

GastroNord



THE MAJOR HORECA TRADE FAIR IN NORTHERN EUROPE

Proud sponsor of Bocuse d'Or, Restaurangalan & Fast Food Awards

April 24-27, 2018



Stockholmsmässan



What is GastroNord?

GastroNord is Northern Europe's most important gastronomic platform. It is a nexus for the entire HoReCa industry, as well as parts of the grocery trade and provides a forum to exchange experiences and knowledge. Exhibiting companies sell, promote and demonstrate their products and services.

GastroNord attracts interested and engaged visitors from all corners of the food and beverage industry seeking inspiration and new knowledge, the opportunity to quiz experts and discover the products they are looking for.

Which departments can be found at GastroNord?

- Appliances, vending machines & tools
- Bakery & Patisserie
- Fast food
- Packaging
- Hygiene & Cleaning
- Information, adm. Tools
- Interior Design & Environment
- Sound, Light & Picture
- Food & Beverage
- Security & Protection
- Training & Information
- Workwear & Textiles
- Alcohol — wine, spirits, cider, beer
- Non-alcoholic

Who is the exhibition aimed at?

GastroNord is aimed at everyone with purchasing influence in the HoReCa industry – decisionmakers, employees, owners, those who want to improve in those areas, as well as final year students on HoReCa courses, to whom we dedicate one day of the fair.

Why exhibit?

- Present your company
- Meet industry decision-makers
- The most important trade fair in Northern Europe
- Unique business opportunities
- Strengthen your brand
- Develop collaborative relationships
- Opportunity to shape the industry
- Show off new products
- A powerful marketing tool
- Develop contacts for the future
- Invite potential customers
- Motivate and train your staff

The 2016 fair in figures

Total number of visitors

20,148 people

Industry

Hotel/Restaurant/Catering 35%
Mass Catering 19%
Wholesale 6%
Grocery/Service Trade 4%
Pub/Bar 2%
Bakery, Patisserie 2%
Fast Food 1%
Systembolaget, Taxfree, Resellers 1%
Restaurant School 13%
Other 17%

Purchase influence

Yes 73%

Workplace

Northern Sweden 11%
Västra Svealand 8%
Mälardalen 47%
Västra Götaland 9%
Östra Götaland 10%
Southern Sweden 6%
Other country 9%

Grading the fair

(5=Very good, 1=Poor)

Overall impression of the fair 4,2
Exhibitor quality 4,1

Interested in visiting GastroNord 2018

Yes 82%

What's been said about GastroNord

"At the last GastroNord, our participation was relatively traditional, with booths and several activities. In addition, we invested our energies in the BarNordic concept with the aim of doing something completely new. Thanks to everyone's enthusiasm and collaborative efforts, the results exceeded all expectations. We're already working hard on new, exciting plans for 2018 that will gradually come to fruition!"

Karl Holmqvist,
Snacksbolaget

"One of our picture windows is always promoting GastroNord, where we have exhibited since 1987 and which we view as essential if you want to be seen on the Swedish market. Participation in the fair is our most important activity every other year.

Some of our new products that will be launched include a completely new buffet system, as well as a new complementary range of accessories for the dinner table in the form of wood, metal, leather, glass, marble, stoneware, etc."

Hans Johansson,
Buhr Agenturer AB



What's planned for GastroNord 2018?

Personal interaction has never been more important!

...two-thirds of Swedes think that personal interaction is vital in order to generate trust (source: *Framtidens Möte* Study 2016)

...what people appreciate most about physical meetings is that they create confidence, understanding and commitment? On the other hand, virtual meetings are perceived as fast, easy and flexible.

(source: *Framtidens Möte* Study 2016)

- A centrally located activity area with kitchen, seminar rooms and motivational areas. It affords the opportunity for collaboration! Listen and run dedicated seminars and activities to develop the industry.
- The previously separate wine and beverage department is now integrated with GastroNord, where food and beverages can be in the same stand! Alcohol exhibitors and other exhibitors stand side by side, which is a positive development for both visitors and exhibitors.
- Collaboration with chefs and organizations, including Bocuse d'Or, Gastronomi Sverige.

- The Food & Friends agency is a partner, running interesting seminars, reports and discussions during the four days of the fair.
- Schedule meetings on Gastro Meeting Point (exhibitor-exhibitor, visitor-exhibitor, visitor-visitor). GastroNord offers a variety of meeting rooms and meeting places for this purpose.
- We're building a rosé bar and a bubble bar, along with a Discovery Room where wines from producers looking for importers will be on show.
- BarNordic – an area where exciting design, music and activities come together to create an incredibly inspiring experience. Exciting products, the latest cocktails and the best bartenders!
- GastroNord brings in new categories of visitor through collaborations with the foodstuffs industry, the LLB fair, Chef's Talk, etc.

Activities during the fair:

- Competitions and awards – Swedish Food Truck Championship, Swedish Ice Cream Championship, Vinordic Wine Challenge, etc.

Do you want to hold a seminar or a contest at GastroNord, or perhaps become a partner? If you do, contact Victor Ackerheim (contact information, page 7).

News:

- Gastronomic forum, run in conjunction with "Chef's Talk", the industry's foremost international social network followed by more than one million chefs and bakers.
- Developed cooperation with players in the grocery trade.
- New areas with packaging, and technology and furnishing/furniture for outdoor serving.
- Full activity on the seminar stage with exciting program points á la Ted Talks.
- Magnus Söderlund, Professor and Behavioral Scientist from the School of Economics, reviews a study of consumer behavior linked to foodstuffs.
- GastroNord is growing thanks to a new collaborative relationship Ljus, Ljud & Bild, a parallel trade fair, benefiting from an extended visitor target group within the industry.
- Themed restaurants – Concept restaurant with interesting partners/organizations Student restaurant – operated by future chefs, cold buffet managers and service staff, i.e. students from the country's top restaurant schools.

Things said about GastroNord

"Sågbäck Senior High School was one of the schools that ran the student restaurant Grow during GastroNord 2016. It was extremely useful for the students to see how big our industry actually is and all the professions there are.

Participating in GastroNord is a skills development exercise for both teachers and students alike. A fun and educational environment for everyone involved. We would also like to show our students and education to everyone, and thereby hope to be able to train more in the industry."

*Ted Ringkvist, Vocational Teacher,
Sågbäck Senior High School*



Prices:

ExpoStart:

incl. Digital stand and Fairmate Lead Tracking **SEK 6,290**

This includes:

- ExpoStart includes exhibitor insurance, electrical power sockets, empty packaging management, goods management and stand cleaning prior to fair day 1.
- **Digital stand:** contact information, pictures, movies, links to your company. Custom campaigns, news and offers, as well as activities in your stand. All this on the GastroNord website and in the app.
- **Fairmate Lead Tracking:** 1 license to scan visitors at your stand. You get access to contact information and statistics.

Stand area:

**First 100m² SEK 1,795/m²,
SEK 1,595/m² thereafter**

The price includes a partition wall with the neighboring exhibitor.

All prices are quoted exclusive of sales tax.

Digital and paper tickets:

A large and important part of our visitors are those that you, as an exhibitor, invite to attend. By ordering free entrance tickets in advance and inviting your customers, you make it easy for you to reach the customers you want to visit your booth. You also make it easier for your customers to plan their visit to the fair.

We provide both digital and paper tickets. Choose the one that suits you and your business best.



Want to know more about GastroNord?

Get in touch:

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