



A PART OF THE SENIOR FESTIVAL STOCKHOLM 1TH-3RD OF OCTOBER 2024

RESEMÄSSAN - A B2C TRAVEL SHOW

IS ORGANIZED FOR THE FIRST TIME AS PART OF THE SENIOR FESTIVAL STOCKHOLM 2024, OCTOBER 1-3 AT STOCKHOLM INTERNATIONAL FAIRS. IN THIS WAY, IT WILL BE TWO FAIRS IN ONE FOR THE VISITORS WHO WANT TO VISIT ANY OF THE FAIRS.

THROUGH RESEMÄSSAN, WE SEE A UNIQUE OPPORTUNITY TO REACH THE SENIORS WHO DO NOT NECESSARILY IDENTIFY THEMSELVES AS SENIORS, PENSIONERS OR SIMILAR. HERE, THE VISITOR GET THE OPPORTUNITY TO SATISFY THEIR INTEREST IN TRAVEL AND EXPERIENCES AT THE SAME TIME AS WE GIVE THEM THE CHANCE TO PARTICIPATE IN THE CONTENTS OF THE SENIOR FESTIVAL.

SAME OPENING HOURS AS THE SENIOR FESTIVAL
10.00-16.00 ALL DAYS.

GROUP TRIP SQUARE 2 OCT

IN ADDITION TO YOUR OWN STANDS, THERE IS THE OPPORTUNITY TO MEET GROUP TRAVELER BUYERS WE INVITE ON THE MORNING OF OCTOBER 2 BETWEEN 08.00-10.00.

THE REQUIREMENT IS THAT YOU MUST PARTICIPATE AS AN EXHIBITOR AT EITHER RESEMÄSSAN OR SENIOR FESTIVAL IN ORDER TO PARTICIPATE.

THE CONCEPT IS SPEEDDATING AT A HIGH TABLES.

WE WILL INVITE GROUP TRAVEL BOOKERS (FREE ADMISSION FOR THEM) FROM RETIREMENT ORGANIZATIONS, MUNICIPALITIES, ASSOCIATIONS AND FEDERATIONS.

WE OFFER COFFEE/TEA AND SANDWICHES FOR PARTICIPANTS.

WE GATHER ALL EXHIBITORS WITHIN THE TRAVEL INDUSTRY IN A CLUSTER SO THAT VISITORS TO THE RESEMÄSSAN CAN EASILY ORIENTATE THEMSELVES.

THIS VENTURE MEANS THAT YOU ARE MARKETED IN EVEN MORE WAYS THAN BEFORE AND THEREFORE, THE OPPORTUNITY IS GREATER TO MEET NEW POTENTIAL VISITORS. IN ADDITION, WE START BUILDING AN PUBLIC TRAVEL FAIR TOGETHER.

FEEL FREE TO LOOK AT THE WEBSITE:

WWW.RESEMÄSSAN.SE

THE TRAVEL SCENE

IN THE PART WHERE THE TRAVEL FAIR IS ORGANIZED, THERE WILL ALSO BE A TRAVEL SCENE THAT WILL ACCOMMODATE APPROXIMATELY 60-70 SEATED VISITORS.

THERE WILL BE FULL TECHNOLOGY; SOUND, LIGHT, PROJECTOR, COMPUTER AND TECHNICIANS ON ALL DAYS.

HERE YOU HAVE AN OPPORTUNITY TO BE SEEN, HOWEVER THERE WILL BE A LIMITED NUMBER OF TIMES AVAILABLE AND THE PRICE PER TIME IS 1,600 SEK EXCL. VAT / TIME OF 20 MINUTES.





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THE TRAVEL FAIR IS ADVERTISED

MAINLY DIGITALLY THROUGH THE WEBSITE, CAMPAIGN IN SOCIAL MEDIA AND VARIOUS DIGITAL CHANNELS AS WELL AS IN OUR OWN AND COLLABORATORS' NEWSLETTERS. PRINT - IN THE SENIOR FESTIVAL'S MAGAZINE IN DN (DAILY NEWS).

THE SENIOR FAIR IS ADVERTISED

- THROUGH META- AND INSTAGRAM CAMPAIGNS
- PRINT ADVERTISEMENT IN DAILY PRESS SUCH AS DN AND SVD
- EVENING MAGAZINE AFTONBLADET
- LOCAL PAPERS AS MITT I
- THE PENSIONER'S ORGANISATIONS MAGAZINES
- OTHER NEWSPAPERS AND MAGAZINES THAT APPEALS TO THE TARGET GROUP
- THE FESTIVAL MAGAZINE IS DISTRIBUTED THROUGH DAILY NEWS DN IN GREATER STOCKHOLM 1.5 WEEK BEFORE THE SENIOR FESTIVAL IS OPENS TO MORE THAN 450,000 READERS

ORDINARY PRICES EXCL. VAT

INCLUDED IN THE REGISTRATION FEE (3 450 SEK) IS:

- REGISTRATION FEE
- VISIBILITY IN THE EXHIBITOR LIST ON THE WEBSITE AND IN THE SENIOR FESTIVAL MAGAZINE
- PART OF THE SENIOR FESTIVAL GROUP INSURANCE FOR EXHIBITORS
- EXHIBITOR CARD FOR PERSONNEL IN THE BOOTH
- 1 ELECTRICAL OUTLET
- STAND CLEANING / VACUUMING BEFORE DAY 1
- 10 DIGITAL ENTRANCE TICKETS
- ENVIRONMENTAL FEE

THE SQUARE METER PRICE (1,580 SEK) INCLUDES:

- EXHIBITION AREA - YOUR STAND
- WHITE PAINTED SEPARATING WALLS

PARTICIPATION AT THE TRAVEL SQUARE

(4,000 SEK) INCLUDES:

- 1 HIGH TABLE
- 2 HIGH CHAIRS

PARTICIPATION IN THE TRAVEL SCENE (1,600 SEK / 20 MIN)

INCLUDES:

- FULL TECHNOLOGY; SOUND, LIGHT, PROJECTOR, COMPUTER ETC.
- TECHNICIAN

WELCOME TO CONTACT US



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