

# EXHIBITORS GUIDE

20-23 March 2012  
Stockholmsmässan



Stockholmsmässan



This information is for exhibitors and booth builders at Nordbygg 2012.

You can find all information at the website [www.nordbygg.se](http://www.nordbygg.se)



Good luck in planning your exhibition participation!  
The Project Team at Nordbygg.

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Update and review your details for the printed exhibitor catalogue	25 January
Book advertising space in the catalogue	25 January
Application for stand constructions & order wiring	23 February
Application for earlier moving in	23 February
Cancellation of the partition	23 February
Order technical services - save money!	23 February

On the website under [Exhibitor Info > My tool box > Important dates](#), you'll find approaching deadlines. All headings are links, allowing you to easily obtain further information or find the relevant order form.





## CO-EXHIBITORS

Let us know if you are several companies exhibiting together on the same stand. Each exhibitor pays SEK 3,800 and will appear with their own name in our visitors' marketing, including the catalogue and on our web site.

## EXHIBITORS INFORMATION BY E-MAIL

We will send the information to the person who has the responsibility for the booth so it is very important to tell us if you change contact person.

You can find all of the e-mail at the website [www.nordbygg.se](http://www.nordbygg.se).

## PUBLISHING TOOLS AT THE WEB SITE

You can log-in at the Publishing Tools and enter information about your company as well as adding your company logotype.

This service is free of charge and functions as a live catalogue on the web. We will use the entered information when producing our exhibition catalogue. It is therefore important that you make sure your information is correct.

## EXHIBITOR INSURANCE

Your participation in the fair is insured at SEK 225,000 and also covers transportation to

and from the fair. You also receive business travel insurance. You can increase coverage by paying a supplementary premium. If you have questions about that can you call Event Service, phone +46 8 749 44 44.

## WEB SHOP

In our web shop you can order products and services online and get an order confirmation via e-mail.

Follow these steps:

1. Check the e-mail address you provided when booking your stand space. You need this email address to log in.
2. Visit [www.stockholmsmassan.se/webbshop](http://www.stockholmsmassan.se/webbshop) and click on the event to log in. If you are using the Web Shop for the first time, enter the e-mail address and click on "Send password". A password will be sent to the email address. Use the password every time you want to log in.

If you have questions or need help, please contact Event Services:  
Phone: +46 8 749 44 44 or  
E-mail: [eventservice@stockholmsmassan.se](mailto:eventservice@stockholmsmassan.se)

## SERVICE CATALOGUE

The surcharge applies to all products priced in the Service Catalogue. However, prices for plants, wireless Internet connection, parking permits, exhibition insurance and stand catering are not affected.

[Service Catalogue >>](#)

## SAVE MONEY - ORDER BY FEBRUARY 23

It allow us to deliver services of a higher quality and you will save money. If you order no later than February 23, we reward you by offering the lowest price on stand equipment and services. Orders received later are subject to a 30% surcharge on the price stated in the Service Catalogue. If you order during the official moving-in or during the event, a 50% surcharge will apply.

The surcharge applies to all products prices in the Service Catalogue. However plants, wireless internet connection, parking permits, exhibition insurance and stand catering are not affected.

## ORDER ELECTRIC POWER SUPPLY

Order Electric Power Supply to your stand. The socket is included but you must send Event Service a drawing with the position of the socket no later than February 23. Send a e-mail to [eventservice@stockholmsmassan.se](mailto:eventservice@stockholmsmassan.se) or fax +46 8 99 70 05.

## Night and construction Power

Night and construction Power (power during moving-in and moving out) must be ordered latest 6 weeks prior to the fair. Night power and construction power cannot be ordered during moving in. Stand power supply is switched off each day about 30 minutes after the fair closure. Consequently night-time power supply for refrigerators, computers etc requiring 24-hr electrical power supply has to be ordered.

## GOODS AND TRANSPORT

Booking time for unloading/loading of goods. Applies only to goods exceeding 1 ton or 4 m<sup>3</sup>, handling must be booked no later than 5 working days before required service. It is included in the Expo Start fee but if you have not booked, there will be a 50% surcharge on the current price list.

If you have questions, please contact our Logistics Department, tel +46 8 749 44 44, e-mail [logistic@stockholmsmassan.se](mailto:logistic@stockholmsmassan.se), fax +46 8 749 15 60.

Be sure to inform your transport company/stand builder of the booked time to avoid extra costs.

## Goods sent to the exhibition should be addressed to:

Stockholmsmässan  
Godsmottagningen  
Nordbygg  
Stand number  
Parkeringsvägen 10  
SE-125 80 Stockholm (Älvsjö), Sweden

## BOOKING OF WIRE

The final day for booking wire hanging is February 23. Send your wire order and attach a drawing with dimensions. We cannot guarantee that late orders will be implemented.

## HEIGHT CONSTRUCTION

Dispensation must be applied for in the case of construction of units higher than 2,5 m, advertising pillars, signs etc. This must be accompanied by drawings and received by the Event Services by February 23 and you must also obtain permission from neighbouring affected stands. Height construction is charged SEK 5,000. Apply to [eventservices@stockholmsmassan.se](mailto:eventservices@stockholmsmassan.se)

## PARTITION WALLS

Partition walls (white wooden walls, 2.50 m high) for neighbouring stands are included in the stand and do not need to be ordered. However, if you don't wish to have any partition walls, please inform Event Service.

Partition walls cancelled during the moving-in period will be charged for according to the applicable price list. Any clips, staples, tape or similar must be removed from the stand walls.

If this is not done, the exhibitor will be charged at an hourly rate for cleaning or destroyed walls.

In the event of filling and painting with non-approved colours, hanging of wallpaper, screw holes, etc., the exhibitor will also be charged for destroyed walls. Find out more under Technical information. All individual painting of walls will entail a charge for restoration. For wallpapering, the wall must be chipboard/particle board first. Destroyed walls will be charge for.

For more information [www.nordbygg.se/](http://www.nordbygg.se/)  
For Exhibitor or contact [eventservices@stockholmsmassan.se](mailto:eventservices@stockholmsmassan.se), +46 8-749 44 44

## EXHIBITOR CARD & WORK PASS

### Only for stand staff

The exhibitor badges are only for use by staff working on the stand. As these badges allow entrance to the halls during other times than the official ones, the badges must be treated like valuable documents.

## Order your exhibitor cards

Print out your exhibitor cards at home, and then you don't need to be in queue at the fair.

[Print out your exhibitor cards here >>](#)

## Workpass

People who are only helping to move in and removal do not need an exhibitor badge. A work pass is sufficient. Work passes are issued, on proof of identity, at the exhibition and do not need to be preordered.

Age limit 16 years during moving in and removal. During moving in and out, children aged 16 or under are not permitted access to Stockholmsmässan, even if accompanied by an adult. During that time, the premises are considered a construction site.

## PREMIERE - MOTOR SHOW FOR THE CONSTRUCTION INDUSTRY

Nordbygg 2012 will have a new specialist section "Bilen i Byggandet/Vehicles in Construction", giving the construction industry its very own motor show.

Important information to all exhibitors who will have Motor vehicles, work machines and trailers at the show.

Motor vehicles, work machines and trailers may be driven into the halls only after special permission has been granted. An idling-speed ban applies both in and outside of the halls. The fuel tank must be fitted with a locked lid. On LPG-powered vehicles, the stopcock nearest to the tank (container) must be closed.

For permissions or questions contact Event Service by phone +46 8 749 44 44 or send them a e-mail to [eventservice@stockholmsmassan.se](mailto:eventservice@stockholmsmassan.se)

## EXPOSTART

To facilitate your participation at the event a number of services are automatically included in your application. This is called ExpoStart. The following items are included in ExpoStart:

**Exhibitor insurance** - Your participation in the fair is insured at SEK 225,000 and also covers transportation to and from the fair. You also receive business travel insurance. You can increase coverage by paying a supplementary premium.

**Electrical power** - A multiple electric socket, 230V, 10A, max 2000W. To have the socket positioned in a special place in your stand we need a drawing. Fax or email it to Event Services. If you have not requested special positioning and wish to move the outlet after installation you will be charged full price.

**Empty packaging** - Your empty packaging will be stored during the exhibition. Mark your

goods with labels available at the Service Center and it will be collected and returned to your stand.

**Goods handling** - Your goods will be loaded, unloaded and transported within the fair. However, if your goods weigh more than 1000 kg or is over 4m<sup>3</sup> you have to order this service 5 working days at the latest before required loading/unloading. If you have not booked or do not arrive at the time booked there will be a 50 % surcharge on the current price list. Storage of goods during official moving in/moving out times and during the event is included. If your goods arrive before the official moving-in or are retrieved after the official moving-out, you will be charged according to the current price list.

**Cleaning before day one** - Your stand will be cleaned before the first day of the fair. You can order daily cleaning, contact Event Services for more information.

## Event Service

Phone: +46 8-749 44 44

Fax +46 8-99 70 05

E-mail [eventservices@stockholmsmassan.se](mailto:eventservices@stockholmsmassan.se)





## WEB SITE

The web site [www.nordbygg.se](http://www.nordbygg.se) are your digital marketing place. Here visitors can find information about you in advance and following the end of the fair.

From January all the exhibitors are listed here and you can add a text about your company, logotype, links, press releases etc at no charge.

## OFFICIAL CATALOGUE

The trade fair-catalogue is the official guide to the fair, complete with exhibitor list, floor plans with stand numbers and program for seminars and events.

The total circulation will be 25.000 copies. All subscribers of Bygginindustrin will receive a copy of the catalogue two weeks prior to the fair in order to plan their visit - what to see and who to meet.

During Nordbygg the catalogue will be distributed at the entrances to the fair.

## Advertising in Bygginindustrin and the catalogue

By advertising in Bygginindustrin and the fair-catalogue you can increase the interest for your company and brand during the fair in March 2012.

For more information about the fair communication platform, please contact:  
Lotta Vikström, Daniel Enberg or Mike Kolacz at Informa AB.  
Phone: +46 8 34 03 06  
E-mail: [bygginindustrin@informa.se](mailto:bygginindustrin@informa.se)

## INVITATION CARDS

One of the most effective ways of marketing your participation in the fair is to send invitations to clients and prospective clients.

[Order Invitation cards here »](#)

## PRESS CENTRE

The Press Centre is located upstairs in the A-gallery

Monday,	March 19, 1 pm – 6 pm
Tuesday,	March 20th, 8 am - 5 pm
Wednesday,	March 21st, 8 am – 5 pm
Thursday,	March 22nd, 8 am – 6 pm
Friday,	March 23rd, 8 am – 5 pm



## MOVING IN TIMES

**Friday, March 16, 7 am – 8 pm**  
**Saturday, March 17, 7 am – 8 pm**  
**Sunday, March 18, 7 am – 8 pm**  
**Monday, March 19, 7 am – 4 pm**

All construction work have to be completed March 19 by 4 pm, at the latest, following which empty packing is driven out from the halls and carpets are laid in the aisles. All handling of goods that demands truck driving must be completed and the aisles must be free of goods. Work on your own stand is permitted until 10 pm.

### Last moving-in evening

Work on your own stand is permitted until 24.00.  
 Earlier moving-in can be approved in exceptional circumstances by Stockholmsmässan, e-mail: [tidigareinflytt@stockholmsmassan.se](mailto:tidigareinflytt@stockholmsmassan.se) or fax: +46 8 749 42 21.

To be charged at SEK 1 100 per stand and day.

## KEEP THE AISLES FREE

All materials must be placed inside the stand so the aisles are free for transport and evacuation.

## EMPTY PACKAGING

We take care of your empty packaging during the exhibition. Mark your goods with labels available at the Service Center and it will be collected and returned to your stand.

## EVACUATION ROUTES

Evacuation routes, evacuation doors (also from the outside), fire-fighting equipment, alarm buttons and signs should NEVER be obstructed, blocked or concealed.

## AGE LIMIT 16 YEARS

Children and young people under 16 are not permitted into Stockholmsmässan's premises during the period of building or dismantling the ongoing exhibition, either alone or in the company of an adult.

## SERVICE CENTER WITH STORE

This is where you'll find all the help you need for moving in and out and during the exhibition. The Service Center is one floor up in Gallery A and in Hall C.

## OPENING HOURS

Tuesday, March 20th, 8.30 am to 5 pm  
 Wednesday, March 21st, 8.30 am to 5 pm  
 Thursday, March 22nd, 8.30 am to 6 pm  
 Friday, March 23rd, 8.30 am to 5 pm

As an exhibitor you have access to the halls 1 hour before the fair opens and 1 hour after it closes.

## PARKING

Per hour: SEK 30  
 Per day: SEK 90  
 1-4 days: SEK 170  
 5 days or longer: SEK 260

Parking permits for the fair period can be purchased at the Service Center or at the Information desk. All prices include Swedish value added tax.  
 PLEASE NOTE: The parking card cannot be ordered in advance.

## MEETING ROOMS

If you and your colleagues have plans to book a conference room / meeting room for seminars or sales meetings can you contact The Congress dept  
 Phone: +46 8 749 41 00

## ACTIVITIES IN YOUR STAND

Permissions to stay in your stand after the closure for your own activities for your costumers granted by security manager at Stockholmsmässan, e-mail: security@stockholmsmassan.se

## BANK & ATM

### Openings hours at the bank:

Tuesday, March 20th, 12 am to 3 pm  
 Wednesday, March 21st, 12 am to 3 pm  
 Thursday, March 22nd, 12 am to 3 pm  
 Friday, March 23rd, 12 am to 3 pm

## REGISTER FOR THE NEXT FAIR

Ensure a good booth place for the fair 2014. During the fair you can find the project team in room K3/K4.

Come and enjoy of a cup of coffee and discuss your participation for Nordbygg 2014.

## HOTEL

Rica Talk Hotel, which is integrated with Stockholmsmässan, has everything you need for your fair, congress or meeting. The hotel has 248 rooms and offers a full-service restaurant and lobby bar with entertainment some evenings. There is also a fitness and relaxation centre with a gym and sauna. For further information, special offers and bookings please contact Rica Talk hotel:

Phone +46 8 588 820 00,  
 E-mail info.talk@rica.se  
 To find out more please visit  
[www.rica.se/talk](http://www.rica.se/talk)

## RESTAURANTS AT THE FAIR

### Mässrestauranger

Book a table – order catering for your stand – order food coupons for your staff. At [www.massrestauranger.se](http://www.massrestauranger.se), you can find information about this and a list of the restaurants at the fair.

### Exhibitor Lounge

There is an exhibitors' lounge where you can rest your feet and have a cup of coffee.

### Exhibitor Restaurant

Exhibitor restaurant will be located in AE-Gallery, Hall C and upstairs in Victoria Hall.

### Restaurants at Rica Talk Hotel

For more information and table reservations, +46 8 58 88 20 20, [www.rica.se/talk](http://www.rica.se/talk).

## SERVING ALCOHOL

In accordance with Swedish alcohol laws, all alcohol served at the fair must be purchased by the holder of the alcohol licence at Stockholmsmässan. The fair restaurants (Mässrestauranger AB) are therefore in charge of the serving of wine and spirits.

Contact Mässrestauranger if you are planning to serve alcoholic drinks. Tel +46 8 727 72 00

## TRAVEL TO THE FAIR

Airport buses to and from Arlanda and Bromma Airport  
[www.flygbussarna.se](http://www.flygbussarna.se)

### Arlanda Express

The airport express train Arlanda Express that operates between Arlanda and Stockholm City takes 20 minutes.  
[www.arlandaexpress.com](http://www.arlandaexpress.com)

### Commuter train

Reaching Stockholmsmässan by rail is quick and easy. Catch a commuter train from Stockholm Central or Flemingsberg to Älvsjö Station and Stockholmsmässan.

### Taxi

Several taxi companies drives from the airports or Stockholm City to the Fair:

Recommended taxi companies:

Taxi Stockholm tel +46 8 15 00 00

Taxi Kurir tel +46 8 30 00 00

Taxi 020 tel +46 20 20 20 20

Stockholm Transfer Taxi tel +46 20 35 00 00

### By car

Take the E4/E20 and follow the signs for Stockholmsmässan, Älvsjö

## MOVING OUT TIMES

**Friday, March 23rd, 5 pm - Midnight**  
**Saturday, March 24, 7 am – 4 pm**  
**Sunday March 25, 7 am – 4 pm**

## DISMANTLING

Dismantling can start immediately after the closing of the fair and can continue until 24.00 Sunday, March 25. Work is limited to your own stand area until the aisle carpets are removed and stored goods/empty packing is driven in. Then your own vehicles are allowed to drive into the fair area.

## AISLES FREE

As long as work is going on with removing the aisle carpets and stored goods and empty packing are being driven in, the aisles must be kept free..

## STAND UNDER SURVEILLANCE

The moving-out period is a hectic time – do not leave your stand unmanned when you have unattended goods there.





## PROJECT TEAM

### **Peter Söderberg, Event Manager**

Phone: +46 8-749 43 93

E-mail: peter.soderberg@stockholmsmassan.se

### **Jessica Wallstedt, Project Coordinator**

Phone: +46 8-749 44 05

E-mail: jessica.wallstedt@stockholmsmassan.se

### **Per Junbrink, Event Sales**

Phone: +46 8-749 91 13

E-mail: per.junbrink@stockholmsmassan.se

### **J-O Tingdal, Event Sales**

Phone: +46 8-749 42 37

E-mail: jan-olov.tingdal@stockholmsmassan.se

## EVENT SERVICE

For all practical questions concerning your stand, contact:

### **Event Service**

Phone: +46 8-749 44 44

E-mail: eventservice@stockholmsmassan.se

Fax: +46 8 99 70 05

### **Congress Center**

Booking meeting room, contact:

The Congress Center

Phone: +46 8-749 41 00

### **Mäsrestauranger**

Phone: +46 8-727 72 00

E-mail: info@massrestauranger.se

### **Informa AB**

For advertising in the fair-catalogue, contact:

Mike Kolacz, Lotta Vikström or Daniel Engberg  
at Informa AB

Phone: +46 8-34 03 06

E-mail: byggindustrin@informa.se

