

CARAVANMESSEN 2019

THE CARAVAN EXHIBITION 2019

THIS IS THE 24 ANNUAL CARAVAN EXHIBITION

WE SELECT THE BEST STAND

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

THE CARAVAN EXHIBITION takes place from 12 - 15 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 2019

- is in its 24 consecutive year
- is Norway's largest exhibition aimed at RV enthusiasts
- has since its inception in 1996 experienced steady growth, and in 2018 more than 35.000 gross square meters of stand area were filled up. Due the absence of fair campground, number of visitors was reduced in 2018. For this year we will establish a campground only 7 minutes from The Norway Trade Fairs, and we expect visitors in 2019 as years before.
- 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 2018:

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.
- 93% have had public relations that can lead to sale or order
- 83 % have had specific sales during the exhibition
- The exhibitors are very satisfied with the difference among the exhibitors and also the quality of the visitors. The exhibitors are also satisfied with this years opening hours.
- The exhibitors are very satisfied with The Caravan Exhibition 2018 and 85 % want to participate next year.

THE CARAVAN EXHIBITION 2019

introduces first and foremost next year's models of

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

THE CARAVAN EXHIBITION 2018

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 2019

- 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 2020

THE CARAVAN EXHIBITION 2020 is planned to take place from 17 - 20 September 2020 (week 38).

The Fair Area

THE CARAVAN EXHIBITION 2019 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

For this year we will establish a fair campground only 7 minutes from The Norway Trade Fairs. The area is more than 110 acres, 3 times bigger than the area earlier years at Hellerudsletta. More information will follow.

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 13 September – more info will come.

Exhibitor get-together

Together with NCB, we arrange an exhibitor get-together on Thursday evening after the fair closes, within steps of the exhibition halls.

For Children

Child care will be offered in the exhibition hall Saturday and Sunday.

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 995 + 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 385 + VAT per sq.m.

From 101 sq.m. - 200 sq.m. NOK 285 + VAT per sq.m.

Over 200 sq.m. NOK 110 + VAT per sq.m.

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

NOK 11.250 + 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 200

Child NOK 100

Family NOK 400

Concessionary ticket NOK 160

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

Thursday 12 September:

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

Friday 13 September:

Information-meetings NCB 9 a.m. – 10 a.m.

Hours for exhibitors/proper time 9 a.m. – 10 a.m.

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

Saturday 14 September:

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

Sunday 15 September:

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

No permission for disassemblies before after 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

* Registration/Reservation by 15 March 2019

* 50% of stand rental due 30 April 2019 according to invoice

* Remainder of stand rental due 15 June 2019 according to invoice

* Inside set-up 8 a.m. on Tuesday 10 and Wednesday 11 September

* Disassembly must be completed by 1 p.m. on Monday 16 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 2019".

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 TO:

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