

Scandinavian Fair Control Report 2010



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 2010

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

Stockholmsmässan

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

The name of the trade fair	År	Geographical area	Date	Start	Frequency
Elmia -Jönköping/Sweden www.elmia.se	2010				
Elmia Arbetsmiljö: Work - Elmia Working Environment: Work (2010)	2010	International	18-20 May 2010	1974	Biennial
Bilsport Performance & Custom Motor Show (2010)	2010	International	2-5 April 2010	1971	Annual
Elmia Garden (2010)	2010	International	6-7 Oktober 2010	2000	Annual
Elmia Husvagn & Husbil - Scandinavian Caravan Show (2010)	2010	National	8-12 September 2010	1981	Annual
Kartdagar och GIT-mässa (2010)	2010	National	14-16 April 2010	1999	Annual
Elmia Lantbruk, Maskin & Fält - Elmia Agricultural Exhibition, Mashinery & Cultivation (2010)	2010	International	20-23 October 2010	1961	Annual
Lastbil - Truck Exhibition (2010)	2010	International	25-28 August 2010	1983	Biennial
Elmia Motek (2010)	2010	International	18-20 May 2010	2005	Biennial
PRomotion EXPO, vår (2010)	2010	International	20-22 January 2010	2002	Annual
PRomotion EXPO, höst (2010)	2010	International	18-20 August 2010	2002	Annual
Elmia Recycling (2010)	2010	International	25-27 May 2010	1973	Biennial
Elmia Underleverantör - Elmia Subcontractor (2010)	2010	International	9-12 November 2010	1975	Annual
World Bioenergy (2010)	2010	International	25-27 May 2010	2004	Biennial
Elmia Äldre (2010)	2010	National	3-4 February 2010	2010	Biennial
Malmö Exhibition & Convention Center- Malmö/Sweden www.millerfreeman.se	2010				
Hem & Villa, Skånsk Trädgård med Trädgårdsliv (2010)	2010	National	4-7 March 2010	1995/2007	Annual
NoliaPiteå/Sweden www.nolia.se	2010				
Nolia Jord & Skog (2010)	2010	National	21-22 May 2010	2010	-
Nolia Sundsvall/Sweden www.nolia.se	2010				
Stora Vårnässan (2010)	2010	National	23-25 April 2010	2000	Annual
NoliaUmeå/Sweden www.nolia.se	2010				
Stora Nolia (2010)	2010	International	7-15 August 2010	1963	Annual
Norway Trade Fairs -Oslo/Norway www.messe.no	2010				
Sjøen for alle (2010)	2010	International	12-21 March 2010	1956	Annual
Stockholm International Fairs -Stockholm/Sweden www.stofair.se	2010				
Allt För Hälsan (2010)	2010	National	12-14 November 2010	2001	Annual
Allt för Sjön - Stockholm International Boat Show (2010)	2010	International	5-14 March 2010	1922	Annual
Det Goda Köket - Stockholm Food & Beverage Show (2010)	2010	National	12-14 November 2010	1999	Annual
Formex Vår (2010)	2010	National	21-24 January 2010	1960	Annual
Formex Höst (2010)	2010	National	12-15 August 2010	1960	Annual
GastroNord (2010)	2010	International	20-23 April 2010	1985	Biennial
Hem & Villa/Hem (2010)	2010	National	7-10 October 2010	1995/2001	Annual
Nordbygg - Nordic Building & Construction Fair (2010)	2010	International	23-26 March 2010	1980	Biennial
Nordiska Trädgårdar (2010)	2010	National	8-11 April 2010	2002	Annual
Persontrafik (2010)	2010	International	26-28 October 2010	1994	Biennial
Scandinavian Boat Show (2010)	2010	National	10-14 November 2010	1997	Annual
S.E.E. - Scandinavian Electronics Event (2010)	2010	National	13-15 April 2010	2010	Biennial

Skolforum - School Forum (2010)	2010	National	1-3 November 2010	1995	Annual
Skydd-Säkerhet, Brand & Räddning - Protection & Security Expo (2010)	2010	International	14-17 September 2010	1969	Biennial
Stockholms Antikmässa - Stockholm Antiques Fair (2010)	2010	National	18-21 February 2010	1978	Annual
Stockholms Möbelmässa och Ljus -Stockholm Furniture Fair and Northern Light Fair (2010)	2010	International	9-13 February 2010	1951/1995	Annual
Tekniska Mässan - The Scandinavian Technical Fair (2010)	2010	International	19-22 October 2010	1962	Annual
Vildmark & Svenska Flugfiskemässan (2010)	2010	National	11-14 March 2010	1986	Annual
Vinordic (2010)	2010	International	21-24 April 2010	1994	Biennial
Swedish Exhibition Centre -Gothenburg/Sweden www.swefair.se	2010				
Baby & Barn (2010)	2010	National	9-11 April 2010	2006	Annual
BAD (2010)	2010	National	24-26 November 2010	1985	Biennial
Bok & Bibliotek - Book & Library Fair (2010)	2010	National	23-26 September 2010	1985	Annual
Båtmässan (2010)	2010	National	5-14 February 2010	1960	Annual
Göteborg Motorshow (2010)	2010	National	22-25 April 2010	1992	Every three years
Hem & Villa (2010)	2010	National	4-7 November 2010	1999	Annual
IDA (2010)	2010	National	24-26 November 2010	2000	Biennial
Kunskap & Framtid - Student & Knowledge Fair (2010)	2010	National	11-13 November 2010	2000	Annual
Logistik & Transport (2010)	2010	National	4-6 May 2010	1996	Annual
Medicinska riksstämman (2010)	2010	National	1-3 December 2010	1998	Biennial
MyDOG (2010)	2010	National	7-10 January 2010	2006	Annual
Mötesplats Skola (2010)	2010	National	1-2 November 2010	2010	Annual
ProcessTeknik (2010)	2010	National	26-28 October 2010	2001	Biennial
Scanautomatic (2010)	2010	National	26-28 October 2010	1970	Biennial
Swedental & Odontologisk Riksstämma (2010)	2010	National	18-20 November 2010	1999	Every three years
Trä & Teknik (2010)	2010	International	24-27 August 2010	1982	Biennial
TUR - Travel and Tourism (2010)	2010	International	25-28 March 2010	1984	Annual
Underhåll (2010)	2010	National	9-12 March 2010	1984	Biennial
Vitalis (2010)	2010	National	27-29 April 2010	2003	Annual

Location, Name of the exhibition	Year	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
Elmia -Jönköping/Sweden www.elmia.se	2010										
Elmia Arbetsmiljö: Work - Elmia Working Environment: Work (2010) *14	2010	3	3,485		3,485	155	74	12	15	6,977	7,383
Bilsport Performance & Custom Motor Show (2010) *13	2010	4	18,974	3,040	22,014	208	625	7	0	74,198	
Elmia Garden (2010)	2010	2	5,141		5,141	146	19	5	8	2,880	3,106
Elmia Husvagn & Husbil - Scandinavian Caravan Show (2010) *9	2010	5	28,755	125	28,880	143	26	7	6	38,258	38,258
Kartdagar och GIT-mässa (2010) *33	2010	3	1,326		1,326	64	5	4	3	1,419	1,439
Elmia Lantbruk, Maskin & Fält - Elmia Agricultural Exhibition, Mashinery & Cultivation (2010)	2010	4	23,982		23,982	253	73	6	14	27,032	
Lastbil - Truck Exhibition (2010) *17	2010	4	9,835	54,408	64,243	421	67	15	21	39,253	39,253
Elmia Motek (2010) *4	2010	3	2,816		2,816	91	99	3	19	3,983	4,102
PRomotion EXPO, vår (2010) *2	2010	3	4,570		4,570	186	275	11	1	2,297	3,006
PRomotion EXPO, höst (2010) *2	2010	3	4,219		4,219	181	219	8	1	2,242	2,967
Elmia Recycling (2010) *53	2010	3	109	1,994	2,103	14	0	5	0	3,331	4,002
Elmia Underleverantör - Elmia Subcontractor (2010)	2010	4	17,730	20	17,750	1,194	455	28	26	13,054	13,918
World Bioenergy (2010) *53	2010	3	2,323	5,398	7,721	145	42	17	7	3,331	4,002
Elmia Äldre (2010)	2010	2	837		837	68	2	2	2	1,442	1,451
Malmö Exhibition & Convention Center- Malmö/Sweden www.malmomassan.se	2010										
Hem & Villa, Skånsk Trädgård med Trädgårdsliv (2010) *50	2010	4	8,399		8,399	337	45	7		36,826	36,826
Nolia - Piteå/Sweden www.nolia.se	2010										
Nolia Jord & Skog (2010)	2010	2	365	3,655	4,020	86	23	3	2	2,127	2,127
Nolia - Sundsvall/Sweden www.nolia.se	2010										
Stora Vårnässan (2010)	2010	3	2,240	905	3,145	175	30	2	2	12,619	12,619
Nolia - Umeå/Sweden www.nolia.se	2010										
Stora Nolia (2010)	2010	9	6,073	25,141	31,214	532	93	6		97,824	
Norway Trade Fairs - Oslo/Norway www.messe.no	2010										
Sjøen for alle (2010) *19	2010	10	16,812		16,812	198	3	26		38,990	
Stockholm International Fairs - Stockholm/Sweden www.stofair.se	2010										
Allt För Hälsan (2010)	2010	3	4,308		4,308	233		8		28,602	
Allt För Sjön - Stockholm International Boat Show (2010)	2010	10	25,136		25,136	472	163	12	12	104,657	
Det Goda Köket - Stockholm Food & Beverage Show (2010)	2010	3	3,664		3,664	181	21	5	11	22,908	22,908
Formex Vår (2010)	2010	4	28,459		28,459	803	6	10	40	18,234	24,674
Formex Höst (2010)	2010	4	31,113		31,113	850	39	13	39	16,170	21,780
GastroNord (2010)	2010	4	16,599		16,599	381	255	21	10	24,629	24,800
Hem & Villa/Hem (2010)	2010	4	16,194		16,194	411	55	8	10	47,343	47,343
Nordbygg - Nordic Building & Construction Fair (2010)	2010	4	36,649		36,649	923	242	22	23	54,562	59,336

Nordiska Trädgårdar (2010)	2010	4	13,538		13,538	355	45	8		60,193	
Persontrafik (2010) *15	2010	3	9,198	141	9,339	155	29	10		5,124	6,608
Scandinavian Boat Show (2010)	2010	5	7,112		7,112	196	51	6	13	31,004	
S.E.E. - Scandinavian Electronics Event (2010)	2010	3	8,873		8,873	265	0	14	0	4,498	5,057
Skolforum - School Forum (2010)	2010	3	4,638		4,638	249	16	4	3	16,143	17,773
Skydd-Säkerhet, Brand & Räddning - Protection & Security Expo (2010)	2010	4	9,651	410	10,061	291		12	16	13,224	14,561
Stockholms Antikmässa - Stockholm Antiques Fair (2010)	2010	4	4,906		4,906	248		5		23,658	
Stockholms Möbelmässa och Ljus - Stockholm Furniture Fair and Northern Light Fair (2010)	2010	5	39,760		39,760	598/104	62/6	27-Nov	12-Feb	32,131	37,879
Tekniska Mässan - The Scandinavian Technical Fair (2010) *6	2010	4	11,100		11,100	366		16		21,194	22,122
Vildmark & Svenska Flugfiskemässan (2010) *3	2010	4	7,983		7,983	183		6		66,596	
Vinordic (2010)	2010	4	5,358		5,358	123	329	10	16	12,885	12,943
Swedish Exhibition CentreGothenburg/Sweden www.swefair.se	2010										
Baby & Barn (2010)	2010	3	2,178	6	2,184	116		4		8,856	8,856
BAD (2010) *28	2010	3	1,314		1,314	75		4		3,938	4,925
Bok & Bibliotek - Book & Library Fair (2010)	2010	4	13,671	94	13,765	906		29		76,317	76,317
Båtmässan (2010)	2010	10	16,881	88	16,969	343		6		77,124	77,124
Göteborg Motorshow (2010) *7	2010	4	8,336		8,336	149	2	3	1	20,454	
Hem & Villa (2010)	2010	4	7,124		7,124	278	41	7	8	27,992	27,992
IDA (2010) *28	2010	3	1,455	7	1,462	51		5		3,938	4,925
Kunskap & Framtid - Student & Knowledge Fair (2010)	2010	3	1,799		1,799	129		10		9,024	
Logistik & Transport (2010)	2010	3	5,080	279	5,359	140	71	5	12	4,703	5,150
Medicinska riksstämman (2010)	2010	3	2,983		2,983	177		5		5,657	8,677
MyDOG (2010)	2010	4	9,279		9,279	163		4		34,201	34,201
Mötesplats Skola (2010) *18	2010	2	1,688		1,688	107		2		5,148	5,729
ProcessTeknik (2010)	2010	3	4,213	28	4,241	149	489	5	24	3,080	3,350
Scanautomatic (2010)	2010	3	6,993	12	7,005	199	513	6	26	7,714	7,734
Swedental & Odontologisk Riksstämma (2010)	2010	3	6,470		6,470	225	86	12		9,349	13,667
Trä & Teknik (2010)	2010	4	9,436		9,436	238	297	16	31	6,691	7,391
TUR - Travel and Tourism (2010)	2010	4	12,889	182	13,071	972	722	112		39,470	42,176
Underhåll (2010)	2010	4	6,094	90	6,184	230	450	4	27	8,379	9,002
Vitalis (2010)	2010	3	1,740		1,740	101		5		1,633	3,118

Footnotes

2) PRomotion EXPO spring and autumn (2010) - Organizer Elmia AB and Promotion Expo Nordic KB.

3) Vildmark & Svenska Flugfiskemässan (2010) - Mässorna arrangerades parallellt med Allt för sjön. Besökarna hade tillgång till alla tre mässorna.

4) Elmia Motek (2010) - Parallellt med Elmia Motek pågick Elmia Arbetsmiljö: Work.

6) Tekniska Mässan (2010) - Parallella arrangemang under mässtiden var Eget Företag, Easy Fair Pack & Emballage / elmässa.

7) Göteborg Motorshow (2010) - Organizer Sydexpo AB.

9) Elmia Husvagn Husbil (2010) - Organizer Elmia AB, Husvagnsbranschens Riksförbund, Caravan Club of Sweden. I "Betalda entréer" ingår 7 446 campinggäster. Onsdagen 8 september var en bransch- och pressdag. I hall E användes 390 m² för barnaktiviteter och i Lobby Syd Entrésolplanet användes 50 m² för tonårsaktiviteter.

13) Bilsport Performance & Custom Motor Show (2010) - Organizer Förlags AB Albinsson & Sjöberg.

14) Elmia Arbetsmiljö: Work (2010) - Parallellt med Elmia Arbetsmiljö: Work pågick Elmia Motek.

15) Persontrafik (2010) - Mässan går vartannat år. Alternerar mellan Stockholmsmässan och Svenska Mässan Stiftelse.

17) Lastbil (2010) - 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, inriktning Transport och Maskin & Lastbilsteknik. Tävlingarna utnyttjade 3 375 m² inomhus och 15 000 m² utomhus. Åkerihistoriska Sällskapet arrangerade en veteranlastbilsutställning inomhus och utnyttjade 3 000 m².

18) Mötesplats Skola (2010) - Organizer Svenska Mässan Stiftelse and GR Utbildning.

19) Sjøen for alle (2010) - Organizer Norboat AS.

28) BAD/IDA (2010) - The visitors had access to both fairs.

33) Kartdagar och GIT-mässa (2010) - Organizer Elmia AB, Kartografiska Sällskapet och MBK-Leverantörernas intresseförening.

50) Home & Villa (2010) - Organizer Stockholm International Fairs, Vi i Villa AB and Numera Mässor.

53) Elmia Recycling/World Bioenergy (2010) - Besökarna hade tillträde till båda mässorna. Recycling-Tidningen Recycling och Miljöteknik arrangerade en konferens i samband med mässan. Bioenergy-SVEBIO arrangerade en internationell konferens i samband med mässan.