

Scandinavian Fair Control Report 2011



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 2011

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	Year	Geographical area	Date	Start	Frequency
Elmia - Jönköping/Sweden www.elmia.se	2011				
Bilsport Performance & Custom Motor Show (2011)	2011	International	22-25 April 2011	1971	Annual
Elmia Fastighet - Elmia Property Management (2011)	2011	National	20-22 September 2011	1978	Biennial
Fjärrvärmemässan (2011)	2011	National	20-22 September 2011	1979	Biennial
Elmia Fotboll (2011)	2011	National	4-6 March 2011	2011	
Elmia Future Transport (2011)	2011	National	4-6 October 2011	2007	Biennial
Elmia Game Fair (2011)	2011	National	2-4 June 2011	1975	Biennial
Elmia Garden (2011)	2011	International	11-12 October 2011	2000	Annual
GIT-mässan (2011)	2011	National	29-31 March 2011	1999	Annual
Elmia Husvagn Husbil - Scandinavian Caravan Show (2011)	2011	National	7-11 September 2011	1981	Annual
Elmia Lantbruk Djur & Inomgård -Elmia Agricultural Exhibition Livestock & Technology (2011)	2011	International	19-22 October 2011	1961	Every three years
Elmia Nordic Rail (2011)	2011	International	4-6 October 2011	1995	Biennial
Elmia Närproducerat (2011)	2011	National	19-22 October 2011	2009	Annual
Elmia Park & Golf (2011)	2011	International	20-22 September 2011	1991	Biennial
PRomotion EXPO, vår (2011)	2011	International	19-21 January 2011	2002	Annual
PRomotion EXPO, höst (2011)	2011	International	17-19 August 2011	2002	Annual
SkogsElmia (2011)	2011	International	26-28 May 2011	1995	Every four years
Elmia Underleverantör - Elmia Subcontractor (2011)	2011	International	8-11 November 2011	1975	Annual
Elmia Waste & Recycling (2011)	2011	National	20-22 September 2011	1973	Biennial
Malmö Exhibition & Convention Center - Malmö/Sweden www.millerfreeman.se	2011				
Hem & Villa och Skånsk Trädgård (2011)	2011	National	3-6 March 2011	1995/2007	Annual
Nolia - Piteå/Sweden www.nolia.se	2011				
Nolia - Sundsvall/Sweden www.nolia.se	2011				
Stora Vårnässan (2011)	2011	National	1-3 April 2011	2000	Annual
NoliaUmeå/Sweden	2011				

www.nolia.se					
Skogs-Nolia (2011)	2011	National	16-18 June 2011	1984	Every four years
Stora Nolia (2011)	2011	International	6-14 August 2011	1963	Annual
Stockholm International Fairs -Stockholm/Sweden www.stofair.se	2011				
Allt För Hälsan (2011)	2011	National	10-13 November 2011	2001	Annual
Allt för Sjön - Stockholm International Boat Show (2011)	2011	International	4-13 March 2011	1922	Annual
Formex Vår (2011)	2011	National	20-23 January 2011	1960	Annual
Formex Höst (2011)	2011	National	1-4 September 2011	1960	Annual
Hem & Villa (2011)	2011	National	13-16 October 2011	1995	Annual
Medicinska riksstämman (2011)	2011	National	30 November-2 December 2011	1942	Annual
Mitt Kök (2011)	2011	National	10-13 November 2011	1999	Annual
Nordiska Trädgårdar (2011)	2011	National	24-27 March 2011	2002	Annual
På två hjul (2011)	2011	National	27-30 January 2011	2000	Annual
Scandinavian Boat Show (2011)	2011	National	9-13 November 2011	1997	Annual
Skolforum - School Forum (2011)	2011	National	31 October - 2 November 2011	1995	Annual
Stockholms Antikmässa - Stockholm Antiques Fair (2011)	2011	National	17-20 February 2011	1978	Annual
Stockholms Möbelmässa och Ljus -Stockholm Furniture Fair and Northern Light Fair (2011)	2011	International	8-12 February 2011	1951/1995	Annual
Swedental & Odontologiska Riksstämman (2011)	2011	National	17-19 November 2011	1973	Biennial
Tekniska Mässan - The Scandinavian Technical Fair (2011)	2011	International	4-7 October 2011	1962	Annual
Vildmark & Svenska Flugfiskemässan (2011)	2011	National	10-13 March 2011	1986	Annual
Swedish Exhibition Centre -Gothenburg/Sweden www.swefair.se	2011				
Automässan (2011)	2011	International	19-22 January 2011	2005	Every three years
Baby & Barn (2011)	2011	National	15-17 April 2011	2006	Annual
Bokmässan (2011)	2011	National	22-25 September 2011	1985	Annual
Byggmaskiner/ScanBygg (2011)	2011	National	8-11 March 2011	1983/1999	Biennial
Båtmässan (2011)	2011	National	4-13 February 2011	1960	Annual
Elfack (2011)	2011				
Energiutblick (2011)	2011	National	15-17 March 2011	2011	Annual
Hem & Villa (2011)	2011	National	27-30 October 2011	1999	Annual

Kunskap & Framtid - Student & Knowledge Fair (2011)	2011				
Leva & Fungera (2011)	2011	National	5-7 April 2011	1980	Biennial
Logistik & Transport (2011)	2011	National	25-27 May 2011	1996	Annual
Material Fusion (2011)	2011				
MyDOG (2011)	2011	National	6-9 January 2011	2006	Annual
Mötesplats GOLF (2011)	2011	National	14-16 March 2011	2011	-
Mötesplats Skola (2011)	2011				
TUR - Travel and Tourism (2011)	2011	International	24-27 March 2011	1984	Annual
Vitalis (2011)	2011	National	5-7 April 2011	2003	Annual

Hem & Villa och Skånsk Trädgård (2011) *50	2011	4	7,853		7,853	336	44	7		30,660	30,660
Nolia - Piteå/Swedenwww.nolia.se	2011										
Nolia - Sundsvall/Sweden www.nolia.se	2011										
Stora Vårnässan (2011)	2011	3	2,370	425	2,795	161	26	2	1	12,480	13,949
Nolia - Umeå/Sweden www.nolia.se	2011				0						
Skogs-Nolia (2011)	2011	3	0	57,444	57,444	187	38	6	2	14,366	14,366
Stora Nolia (2011)	2011	9	6,305	22,217	28,522	604	73	7		100,064	100,064
Stockholmsmässan- Stockholm/Sweden www.stofair .se	2011										
Allt För Hälsan (2011)	2011	4	4,295		4,295	243	22	10	0	29,198	29,198
Allt För Sjön - Stockholm International Boat Show (2011) *21	2011	10	24,783	40	24,823	455	217	4	19	112,395	
Formex Vår (2011)	2011	4	29,103		29,103	792	41	11	37	19,199	25,825
Formex Höst (2011)	2011	4	34,684	24	34,708	1,001	588	12	32	18,705	25,052
Hem & Villa (2011) *5	2011	4	11,721	36	11,757	425	69	11	4	35,373	35,373
Medicinska riksstämman (2011) *20	2011	3	2,092		2,092	131	18			5,463	7,940
Mitt Kök (2011)	2011	4	4,159		4,159	161	32	6	8	26,731	26,731
Nordiska Trädgårdar (2011)	2011	4	9,565		9,565	348	47	6	3	53,441	
På två hjul (2011) *30	2011	4	12,192		12,192	144	17	5	1	52,226	
Scandinavian Boat Show (2011)	2011	5	6,234		6,234	184	50	7	8	32,551	
Skolforum - School Forum (2011)	2011	3	4,261		4,261	234	33	5	4	11,800	
Stockholms Antikmässa - Stockholm Antiques Fair (2011)	2011	4	4,973		4,973	265		6		30,578	
Stockholms Möbelmässa och Ljus -Stockholm Furniture Fair and Northern Light Fair (2011)	2011	5	39,839		39,839	585/93	62/3	24/11	12/3	30,245	37,247
Swedental & Odontologiska Riksstämman (2011) *24	2011	3	6,217		6,217	210	54	15	14	8,698	11,484
Tekniska Mässan - The Scandinavian Technical Fair (2011) *6	2011	4	4,611		4,611	220		15		13,768	14,196
Vildmark & Svenska	2011	4	4,835		4,835	196		18		80,724	

Flugfiskemässan (2011) *3											
Swedish Exhibition CentreGothenburg/Sweden www.swefair.se	2011										
Automässan (2011) *12	2011	4	13,005	41	13,046	200	178	7	23	15,958	18,115
Baby & Barn (2011)	2011	3	2,203	12	2,215	132		4		9,332	9,332
Bokmässan (2011)	2011	4	14,072	58	14,130	927		22		74,646	74,646
Byggmaskiner/ScanBygg (2011)	2011	4	8,906	184	9,090	202	75	8	14	11,978	12,523
Båtmässan (2011)	2011	10	17,663	267	17,930	333		7		77,299	77,299
Elfack (2011)	2011				0						
Energiutblick (2011) *25	2011	3	1,079		1,079	58	4	2	1	-	2,141
Hem & Villa (2011) *5	2011	4	6,880	120	7,000	291	39	7	4	26,660	26,660
Kunskap & Framtid - Student & Knowledge Fair (2011)	2011				0						
Leva & Fungera (2011) *26	2011	3	4,498	62	4,560	218	13	5		-	-
Logistik & Transport (2011)	2011	3	1,868	124	1,992	112	32	7	5	2,531	2,811
Material Fusion (2011)	2011				0						
MyDOG (2011) *29	2011	4	9,853	8	9,861	185	0	5	0	33,022	33,022
Mötesplats GOLF (2011)	2011	3	1,207		1,207	47	14	3	10	1,132	1,187
Mötesplats Skola (2011) *18	2011				0						
TUR - Travel and Tourism (2011)	2011	4	11,466	191	11,657	894	557	79		37,521	39,731
Vitalis (2011) *26	2011	3	1,622		1,622	101		7		-	-
Elmia - Jönköping/Swedenwww.elmia.se	2011										
Bilsport Performance & Custom Motor Show (2011) *13	2011	4	18,054	3,080	21,134	253	854	8	0	62,038	

Footnotes

- 1) Elmia Fastighet/Fjärrvärmemässan/Elmia Park & Golf, Elmia Waste & Recycling (2011) - The visitors had access to all four fairs.
- 2) PRomotion EXPO spring and autumn (2011) - Organizer Elmia AB and Promotion Expo Nordic KB.
- 3) Vildmark & Svenska Flugfiskemässan (2011) - Mässorna arrangerades parallellt med Allt för sjön. Besökarna hade tillgång till alla tre mässorna.
- 5) Hem & Villa Stockholm/Hem & Villa Göteborg (2011) - Organizer Hem & Villa HB, Stockholmsmässan AB och Vi i Villa.
- 6) Tekniska Mässan (2011) - Parallella Event: Blech Nordic, EasyFair Pack & Emballage, EasyFair EL och Eget Företag.
- 9) Elmia Husvagn Husbil (2011) - Organizer Elmia AB, Husvagnsbranschens Riksförbund and Caravan Club of Sweden. I "Betalda entréer" ingår 7 164 campinggäster. Onsdagen 7 september var en bransch- och pressdag. I hall E användes 390 m² för barnaktiviteter och i Lobby Syd Entrésolplanet användes 50 m² för tonårsaktiviteter.
- 10) SkogsElmia (2011) - Demonstration space 29 000 sqm. SM och Skol-SM i Skotarkörning avgjordes. Dessutom utdelning av utmärkelserna Guldyxan och The Golden Logger. Demonstrationsytorna 29 000 kvm är inkluderad i den totala monterytan utomhus och totalt.
- 12) Automässan (2011) - Mässan genomfördes i år för tredje gången på uppdrag av FVU Fordonsverkstadsutrustarna och SBF Sveriges Bildelsgrossisters Förening. År 1971-1997 arrangerade Svenska Mässan Auto i egen regi.
- 13) Bilspport Performance & Custom Motor Show (2011) - Organizer Förlags AB Albinsson & Sjöberg.
- 18) Mötesplats Skola (2011) -
- 20) Medicinska riksstämman (2011) - Organizer Svenska Läkarsällskapet.
- 21) Allt för sjön - Stockholm International Boat Show (2011) - Antalet besökare är inklusive Vildmark/Svenska Flugfiske som gick parallellt helgen 10-13 mars, en entré gav tillträde till alla mässor.
- 23) Elmia Lantbruk Djur & Inomgård/Elmia Närproducerat (2011) - Besökarna hade tillträde till båda mässorna.
- 24) Swedental & Odontologiska Riksstämman (2011) - Organizer Stockholmsmässan AB and föreningen Svensk Dentalhandel-FSD.
- 25) Energiutblick (2011) - Besökarstatistik saknas då alla kontaktuppgifter finns hos extern uppdragsgivare.
- 26) Vitalis/Leva & Fungera (2011) - Besökarstatistik kan inte lämnas på grund av driftstopp i det elektroniska registreringssystemet.
- 29) MyDOG (2011) - Arrangeras i samarbete med Västra Kennelklubben. Av besökarna var det 8 242 hundägare (handlers).
- 30) På två hjul (2011) - Organizer Stockholmsmässan AB/Svenska Mässan Stiftelse. Nytt samarbete med Svenska Mässan Stiftelse gör att mässans frekvens ändras till en gång per år.
- 31) Elmia Nordic Rail/Elmia Future Transport (2011) - The visitors had access to both fairs.

50) Home & Villa (2011) - Organizer Stockholm International Fairs, Vi i Villa AB and Numera Mässor.