

CARAVANMESSEN 2021

THE CARAVAN EXHIBITION 2021

THIS IS THE 26 ANNUAL CARAVAN EXHIBITION

WE SELECT THE BEST STAND

- **OVER 500 SQ.M**
- **UNDER 500 SQ.M**

THE CARAVAN EXHIBITION takes place from 16 - 19 September.

The fair is a joint venture between Norway's Caravan Industry Federation (NCB) and Utstillingsplassen Messer AS. The latter are the logistical organisers. NCB's members have priority when assigning space. Exhibitors of motorhomes, caravans, tents, expandables, tent trailers, accessories have to be members of NCB.

THE CARAVAN EXHIBITION 2021

- is in its 26 consecutive year
- is Norway's largest exhibition aimed at RV enthusiasts
- has since its inception in 1996 experienced steady growth, and in 2019 more than 35.000 gross square meters of stand area were filled up. With a new and weather-independent fair campground, we expect to reach 18.000 – 20.000 visitors. A lot of efforts will be done to increase the contents and experiences about leisure, and NCB has set up a working group for this.
- brings together importers and dealers of campers, motorhomes, expandables, tent trailers and leisure equipment from all of Norway and from several european contries
- is well known among camping enthusiasts in Norway, who consider the fair to be their annual gathering.

Directed by The Norway Trade Fairs we performed market research after the fair in 2019:

Interviews with the exhibitors revealed that:

- The exhibitors characterize the exhibition as very important for general profiling, and also to connect contact with new customers. It is also important to present and inform about new products and obtain sales/contracts.
- 92% have had public relations that can lead to sale or order
- 87,5 % have had specific sales during the exhibition
- The exhibitors are very satisfied with the difference among the exhibitors. Exhibitors are not satisfied about the absence of fair campground the last two years, which now is established for 2020. The interviews tell us that in spite of this, the exhibitors are very satisfied about the quality of the visitors.
- The exhibitors are very satisfied with The Caravan Exhibition 2019 and 82,5 % tell us that they also want to participate next year.

THE CARAVAN EXHIBITION 2021

introduces first and foremost next year's models of

- * campers
- * motorhomes
- * mobile homes
- * expandables
- * tent
- * tent trailers

THE CARAVAN EXHIBITION 2019

also presented

- * accessories
- * equipment and accessories for campers and motorhomes
- * campgrounds/chains of campgrounds/guides
- * professional magazines and informative literature
- * leisure equipment
- * camping expansions

* organisations

* financing

* cleaning products

* assurance

THE CARAVAN EXHIBITION 2021

- is a public fair which brings together camping enthusiasts from all over Norway.
- is a public fair for people who are attracted to campers, motorhomes and the freedom that this form of leisure or lifestyle implies
- is a public fair for people who want to be updated about the next years campers, motorhomes, expandables, tent trailers and accessories
- is a public fair for people who want to use campers/motorhomes in connection with leisure activities and sports.

THE CARAVAN EXHIBITION 2022

THE CARAVAN EXHIBITION 2022 is planned to take place from 15 - 18 September 2022 (week 37).

The Fair Area

THE CARAVAN EXHIBITION 2021 takes place at Norway Trade Fairs, Lillestrøm.

Indoors:

Hall A1:	2.600 sq.m. gross
Hall B:	7.300 sq.m. gross
Hall C:	8.000 sq.m. gross
Hall D:	10.700 sq.m. gross
Hall E:	7.200 sq.m. gross
Total:	35.800 sq.m. gross

Stands with wall systems

This area is for exhibitors needing smaller stands of 12 sq.m. and larger. The walls around the stands are white, and 2.5 m high. Each stand is equipped with a fascia girder on which the company sign can be mounted, and a

bracket for a spotlight. The stands are either 3 or 6 m deep. The minimum stand size is 12 sq.m. Both the walls and cleaning of the area are included in the rental. For price information please see the attached application form.

Floor space without wall system

This is the area for exhibitors who need more space. The stands are open and include no structures or fixtures of any kind. The minimum stand size is 50 sq.m. Cleaning is included in the price. For price information, please see the attached application form.

The fair leadership reserves the right to end registration of exhibitors and to reduce assigned floor space, in case the fair should be fully subscribed prior to the deadline.

The Fair Campground

The fair campground will be established at Hellerudsletta.

Marketing

The fair is broadly marketed through announcements in periodicals, local and national internet announcements, and also social medias, radio and TV, as well as through brochures and fliers at caravan- and motorhome dealerships.

See our homepage www.caravanmessen.no

The Fair Program

As last year we will continue cooperation with all magazines connected to the caravan industry. We have had very good conversations with several magazines, and they will adapt their editions to The Caravan Exhibition.

This means that you as exhibitors are free to choose your marketing absolutely independent of The Fair Program.

We think and hope that this will make your advertising easier before The Caravan Exhibition.

We will also increase our marketing towards the audience.

Hint us about “good stories” - win NOK 10.000

To attract attention from the medias (newspapers/online newspapers, TV, Radio) is a big challenge, but we know that good stories as

- “the family sold their cottage to buy a camper”
- “the couple sold their boat to buy a motorhome”
- “the sports family lives in a camper/motorhome every weekend to be near the arrangement and for saving money”

can be stories that the journalists want to write about.

If you have such a story – make a hint to Konrad Sel, email konrad.sel@upl.no, phone +47 920 32175.

The best hint will be compensated worth NOK 10.000 and the winner will be presented on the opening day Thursday 17 September – more info will come.

Covid -19 Pandemi

The organizer plans that the Caravanmessen can be carried out in September 2021, but at the same time take into account any infection control measures imposed by the authorities. If the Caravanmessen is completely shut down by the authorities, all advanced payments will be refunded. There will be a close dialogue between NCB and registered exhibitors so that we solve this to the benefit of all parties.

Stand Rental

The base rent is NOK 6.000 + VAT, per exhibitor.

Stands with wall systems:

This is an area with wall systems installed by the organiser. The minimum stand size is 12 sq.m.:

NOK 1.045 + VAT per sq.m. The price includes pre-installed white walls.

Floor space without wall system/dividers:

This is an area with open stands and no dividers installed by the organiser. The minimum stand size is 50 sq.m.

First 100 sq.m. NOK 425 + VAT per sq.m.

From 101 sq.m. - 200 sq.m. NOK 325 + VAT per sq.m.

Over 200 sq.m. NOK 135 + VAT per sq.m.

Special stands for Campgrounds and Destination Companies (3 x 4 m.):

NOK 12.250 + VAT per stand

(base rent does not apply here)

The price includes daily cleaning.

Additional rental equipment can be ordered on a separate form.

Parking

Exhibitors will have their own parking spots. A parking permit for the period must be purchased from Norway Trade Fairs. Information about order forms are sent out after receipt of the registration form.

The fairgrounds include a large parking lot where visitors can park for a fee.

Admission Fee for Visitors

Adult NOK 210

Child NOK 100

Family NOK 420

Concessionary ticket NOK 170

Exhibitors can order admission tickets for distribution to customers. Exhibitors will be charged NOK 100 + VAT for each ticket which is used.

Opening Hours for the Fair

- **Subject to change**

Thursday 16 September:

Open to the public 10 a.m. - 6 p.m.

Friday 17 September:

Open to the public 10 a.m. - 6 p.m.

Saturday 18 September:

Open to the public 10 a.m. - 6 p.m.

Sunday 19 September:

Open to the public 10 a.m. - 4 p.m.

No permission for disassemblies before after half past 4 p.m.

If disassemblies start too early, the exhibitor can be fined NOK 10.000. In the utmost consequence, this may lead to no permission to participate in the exhibition next year.

Deadlines

- subject to change

- * Registration/Reservation by 15 March 2021
- * After 15. March 2021 all prices increases by 20% an allocate space continuously
- * 50% of stand rental due 15 April 2021 according to invoice
- * Remainder of stand rental due 15 June 2021 according to invoice
- * Inside set-up 8 a.m. on Tuesday 14 and Wednesday 15 September
- * Disassembly must be completed by 1 p.m. on Monday 20 September

Food Services

There will be several places where food and drinks can be purchased in the fair halls. Exhibitors have their own cafeteria

Hotels

Thon Hotel Arena is located right beside Norway Trade Fairs.

Telephone: +47 66 93 60 00, use booking reference "Caravan 2021".

Vehicle Access to the Exhibition Hall for Loading and Unloading

Hall A1: 1 cargo door for (un)loading

Height x Width:

4,5 m x 5,2 m

Hall B: 5 cargo door for (un)loading

Height x Width:

B1 6,4 x 6,0

B2, B3, B4, B5 5,3 m x 5,2 m

Hall C: 3 cargo door for (un)loading

Height x Width:

C 1 – 6,4 m x 6,0 m

C3, C4 – 5,2 m x 5,2 m

Hall D: 2 cargo doors for (un)loading

Height x Width:

D 1 – 6,4 m x 6,0 m

D 2 – 4,1 m x 5,2 m

Hall E: 5 cargo doors for (un)loading

Height x Width:

E 1 – 3,5 m x 6,0 m

E 2 – 6,0 m x 6,2 m

E 3 – 6,0 m x 6,0 m

E 4, E 5 – 4,2 m x 3,6 m

Max load in the Exhibition Hall

Hall A1: Evenly distributed floor load:

Max 2.000 kg per sq.m.

Hall B: Evenly distributed floor load:

Max 2.000 kg per sq.m.

Hall C: Evenly distributed floor load:

Max 2,000 kg. per sq.m.

Hall D: Evenly distributed floor load:

Max 1,500 kg. per sq.m.

Hall E: Evenly distributed floor load:

Max 2.000 kg. per sq.m.

Technical Services

For example electrical power, rental of equipment, furniture, carpeting, parking, or other goods or services:

will be supplied by Norway Trade Fairs.

Order forms and price lists – see www.messe.no/info.

SEND APPLICATION FORM **electronical from** www.caravanmessen.no