)	International	22-25 March 2007	1984	Annual
VA-Mässan (2007)	National	18-20 September 2007	1998	Every three years

The name of the trade fair	Geographical area	Date	Start	Frequency
Vitalis (2007)	National	28-30 March 2007	2003	Annual
Vård i Väst (2007)	National	24-26 April 2007	2001	Biennial
Övriga platser				
ÖREBRO Hem & Villa - Home and Villa (2007)	National	9-11 November 2007	1996	Annual

Footnotes

- 2) PRomotion EXPO spring and autumn (2007) - Organizer Elmia AB and PRomotion Expo Nordic KB.
- 5) Elmia Days for Industry (2007) - Mässan består av fyra parallella industrimässor, Elmia Qualitec, Elmia Tool, Elmia Ytforum och Elmia Motek.
- 6) Elmia Property Management/Elmia Park & Golf (2007) - The visitors had access to both fairs.
- 7) Göteborg Motorshow (2007) - Organizer Sydexpo AB.
- 8) VA-mässan (2007) - Organizer Svenska Mässan Stiftelse på uppdrag av VARIM, Svenskt Vatten och Föreningen Vatten.
- 9) Elmia Husvagn Husbil (2007) - Organizer Elmia AB, Husvagnsbranschens Riksförbund, Caravan Club of Sweden. I "Betalda entréer" ingår 7580 campinggäster. Onsdagen 12 september var en fackdag för press- och branschfolk. I hall E användes 390 m2 för barnaktiviteter.
- 10) SkogsElmia (2007) - Demonstration space 46 550 sqm.
- 13) Bilspport Performance & Custom Motor Show (2007) - Organizer Förlags AB Albinsson & Sjöberg.
- 16) Båter i sjøen (2007) - Organizer Norboat AS. Båter i sjøen är en flytande båtmässa med 570 båtar.
- 18) Leva & Fungera/Vård i Väst (2007) - The visitors had access to both fairs.
- 19) Sjøen for alle (2007) - Organizer Sjøen for alle AS.
- 20) Riksstämman (2007) - Organizer Stockholmsmässan AB, Svenska Läkaresällskapet AB i samarbete med LIF, Läkemedelsindustriföreningen.
- 24) Copenhagen International Fashion Fair (2007) - Organizer Bella Center A/S and Dansk Textil & Beklädnig.
- 31) Elmia Nordic Rail (2007) - Organizer Elmia AB, Tågoperatörerna, Forum för Nordiskt Järnvägs-samarbete, Föreningen Svenskt Flyg, Järnvägsforum, Nordic Infrasructure Managers, Sveriges Hamnar, Sveriges Åkeriföretag, Transportindustriförbundet.
- 33) Kartdagar och GIT-mässa (2007) - Organizer Elmia AB, Kartografiska Sällskapet, MBK Leverantörerna.
- 38) Svenska Bilspportmässan (2007) - Organizer Stockholmsmässan AB och Förlags AB Albinsson & Sjöberg i samarbete med Svenska Bilspportförbundet.
- 39) Foto & Video (2007) - Organizer Elmia AB and Scandinavian Photo AB.
- 46) Skolforum (2007) - Organizer Stockholm International Fairs AB, Lärarförbundet, Lärarnas Riksförbund, Sveriges Skolledarförbund och Föreningen Svenska Läromedel.
- 47) Biotech Forum & Scanlab (2007) - Organizer Stockholm International Fairs AB and Bella Center A/S.
- 50) Home & Villa (2007) - Organizer Stockholm International Fairs, Vi i Villa AB and Numera Mässor.
- 51) Hem&Villa/Hem/Digital Home (2007) - Organizer Stockholm Internationel Fairs, Vi i Villa AB and Numera Mässor.

