



SIGN&PRINT

SCANDINAVIA 2025

7-9 OKTOBER 2025

Kistamässan
Sthlm

EXPO XTRA

MARKETING AND ADVERTISING
SPACES AT KISTAMÄSSAN



KISTAMÄSSAN

by EASYFAIRS

KISTAMÄSSAN

THE ARENA OF OPPORTUNITIES



At **Kistamässan**, we work hard to create the best possible conditions for personal meetings: from the venue, parking and communications to experiences that stimulate all the senses – and make a lasting impression.

With this in mind, we have developed a range of services that give your trade fair participation an extra boost and make it

easier for visitors to remember your stand, your company and your offer, whatever your product, service or concept. We call this **Expo Xtra**.

This brochure presents information on the most popular of our Expo Xtra services. You can contact our project teams to find out more about what these services can do for you.

There are attractive advertising spaces in various locations at Kistamässan. We have grouped them into the following geographical categories: outside entrance, inside entrance, outside halls, inside halls and internet/newsletter.

ADVERTISING SPACES OUTDOORS



Company flag outside

Let your company flag fly in the wind outside the venue's main entrance.

Format: 2.6 x 1.7 m

Price: SEK 3,000 per flag



Decals on the entrance door

The entrance doors are a sure place to get noticed and provide the first sales opportunity as everyone enters the trade fair. Take this opportunity to promote your company and help visitors to find you inside the venue.

Format: 2 revolving doors with 3 glass panes. 12 decals 140 x 30 cm.

Price: SEK 15,000



Digital billboards between the exhibition centre and the E4

Expose your message on the heavily trafficked E4 motorway. Two billboards angled towards the road, one facing north and one facing south.

Format: 2 x 45 m².

Price: Contact us for a separate price list.



Exposure outside the main entrance

Contact us for more info.

Price: SEK 25,000

NOTE: Prices do not include production, installation, VAT or any advertising tax.
They do include personnel costs for staff who hand out material and staff in the cloakroom.
Content/message is subject to approval.

INSIDE THE ENTRANCE



Exposure on the wall of the entrance hall

Communicate your company's message on a panel in the entrance hall. This is an exclusive marketing opportunity in a location that every trade fair visitor will pass through.

Format: 3 x 2.5 m
Price: SEK 5,000



Advertising panel in the entrance

Now you can communicate your company's message on a panel right by the escalator up from the entrance. This is an exclusive marketing opportunity in a location that all visitors will go past.

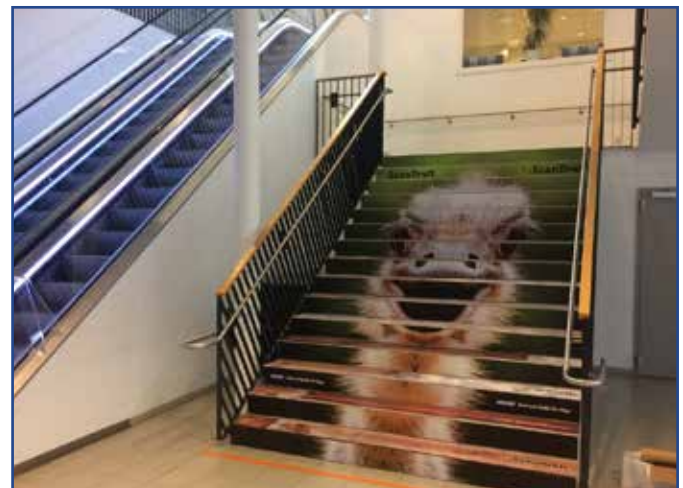
Format: Foam board sign 2 x 1.2 m
Price: SEK 5,000



Display space in the main entrance

Capture the attention of visitors directly in the entrance by promoting your company in a display space beneath the digital screens. (Unmanned)

Format: The triangular space measures 4.5 m², max height 2 m.
Price: SEK 12,500



Exclusive advertising on the stairs

Clear and exclusive exposure of your message. Visitors use or see the stairs on their way to/from the exhibition hall.

Stairs to exhibition hall

Format: Width 249 cm, step height 16 cm, no. of steps: 15
Price: SEK 8,000

Stairs to hotel

Format: Width 256 cm, step height 16 cm, no. of steps: 15
Price: SEK 6,000

Price for both sets of stairs: SEK 12,000

NOTE: Prices do not include production, installation, VAT or any advertising tax.
They do include personnel costs for staff who hand out material and staff in the cloakroom.
Content/message is subject to approval.

FOYER, UPPER LEVEL



Spaces sold!

Banner in the entrance hall

Upper level above main cloakrooms. Printed message/ corporate exposure.

Format: Single-sided print, 6.0 x 2.5 m
Price: SEK 12,000



Give-away posters 50x70 cm

Place posters as a give-away on a table at the entrance to the exhibition hall.

Format: 50 x 70 cm
Price: SEK 5,000



Spaces sold!

Car in upper foyer

All visitors pass through the upper foyer with all their senses heightened. Space for up to four cars.



Branded carrier bags

Place your corporate branded carrier bags at one or both entrances to the exhibition hall.

Price: SEK 10,000



DM in stand on restaurant tables

Share your ad/message with our trade fair visitors on every restaurant table.

Format: Portrait A6
Price: SEK 12,000

NOTE: Prices do not include production, installation, VAT or any advertising tax.
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Content/message is subject to approval.

FOYER, UPPER LEVEL



Roll-ups at hall entrances

Contact us for specific locations to suit you.

Price: SEK 5,000 each



Stand for brochures/product sheets, etc.

Hire a plexiglas stand for marketing material.

Price: SEK 3,500 per stand



Decal on the floor

Advertise your company/product on a decal on the exhibition centre floor.

Format: 1 x 2 m

Price: SEK 4,000

NOTE: Prices do not include production, installation, VAT or any advertising tax.
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Content/message is subject to approval.

EXHIBITION HALL



Water bottles

Print your logo/message on water bottles.

Price: Contact us for a separate price list.



Sponsoring the stage

Display your company/product on one of our well-attended scenes.

Price: SEK 10,000



Decal on carpet

Advertise your company/product on a decal on the floor in the trade fair aisles.

Format: 1 x 2 m

Price: SEK 4,000 each

NOTE: Prices do not include production, installation, VAT or any advertising tax.
They do include personnel costs for staff who hand out material and staff in the cloakroom.
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TOILETS, UPPER LEVEL



WC signs

The women's and men's toilets have a total of 50 advertising panels for A3 posters with your choice of message/ad.

Format: A3

Price: SEK 8,000



Decals on toilet mirror

Exclusive corporate exposure, e.g. company logo/product launch.

Format:

Large mirror in men's toilets, max size in cm: W530 x H75

Small mirror in men's toilets, max size in cm: W250 x H74

Large mirror in women's toilets, max size in cm: W775 x H74

Small mirror in women's toilets, max size in cm: W225 x H74

Price: SEK 8,000



Decal on glass wall at entrance to women's and men's toilets

Exclusive corporate exposure, e.g. company logo/product launch.

Format, max size: W113 x H175

Price: SEK 8,000

NOTE: Prices do not include production, installation, VAT or any advertising tax. They do include personnel costs for staff who hand out material and staff in the cloakroom. Content/message is subject to approval.



Handing out flyers

Handing out flyers or similar at the trade fair entrance.
Max 2 people. Exclusivity.

Price: SEK 15,000 (Staff not included)



Conference rooms

Book a conference room to go with the trade fair.

Price: Contact us for a separate price list.



Visitor Lanyards

Boost your profile at the show by owning the lanyards worn by every visitor. Your message will be walking all around the venue for three days. .

Price: SEK 30,000

NOTE: Prices do not include production, installation, VAT or any advertising tax.
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MORE INFORMATION



The result is more visitors to your stand, clearer visibility at the trade fair and greater sales opportunities!

Knowing that each company has its own specific goals and needs, we are able to tailor our packages to what your company wants to achieve – whether your focus is marketing, boosting your company's profile or gaining greater visibility.

Contact us for more information:



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