



**PANORAMA
MEDELHAVET**

Turism - Gastronomi - Kultur

VENUE Stockholmsmässan, Hall C

EXHIBITION DATES 18-19 March 2017

BUSINESS DAY 17 March 2017

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EXHIBITION DATES

18-19 March 2017

- Open days for the public
- No entrance fee, Invitation only required



BUSINESS DAY

17 March 2017

Includes seminars, presentations, b2b meetings
Evening Gala for all exhibitors and representatives
from the Swedish industry



“RECIPE” OF SUCCESS

- Lack of other similar fair in Stockholm
- The Mediterranean region is a very attractive holiday destination for the Swedish traveller



“RECIPE” OF SUCCESS

Culinary Events + Strong Cultural References +
Big Sales Offers from the biggest tour operators

=

“....A Great Mediterranean Experience!”



SPECIAL FEATURES INCLUDED

Big Attention to Local Gastronomy

e.g. live cooking, Chefs

Playground & Activities for Kids

e.g. educational and fun

Seminars and Presentations for the Public

e.g. organized by the Exhibitors



NEW CONCEPT

STOCKHOLM TRAVEL WEEK 13-19 March 2017

FOR ENGAGING THE PUBLIC

Art, Culture, Culinary Events

Taking place throughout the week organized from all Mediterranean destinations, ...creating a longer experience and impact!



MARKETING CAMPAIGN

BROAD ADVERTISING CAMPAIGN

To include extended media mix, targeted placement and communication channels



AVAILABLE PACKAGE STANDS

1. Construction is Similar for all Exhibitors.
2. Different Package Stands available.
3. All are total-solutions, from construction to printing of stand posters.



12 sqm

3 x 4 m



12sqm Stand (3 x 4m)



2 Counters



24 sqm

3 x 8 m



24sqm Stand (3 x 8m)

4 Counters





64 sqm

8 x 8 m

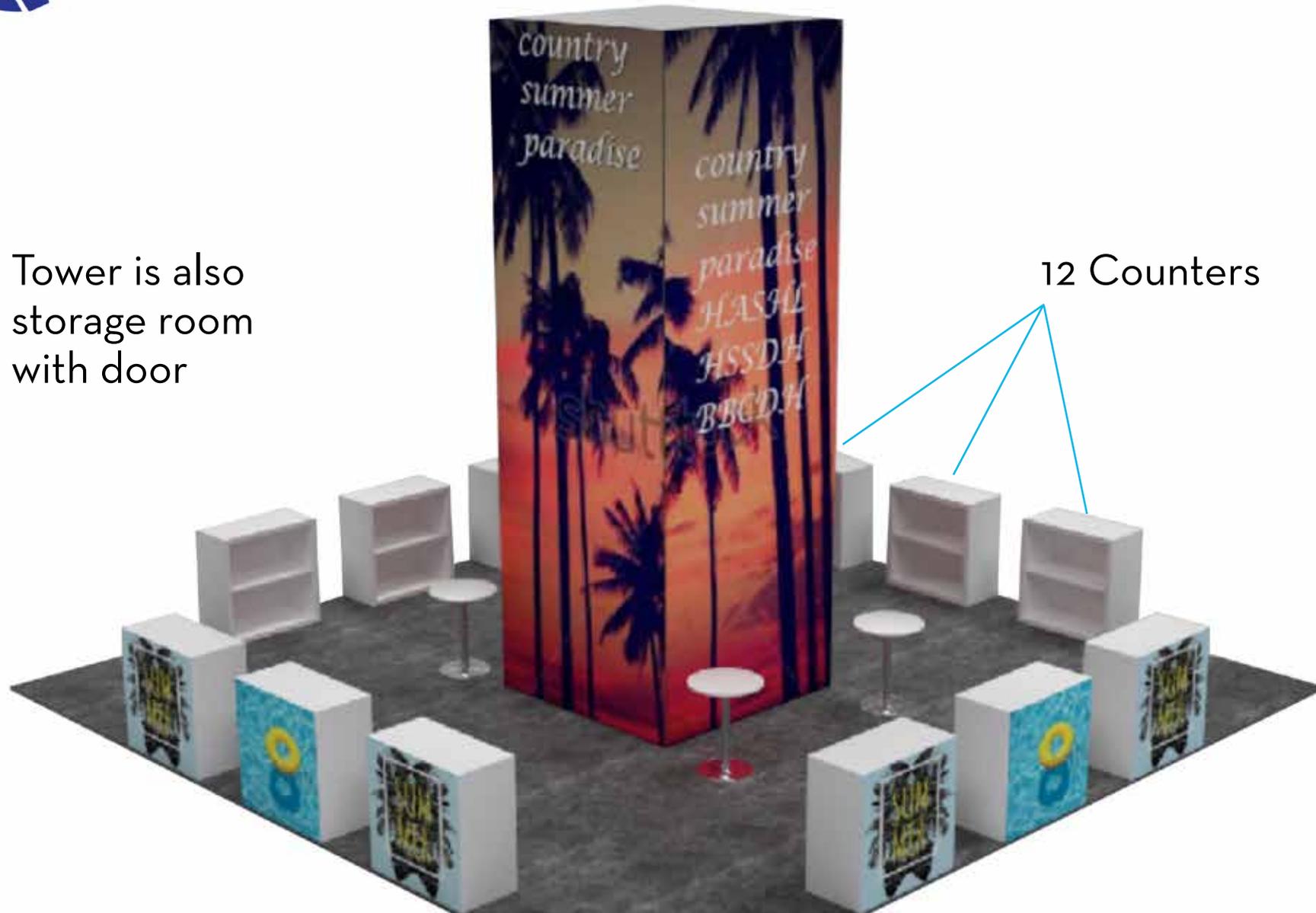
tower stand

2 x 2 x 5,60



64sqm Tower Stand (8 x 8m) Tower Stand (2 x 2 x 5,60 m)

Tower is also
storage room
with door

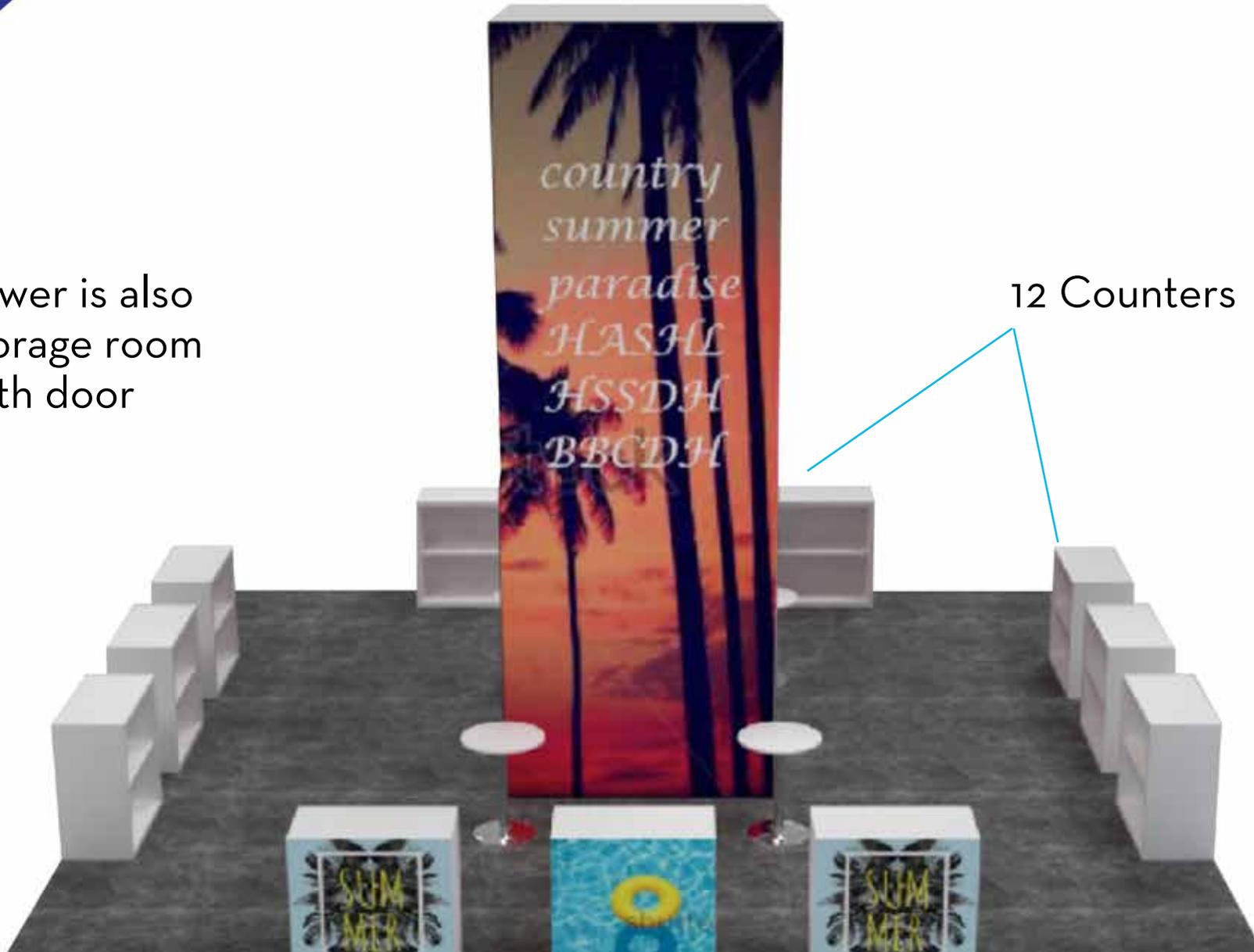




64sqm Tower Stand (8 x 8m)
Tower Stand (2 x 2 x 5,60 m)

Tower is also
storage room
with door

12 Counters





80 sqm

10 x 8 m

tower stand

4 x 2 x 5,60



80sqm Single Big Tower Stand (10 x 8m) Tower Stand (4 x 2 x 5,60 m)

Tower is also
storage room
with door



16 Counters



80sqm Single Big Tower Stand (10 x 8m) Tower Stand (4 x 2 x 5,60 m)

Tower is also
storage room
with door

16 Counters





80sqm Single Big Tower Stand (10 x 8m)
Tower Stand (4 x 2 x 5,60 m)

NE NORTHEVENTS





112 sqm

14 x 8 m

2 tower stands

3 x 2 x 5,60



112sqm Double Tower Stand (14 x 8m) 2 Tower Stands (3 x 2 x 5,60 m)

Tower is also
storage room
with door

22 Counters





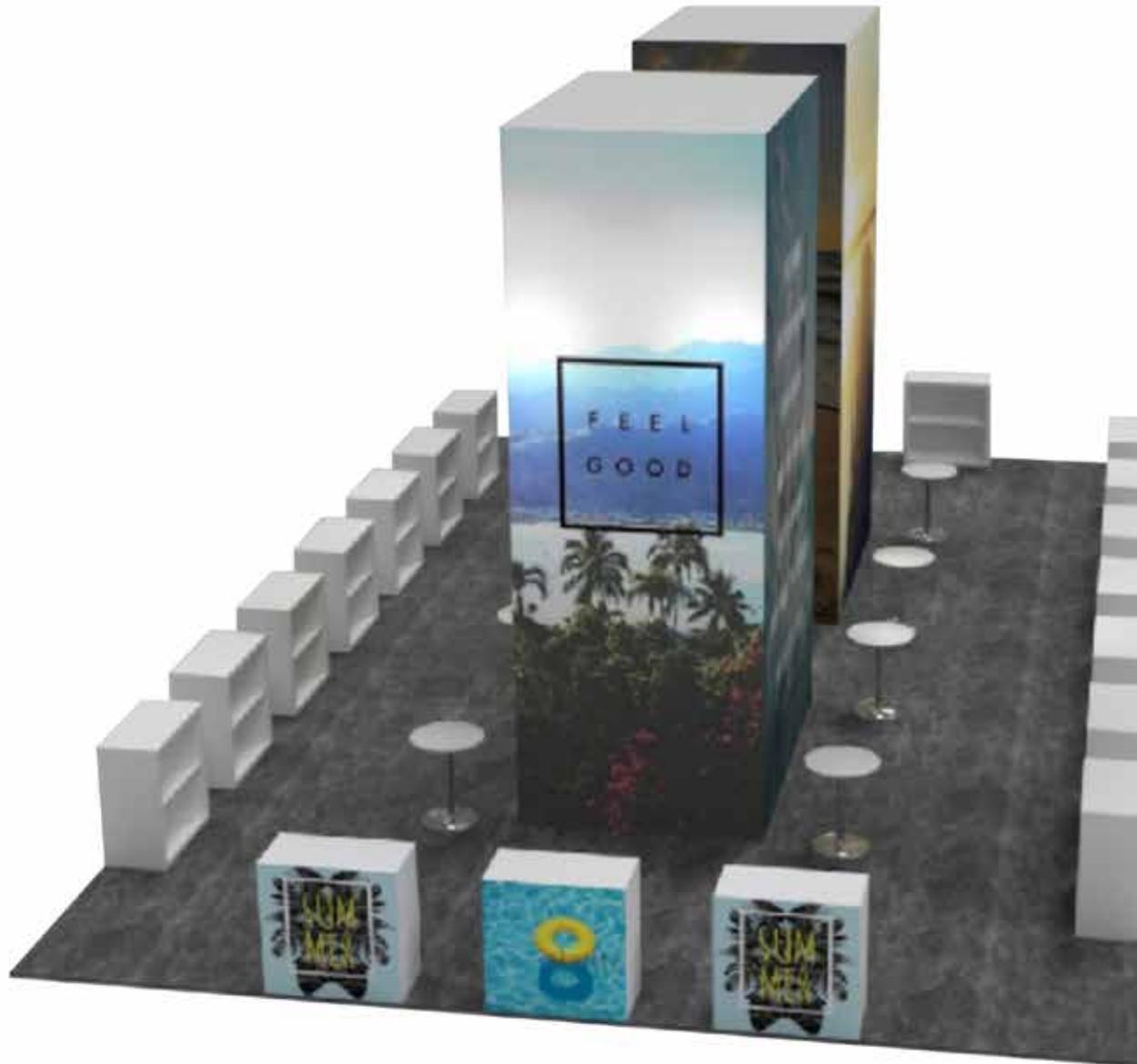
112sqm Double Tower Stand (14 x 8m) 2 Tower Stands (3 x 2 x 5,60 m)





112sqm Double Tower Stand (14 x 8m)
2 Tower Stands (3 x 2 x 5,60 m)

NE NORTHEVENTS





PRICE CATALOG
for stands



sqm	construction & services	(€)euro
12	2 counters, 2 bar stools, 2 tables with 2 chairs each, poster printing, 2 power sockets, WiFi Internet	€ 6.000
24	4 counters, 4 bar stools, 4 tables with 2 chairs each, poster printing, 2 power sockets, WiFi Internet	€ 12.000
64	Single Tower Stand, 12 counters, 12 bar stools, 12 tables with 2 chairs each, poster printing, 5 power sockets, WiFi Internet	€ 25.000
80	Single Big Tower Stand, 16 counters, 16 bar stools, 16 tables with 2 chairs each, poster printing, 8 power sockets, WiFi Internet	€ 30.000
112	Double Tower Stand, 22 counters, 22 bar stools, 22 tables with 2 chairs each, poster printing, 10 power sockets, WiFi Internet	€ 40.000



Payment Terms
30% upon agreement
70% by 20 January 2017



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