

A fair that is right for business we are now adding new areas

GIFTS FOR TODAY'S LIFESTYLE CONSUMERS

Formex is the leading fair in the Nordics for gifts and design. Recently, we have noted that new segments and industries are showing more interest in gifts. Lifestyle stores are expanding their range of products.

Formex in January 2019 will feature two new areas with the themes Smart Gifts and Designer Pet to meet this interest. The areas will include more exclusive design gadgets, gifts, paper products, pens, etc.



SMART GIFTS

The perfect gift for tech-lovers – design ear phones, speakers or attractive charging cables.

The gift for the quality-conscious – a nice pen, a diary or an attractive print.

Smart design items for repairs, puzzles and practical travel products.

Read more on the next page.

Formex

Exhibit your way

We offer a standard exhibit space or participation in our Pop Up Square, where you choose your exposure – from a podium of 1 sqm to floor space of 15 sqm set up to your specifications.

SMALL PODIUM AND ELECTRICITY SEK 4,000
MEDIUM 8 SQM PODIUM, BACK WALL AND ELECTRICITY SEK 8,000
LARGE 12 SQM, BACK WALL AND ELECTRICITY SEK 12,000

Contact our sales staff at sales.formex@stockholmsmassan.se
or +46 8 749 41 00 for help.



FORMEX OFFERS:

around 20,000 visitors

10,000 unique companies

16% of the visitors are international

92% of the visitors will recommend the fair to others

66% of the visitors are the CEO, Owner or Purchaser, more than 80% have a deciding role in purchasing

44% of the visitors made a purchase from a supplier that they would not have done without a visit to the fair

48% of the exhibitors sold to a store that they would not have sold to without being at the fair



Formex started in 1960 and is organized twice a year: the third week in January and the third week in August. Formex has around 800 exhibitors at each fair with products related to interiors, design, gifts, delicacies, children's products, fashion and accessories. The fair draws both national and international buyers, agents, wholesalers, importers, designers, producers and media from the entire interior design and gift industry. Approximately 20,000 visitors and 500 media representatives come to each Formex, and in addition to the opportunity to do business, mingle and see new products, the fair also offers trends, inspiration and knowledge in the form of exhibitions and lectures.