

CARAVANMESSEN 2022

THE CARAVAN EXHIBITION 2022

THIS IS THE 26 ANNUAL CARAVAN EXHIBITION

WE SELECT THE BEST STAND

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

Norges Varemesse new name: NOVA SPEKTRUM

THE CARAVAN EXHIBITION takes place from 15 - 18 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.

THE CARAVAN EXHIBITION 2022

- 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 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 1.000 – 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.
- 95,1 % have had public relations that can lead to sale or order, up from 92 % from last show
- 92,7 % have had specific sales during the exhibition, up from 87,5 % from last show
- The exhibitors are very satisfied with the difference among the exhibitors.
- Exhibitors are not satisfied with the number of visitors last time, but the situation with covid-19 can maybe explain some of it. The interviews tell us that in spite of this, the exhibitors are very satisfied about the quality of the visitors.
- The exhibitors are in general satisfied with The Caravan Exhibition 2021 and 82,5 % tell us that they also want to participate next year.

THE CARAVAN EXHIBITION 2022

introduces first and foremost next year's models of

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

THE CARAVAN EXHIBITION 2022

full focus on new activities and increased quality, such as:

- * seminar and lectures in auspices of the NCB
- * new branding and impact of restaurants (food and beverages)
- * 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 2022

- 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 2023

THE CARAVAN EXHIBITION 2023 is planned to take place from 14 - 17 September 2023 (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, with shuttlebuses free of charge.

Marketing

The fair is broadly marketed through announcements in periodicals, local and national marked channels in near cooperation with NCB.

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/new pandemic

The organizer plans that as the Caravanmessen can be carried out in September 2022, but at the same time everyone must 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 1.095 + 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 445 + VAT per sq.m.

From 101 sq.m. - 200 sq.m. NOK 345 + VAT per sq.m.

Over 200 sq.m. NOK 155 + 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 220
Child	NOK 110
Family	NOK 440
Concessionary ticket	NOK 200
Customer ticket	NOK 200

All ticket purchases will be digital, like it was last time!

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 11 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 2022
- * After 15. March 2022 all prices increases by 20% an allocate space continuously
- * 50% of stand rental due 15 April 2022 according to invoice
- * Remainder of stand rental due 15 June 2022 according to invoice
- * Inside set-up 8 a.m. on Tuesday 13 and Wednesday 14 September
- * Disassembly must be completed by 1 p.m. on Monday 19 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 2022".

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