

Partnership & Visibility Services

Exciting Opportunities to Raise Your Profile & Generate Sales

Vitalis2020



Outstanding visibility for your brand: join us as a partner at Svenska Mässan exhibitions and venues.

Svenska Mässan attracts thousands of **influential exhibitors and visitors with buying intentions** to its B2B trade shows and exhibitions, and to its superb venue at the heart of Gothenburg. These provide an excellent platform for you to **stand out from the competition** and consolidate your brand or your company's position as a market leader and innovator.

Svenska Mässan is itself recognised as a leading brand. Partnership therefore provides fantastic opportunities for joint content programmes, communication and marketing.

We offer a broad range of **marketing packages**.

Alternatively, we are delighted to work with you to **tailor a solution to meet your specific objectives**, whether this is to raise your company's visibility, promote your brands, market your products and services or make concrete offers to our visitors. Together we will create a platform that will provide the optimum fit for your requirements and your budget, and **will raise the commercial return on investment** of your participation.

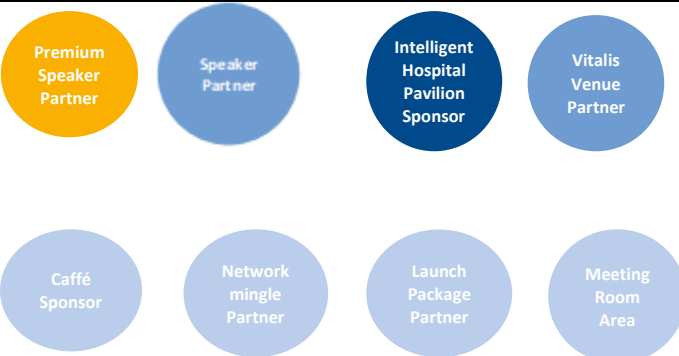
Some of our services are offered exclusively to one or a few companies, while others are open to several.



Partners in success: at Sweden's most prestigious venue!

Here is a brief overview of all the exciting opportunities we offer.

PARTNER PACKAGE



DIGITAL MEDIA



App



Screens



Website



Newsletters & targeted mailings

PRINT MEDIA



Seminar Program/
Show Magazine



Floor plan



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ONSITE PROMOTIONAL OPPORTUNITIES

What's the best way to raise visibility and promote your brand onsite? Ask us and we'll find you the right solution.



Badges and Lanyards



Welcome Bags



Cloakroom Tokens



Brochure Distribution



Roll-up Displays



Floor Advertising

Premium Speaker Partner

We offer a limited number of exhibiting companies at Vitalis the possibility to become a Premium Speaker Partner. An opportunity to participate with a strong commitment and prime position in the Vitalis program. The Premium Speaker Partner obtains a prominent position at Vitalis, with 2 attractive presentation lecture slots in the Conference.

Price, starting at: 150 000 SEK exclusive VAT

Exclusive for 1 company

- Exclusive Address/Contact information to Vitalis Conference delegates. 2 weeks before the official opening of Vitalis, you will exclusively receive digital and postal addresses to registered conference delegates. The delegates included will have given their permission for distributing the information to third party. We will also send you an up to date list 2 weeks after closing Vitalis. Great marketing possibilities! You may in advance invite visitors to your exhibition stand, and conduct effective follow up activities.
- **Marketing and exposure before Vitalis**
- Your logo/company name presented on the Vitalis homepage
- Your logo/company name presented in the Vitalis Newsletter, reaching close to 50 000 addresses
- Presentation and interview with your 2 speakers in Vitalis Newsletter
- Your logo/company name presented in the conference program, reaching over 80 000 receivers
- **Exposure and values at Vitalis**
- Contribution of up to 3 presentations, 30 minutes time, in the Vitalis Conference program
- The Premium Speaker Partner will be presented in a prime position
- More values
- Exclusive possibility to contribute with a moderator of your own choice.
- 4 personal conference cards, including lunch/coffee for your lecturer and invited guests.



We will be happy to tell you more about advantages and possibilities!

Speaker Partner

We offer a limited number of exhibiting suppliers and organizations at Vitalis the possibility to become a Speaker Partner, an opportunity to participate with a speaker slot in the Vitalis seminar program.

Price: 80 000 SEK excl. VAT

Limited amount of slots

- Exclusive Address/Contact information to the Vitalis Conference delegates 2 weeks before the official opening of Vitalis, the SpeakerPartners will exclusively receive digital and postal addresses to registered conference delegates. The delegates included will have given their permission for distributing the information to third party.

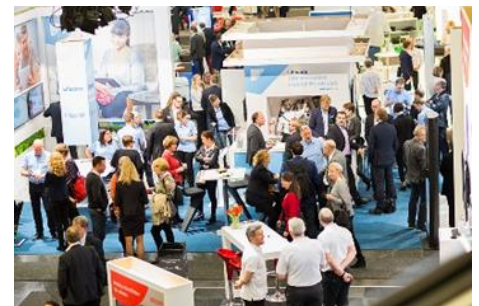
We will send you an up to date list 2 weeks after closing Vitalis. Great marketing possibilities!

You may in advance invite visitors to your exhibition stand, and conduct follow up activities.

- **Marketing and exposure before Vitalis**
- Your logo/company name presented on the Vitalis homepage
- Your logo/company name presented in the Vitalis News letter, with over 50 000 addresses
- Presentation and interview with your speaker in the Vitalis News letter
- Your logo/company name presented online & in the seminar program, 80 000 receivers
- **Exposure and values at Vitalis**
- Contribution of 1 lecture, 30 minutes time in the Vitalis seminar program
- SpeakerPartners will be presented online and in the printed conference program
- **More values**
- 4 personal conference cards, including lunch/coffee for your lecturer and invited guests.

Interested in becoming a Vitalis SpeakerPartner?

We will be happy to tell you more about all the advantages and possibilities!



Vitalis Venue Sponsor

As a Vitalis Venue Sponsor we offer unique possibilities of smart and effective visibility. We also offer great focus of three days with meetings, and possibility to contribute with a lecture in the Conference program.
Price, starting at: 150 000 SEK excl. VAT

Effective meetings and visibility

-Marketing and exposure before Vitalis

- Your logo/company name presented on the Vitalis homepage
- Your logo/company name presented in the Vitalis News letter, over 50 000 receivers
- Your logo/company name presented online & in the printed seminar program, with over 80 000 receivers

-Exposure and values at Vitalis

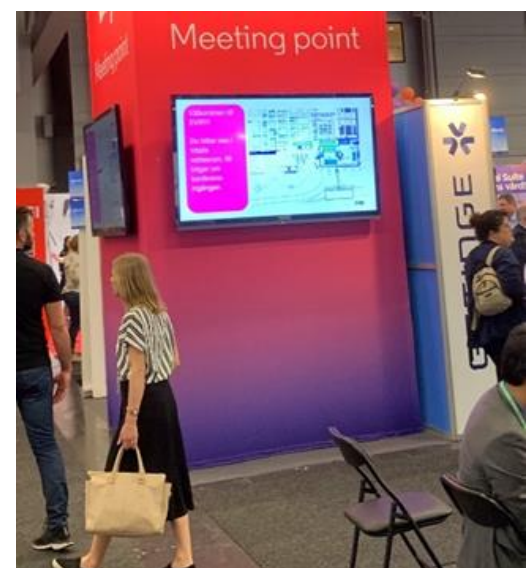
- Contribution of 1 lecturer, 30 minutes time in the Vitalis Program
- “Meeting Checkpoint” at the exhibition – meet up visitors and schedule your business meetings.
- Vitalis Meeting room, reserved for your meetings.
- Venue Partner will be presented online and in the printed program

-More values

- Free of charge participating at Vitalis eHealth Match Making Program.
- Digital invitation. Invite an unlimited amount of visitors to visit the exhibition, free of charge, and to meet your company.

We offer a range of possibilities to complete your sponsorship with more visibility services, organize your events, or reservation of conference rooms for business presentations.

We will be happy to tell you more about all the advantages and possibilities!

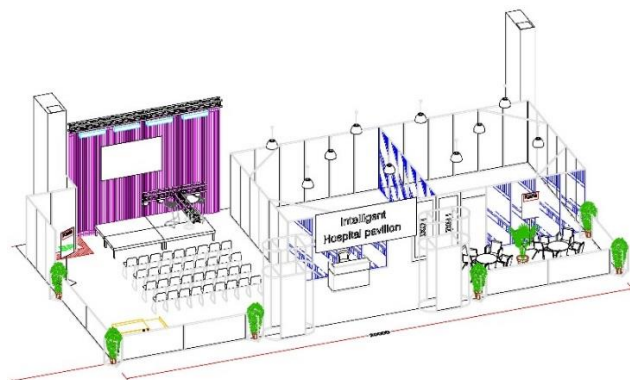


Intelligent Hospital Pavilion Partner

As a Partner in the Intelligent Hospital Pavilion you will have a unique opportunity to showcase your products and services to the healthcare and welfare in built up integrated patient and hospital environments

Patient environment presentations

- At the Intelligent Hospital Pavilion we present integrated and online products and services in built up patient and hospital environments. This concept enhance and strengthen the knowledge and awareness of the up to date available technique and innovative solutions used in clinical care environments.
- When participating in the Intelligent Hospital Pavilion, you will be given the possibility to display and present the products and services of your company to visitors and delegations at Vitalis.
- You will also have the possibility to contribute with information regarding your products or services for the script used for the Guided tours available at the Intelligent Hospital Pavilion.
- Your company name is clearly visible in association with the presentations.
- The Intelligent Hospital Pavilion is organized in cooperation with Vitalis Partner: Intelligent Health Association, USA.
- The Intelligent Health Association has expert authority and experience from organizing similar events, feg. at HIMSS



Price: 60 000:- SEK

The amount of participating partners is limited.

To be able to participate the company will also be represented at the Exhibition

Launch Package

A Svenska Mässan exhibition or trade fair provides the ideal platform **for launching a new product or innovation**. By investing in our Launch Package you will give your product launch outstanding visibility and coverage in your industry sector and the trade media.

All-covering visibility

- Article in the Vitalis Newsletter, reaching close to 60 000 recipients. This Newsletter will be dedicated to presenting your product or new services.
- Your company will be presented as the sender.
- Information on the show's app, and on the website
- Mention of your launch in the Vitalis program online
- Space for roll-ups in the entrance hall (production of roll-ups not included).
- Placement of own brochure or product information on the exhibition's information desk.

Price according to proposal.



Café Sponsor

Exclusive to 1 company

Visibility for your company in one of our **highly frequented restaurants in the show venue or at Gothia Towers.**

Stand out on Items that will grab visitors' attention:

- Tray coaster
- Signage
- Table covers and serviettes
- Strategically located roll-ups (production not included)

In fact, there is practically no limit to the possibilities for raising your profile in these busy areas – we'd be delighted to discuss other solutions and options with you.



Price according to proposal.

Partner Network Mingle

Become an exclusive sponsor of the Vitalis Network Mingle. You get the chance to raise the profile of your company and market your products in a **relaxed and convivial, but also business-like atmosphere**.

Exclusive to 1 company

- Maximum visibility during the Vitalis Network Mingle , taking place in the comprehensive Exhibition, 24 April, 5-7 PM.
- Visibility and exposure via for example, mobile display screen(s), chairs, tables, drapes etc.
- Strategically located roll-ups and the opportunity to distribute flyers, give-aways, special offers etc (own material, production not included).
- Logo displayed on the event programme and online
- Logo on serviettes, table covers. No production included.
- Your company name is clearly visible in association with all presentations and performances.
- Logo is displayed wherever the event is marketed before and during the show (e.g. invitation, admission ticket, ads, app, website, signs, , on menu, programme, party band, etc).
- Possibility for speaking slot and welcome speech

Contact us for more information and a proposal



Introducing the Vialis app. Further enhancing the visitor experience at Svenska Mässan. With the help of this app, visitors can more easily navigate their way around the exhibition, buy tickets, view conference programmes and exhibitor details, discover product news, find special onsite offers and much more.

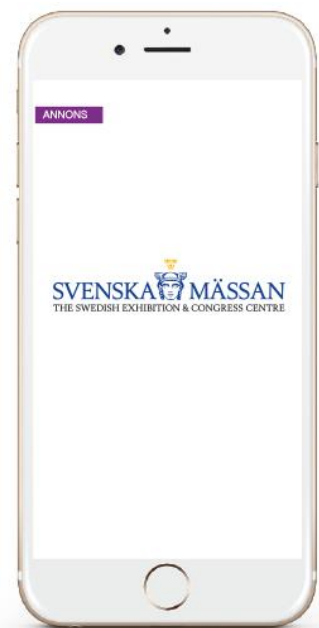
It also provides a great platform not only to **raise your brand profile but also to drive visitors to your exhibition booth** or conference presentations and activity.

We offer three exclusive promotional packages on the app

Splash - a full page is displayed immediately after the show logo. Displays approx. five seconds. One placement per session. Price: 25 000:- SEK

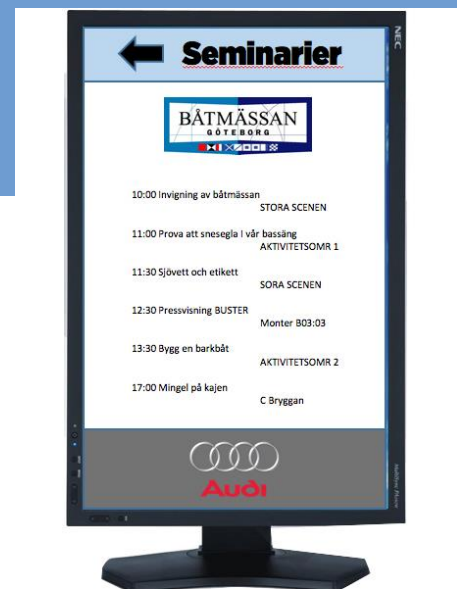
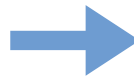
Advertisement at the top of the home view - page after the splash where the user can view, for example, items on the programme, opening hours, map, tickets etc. Maximum three placements per session. Price: 8000:- SEK

Logo is displayed during information search and on the exhibition floor plan. It links to the plan and shows the way to your booth while the user is onsite. Alternatively, it links to your company data or website. Maximum eight placements per session. Price: 5000:- SEK



Raise your company's profile by displaying text, fixed and moving images on the Swedish Fair's modern, **strategically placed** large-screen displays and video walls. According to your specific needs and objectives.

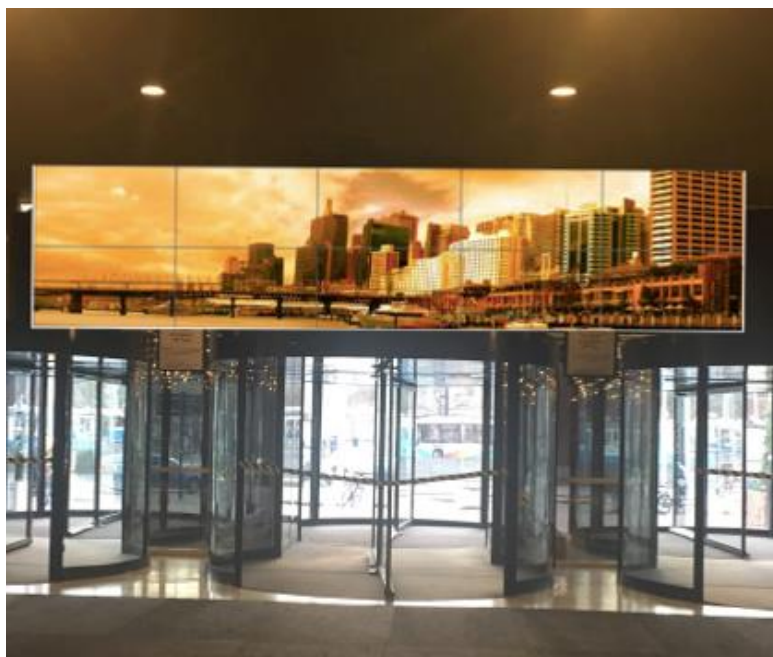
Simply deliver your materials to us, ready for display.



Mobile screens

10 x 55" screens

Price: 10 000:-
/screen



Video wall at the large Entrance 5
Price: 30 000:- SEK



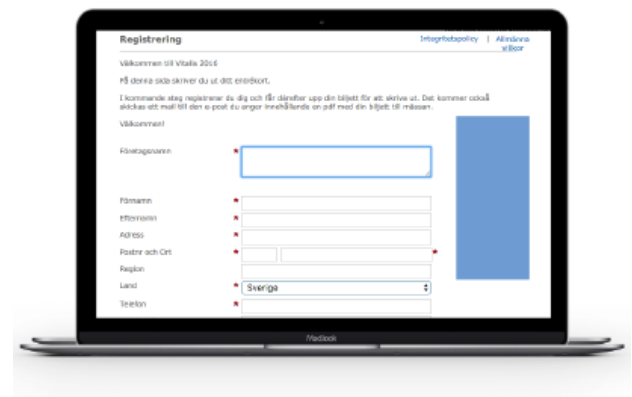
Laser projector, Entrance 5
Price: 15 000:- SEK

Website

Around **80% of visitors plan their visit via the show website**. This enables us to offer you many profitable and much sought-after opportunities to raise your profile and create awareness.

Website advertising

We offer a range of advertising opportunities on our website. Please contact us for more information.



Online registration and ticketing

Most visitors to Svenska Mässan trade shows and exhibitions **print their ticket before they visit**. So the registration process offers you a fantastic opportunity to present your company to a large audience – both on the show's registration page and via confirmation mails.

Exclusive to one company

Newsletters & Targeted Mailings

We send digital newsletters, targeted mailings and reminders to potential visitors, prospects and the press in the lead-up to the show.

You can take advantage of these to promote your business, your products, or special offers. Since these are primarily digital mailings, you can also **link to your home page, special offer landing pages** etc.



Newsletter advertising

Banner 560 x 110 pixels Price: 15000:- SEK

Newsletter articles

Maximum 500 words, plus picture.

Simply send your final copy to us.

Price: 30 000:- SEK

Get in touch to explore additional opportunities.

Seminar and show Programme

Advertising in the printed seminar programme is especially ideal for **thought leaders and innovators**. It presents editorial content, programme information, speaker bios, schedules, etc.

The programme is circulated to exhibition visitors and conference attendees as well as being published in press releases and distributed onsite, inside and outside conference rooms and at other strategically well-chosen locations at the venue.



Publish articles and advertise in the trade show or exhibition's official magazine. It gains **broad attention with articles and useful content** such as information about programmes, speakers and activities, the event schedule, floor plan, exhibitors, etc. It is circulated to registered visitors, the trade press, trade associations, partners and at other events, then distributed onsite in the entrance hall, on the registration and information desks and at other strategic locations both inside and outside the venue and around the halls.



Contact info to be up dated...

PRINT CHANNELS

Looking for maximum visibility among visitors while they are onsite?

Exhibition floor plans and venue maps are an **indispensable aid to show visitors**. They are placed at all entrances and help the visitor to locate exhibitors of interest, participating companies and activities such as seminars.

Contact us for more information and pricing



Signage

Signage, **strategically located** around the exhibition halls and the venue provides great visibility for your company as visitors circulate.

For details and ideas about exploiting this opportunity, please get in touch.



Onsite Promotional Opportunities

Be at the centre of everybody's attention. Raising your brand profile onsite creates more awareness, more leads, more sales opportunities, and **more activity on your booth.**



Badges and lanyards

Your company logo is printed on the lanyard attached to the visitors' name badge and admission card, which all visitors wear throughout the event (production included).

Price: 35 000:- SEK



Welcome bags

Your company's promotional bag, including content, is distributed to every visitor as they arrive in the entrance hall. A unique opportunity to have an immediate impact, raising your company and brand profile while providing a useful give-away.

Price: 20 000:- SEK



Floor advertising

Give your company real presence on the show floor! This offer is available at five points of display in the entrance hall and on the walkways. Each measuring approx. 1m x 2m.



Cloakroom token distribution

Your message is printed on cloakroom token, with the opportunity to distribute material while visitors hand in and collect their bags, coats and other outerwear.



Share brochures

You can share brochures with all visitors to Svenska Mässan exhibitions at selected locations. An ideal way to create awareness and dialogue, as well as driving more traffic to your booth. Price: 15 000:- SEK



Roll-up displays

Placement in hall entrances, at information desks, cash registers or the service centres. Price example 2 Roll-ups: 15 000:-

Onsite Promotional Opportunities



Beach flags

Your Beach flags with logo, with smart visibility. Price: 10 000:- SEK



Water

Get the “thirst” position!

Your branded water bottles, or water dispensers will serve all the Vitalis conference delegates with well appreciated water. Price: 15 000:- SEK



Pencils in the conference area

Your branded pencils will be presented in the conference area and every room used for the Vitalis conference presentations. Price: 10 000:- SEK



Entrance flags

Display your company flags outside the entrance throughout the duration of the show.



Custom window decals

A great way to give your company exceptional visibility at strategic locations such as on the hotel entrance (production included).



Outdoor areas

An exclusive opportunity to raise your company or brand profile in the area outside the Svenska Mässan venue entrance.

Exposure and visibility opportunities!

All pricing is excluding production costs and tax. There might be costs added for mounting and dismounting.

Ask for more!

We are happy to discuss partner agreements, and more, smart activities to effectively enhance your participation, your brand, your products and services!

**Welcome to make contact for more information,
proposals and orders!**

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