

FAQ – Exhibitor Information

Preparations

You have booked your stand and it is time to start preparing for your participation. Go through the points below as soon as you can. Statistics show that those who have prepared their fair participation will also be more satisfied with the result.

Accommodations

Scandic Victoria Tower is located next to Kistamässan. See [Scandic Victoria Towers website](#).

Booking of rooms is done via Scandic Victoria Tower's website
www.scandichotels.se/victoriatower

We can also offer a **10% discount** on Scandic Victoria Tower* - book with the code below. The code is valid **16-21 April 2023**.

Booking code: **PRO10SE** Enter the code in the box "add booking code" to receive the discount.

*The discount applies to Scandic's flex prices (i.e. not on their non-refundable web price).

Other accommodation options can be found [here](#).

Book conference rooms

We have some conference rooms on the lower floor at Kistamässan available if you are interested in booking in connection with SETT for e.g. customer meetings, workshops or extra product shows. Contact us at sett@easyfairs.com for more information!

Catering

For stand catering and beverages please contact:

KM Restaurants

08 410 608 20

Konferens@kmgrou.se

Keep in mind that all alcohol found in the facility that is not ordered through Kistamässan's Restaurants will be confiscated. This is due to alcohol legislation not allowing own alcohol in Kistamässan's premises.

Digital kick-off

In preparation for SETT 18-20 April 2023, we invite you to a digital kick-off. We'll go through everything you need to know for your participation, and you get the opportunity to ask questions. All stand personnel are welcome to participate. Choose the date that suits you best and feel free to spread the link internally.

15. March 2023 (10am-11am) Swedish

15. March 2023 (1pm-2pm) English

23. March 2023 (1pm-2pm) Swedish

E-mail sett@easyfairs.com with the time of your choice and contact details to your stand personnel in order for us to send the link to the kick off.

Extra visibility – ExpoXtra

We offer an incredibly broad and creative way for extra visibility before and during SETT. Make sure all visitors know where to find you.

Interested? Contact:

christina.olsson@easyfairs.com

Photographer

There will be a photographer and filmmaker on site during both days. If you do not want to be seen in the picture, tell the photographer on site.

Height construction

For construction and advertising messages, etc. exceeding 2.50 meters, a fee will be added. This does not apply to stand lighting. Structures higher than 2.50 meters require anchoring to the roof with safety cables. Please contact Workman Event if you wish to build heights.

monterservice@workman.se

Delivery address for goods

Do you have plans to send materials to your stand before your arrival? Times for goods reception will come shortly.

Delivery address:

SETT / Company / Stand number

Kistamässan

Vågögatan 3

164 40 Kista

Goods that arrives to Kistamässan is transported to the designated stand at a cost. The corresponding cost also applies to departing goods left at the stand. These costs are charged your company afterwards. Please contact Workman Event for more specifications or see Workman Events information letter by "Stand service via Workman Event".

Kistamässan or Workman Event is not responsible for goods before, during or after the event.

Marketing

Getting the right visitors to the fair is a teamwork. Both we as organizers and you as exhibitors are responsible for inviting visitors. Statistics say that if exhibitors promote their trade show participation before exhibiting, you get 250% better outcomes than exhibitors who doesn't market themselves.

Think of SETT as a shopping center where we are the venue and you the stores. In order for customers to be attracted to visiting your particular store above everyone else's, you need to promote that you are on site and stand out from the crowd. Once in place, the store must also look attractive and have knowledgeable staff on site to be able to create a good relationship with customers who make their way to the store.

To maximize your participation at SETT, we have some tools to help you along the way:

1. Your exhibitor page on www.settdagarna.se
2. Company banners

Your exhibitor page on www.settdagarna.se : Under "exhibitor list" is the information you fill in on My Easyfairs (To read more this see the tab My Easyfairs). You present your company, upload innovative products and news as well as job ads. Statistics show that those who have a completed My Easyfair profile succeed on average better on site.

Company banners:

We have developed company banners for you. These can be found on MyEasyfairs.

Stand program

If you are planning a program in the stand, please let us know and we will publish it on the web for visitors to include it in their planning. Contact us via sett@easyfairs.com

Stand service via Workman

The easiest way to handle many of your stand orders is [Workman's shop here!](#)

For further questions/orders, please contact Workman via: monterservice@workman.se

MyEasyfairs – your shop window and collected information

What is My Easyfairs?

The majority of visitors plan their visit through www.settdagarna.se. What is completed on My Easyfairs is what is visible in the exhibitor list.

Log in to My Easyfairs:

When your company's stand was booked, the person who made the booking received an e-mail from "My Easyfairs" with a [link](#) to the system with the prompt to confirm the e-mail address and choose a password. The email address is the username and the password chosen becomes the password. If the password is forgotten select "Forgot password" and follow the instructions. *In some cases when things get complicated, it can help to change browsers and try again.*

Have you filled in your information before? This information remains on My Easyfairs, you need to log in for it to appear in the current exhibitor list on www.settdagarna.se

Add more users:

You can invite colleagues you would like to have access to My Easyfairs. You do this when you log in and click on Manage *users*.

[Link to My Easyfairs](#)

Company banner

Your company's banner can be found on MyEasyfairs. If not, please contact sett@easyfairs.com

Trippus Exhibitor Portal – your lead generation

There are different ways to gather leads during SETT and to optimize this, there are different ways to prepare before SETT.

[Download PDF with instructions here!](#)

Warning about scam emails!

We do not publish any visitor lists. Feel free to contact us if you feel unsure via sett@easyfairs.com

The weeks before the fair

It's getting closer! Below are the items you need to keep track of no later than one week before, providing you checked off the list regarding preparations.

Address

Invite your customers!

We have created banners that you can use in your social media channels to spread the message that you are exhibiting at SETT. Banners can be found on MyEasyfairs if you had uploaded a logo. If you do not have a banner, please contact sett@easyfairs.com.

Cafés and restaurants on site

During SETT, we will keep both café and restaurant. There is an exhibitor dining room downstairs, called E8XL. You can pay on site or pre-order your own food vouchers via KM Restauranger, konferens@kmgroupp.se

In addition, there are also kiosks, shops, cafes and restaurants near the facility. Kista Galleria is available only 10 min walk away.

Note that during the move-in on Sunday, all eateries are closed at Kistamässan and in the immediate area. The nearest available eatery is in Kista Galleria.

Will you be the exhibitor with the best results?

With a few simple tricks you can maximize your participation. Here's a short checklist:

1. Update your profile in My Easyfairs.
2. Spread your participation in your channels and invite your own customers.
3. Put time and commitment in preparing your stand so it looks visually attractive to visitors. A tip is also to attract visitors with some kind of activity such as a competition or try mini golf or offer something nice.
4. Have the right people in place. Choose your most committed and knowledgeable people to have in the stand.
5. Get involved with your stand staff. Have enough staff and plan time for breaks as well as lunch.
6. Do not forget to follow up after the fair and get back to your leads!

In short, prepare well to be the best!

Move-in times

April 16. 7am-6pm Move-in

April 17. 7am-10pm Move-in

April 18. 7am-9am (you enter the hall 2 hours before it opens to visitors)

April 19. 7am-9am (you enter the hall 2 hours before it opens to visitors)

April 20. 7am-8.50am (you enter the hall 1 h 50 minutes before it opens to visitors)

Conference ticket for exhibitors

This year we have redesigned the ticket structure at SETT. A SETTival pass gives you access to the conference all 3 days. If you and your colleagues would like to listen to seminars you can buy a SETTival pass at a favorable price of SEK 795 (excl VAT) per SETTivalpass alt. In-depth pass at a favorable price of SEK 2495 (excl VAT). You make this choice in connection with registration as an exhibitor / stand staff.

Contact us at sett@easyfairs.com if you have questions about this.

Parking

Parking is available directly adjacent to Kistamässan. It is managed by the City of Stockholm.

There is a very limited number of places, if possible choose public transport!

Commuter train station: Helenelund

Metro station: Kista

The new prices are;

1. SEK 50 per hour started
2. 150 SEK for 12 hours
3. 200 SEK for 24 hours

We reserve the right for any price changes as it is not our (the organizer's) parking.

The fair days – Here we go!

Finally the days we have all prepared for. It will be three packed days with skills development, networking and lots of other events. Your work in the stand is more important than ever, warmly welcome!

Day 2 - April 19

To enable more people to visit SETT, we are now extending the opening hours until 8pm on April 19.

The theme of the evening is "Reading desire" and we welcome you to take part in the conversation about modern reading!

During the evening we invite you to engage lectures and panels. The actor Olof Wretling visits during the evening and tells us, among other things, about how he turned jumping letters into an opportunity! You will also be invited to mingle and there is a number of exciting seminars and activities in the exhibition.

Collect leads during SETT

There are two ways to collect leads. [Download the instructions here as a PDF.](#)

Exhibitor lounge

The exhibitor lounge can be found downstairs at Kistamässan, in room E10. Here you can relax with a cup of coffee and a fruit.

Dismantle your stand

It is not allowed to start dismantling the stand before the closing of the fair, the last day. During the first half hour/hour after the fair closes, visitors leave the halls, during that time - for safety reasons - it is not allowed to drive empty goods into the exhibition aisles. For security reasons, the goods gates are also not opened during this time. The fair aisles must be kept clear so that the handling of goods can get started as quickly as possible when all visitors have left the halls.

Goods handling

Goods arriving at the fair are transported to the designated stand at a cost (see current prices on our online shop under Truck-Packaging www.workman.se/shop/). The corresponding cost also applies to departing goods left at the stand. These costs are charged to issuing companies afterwards. Truck assistance is ordered by the Technical Department on site.

In cases where the freight forwarder, who delivers the goods, asks the fair's staff to transport / load the goods to the stand, we will do so at the exhibitor's expense. Regardless of what is agreed between the freight forwarder and the exhibitor.

The goods must be marked with: SETT / Company / Stand number / Name and mobile number Kistamässan, Vågögatan 3, 164 40 KISTA

If you have machines or other material that weighs over 1 ton / package or that is more than 2 meters wide and / or more 2.5 m high, please contact Workman Event at least 2 weeks in

advance. Help with packing goods can be ordered contact: Workman Event, phone: 08-410 356 60 or e-mail: monterservice@workman.se, but no later than 2 weeks in advance.

If the goods arrive before the specified time, we cannot guarantee receiving the goods. If we receive the goods, we will drive it to the warehouse and the cost of this will be charged to the exhibitor, the same applies if the goods are not picked up within the specified time.

Unmarked goods that are left at Kistamässan after official relocation and that cannot be identified will be discarded as we have limited storage facilities.

NB! All goods must be packed and stowed on pallets or in roll cages during the scheduled move-out period. This is a requirement because we have to move the goods. Uncollected goods are charged per cubic meter and started week.

Workman Event or Kistamässan is not responsible for goods before, during or after the event!

Opening hours

The fair's opening hours for exhibitors

- 16. April 7am-6pm Move-in
- 17. April 7am-10pm Move-in
- 18. April 7am-5pm
- 19. April 7am-8pm
- 20. April 7am-10pm

The fair's opening hours for visitors

- 18. April 9am-5pm
- 19. April 9am-8pm
- 20. April 8.50am-3.30pm (conference program ends at 3pm)

Evaluation

The end for now, the beginning of something new. The fair is over and now it is important to evaluate the participation. Here are the best tips for how to take your participation all the way to the finish line.

Download your leads

[Download the PDF here to see how to access your collected leads!](#)

Influence the fair of the future!

We'll send a survey to everyone who has been in your stand where you get the opportunity to evaluate the fair that has passed. Your opinion is incredibly important to us as we constantly wish to improve and meet your expectations. Many thanks in advance for taking the time to answer this.

Rebooking

During the fair, you have had the opportunity to talk to one of our sales representatives to book a stand for SETT 2024. Do not forget to book your stand and keep track of the order confirmation that comes to the contact person's e-mail.