

Be part of Scandinavia's largest health fair – 30,000 people interested in health, all in one place!

Would you like to meet close to 30,000 people interested in healthy lifestyles, who are therefore likely to be curious about your products, services and health expertise?

Would you also like to be part of the Swedish health sector, assembled in one place? In that case, you should exhibit at the Health, Wellbeing and Fitness Fair from 12 to 14 November 2010.

The Health, Wellbeing and Fitness Fair is Scandinavia's largest. It is the leading fair for everything to do with health. It's also where visitors can gain motivation, inspiration and information for choosing a good, healthy lifestyle. It's where business is created, new contacts made and the latest trends presented. Together with the health sector, we can contribute development, growth and knowledge.

The Health, Wellbeing and Fitness Fair has a clear goal: It should inspire and motivate people to a healthier life. A very effective meeting place for both visitors and exhibitors!

Welcome to a world of health!

The Health, Wellbeing and Fitness Fair, 12–14 November 2010! Book your place now!



ALLT FÖR HÄLSAN
12-14 NOV 2010
STOCKHOLMSMÄSSAN



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A fair in five main areas

The Health, Wellbeing and Fitness Fair gets bigger every year – in terms of exhibitors, visitors, size and popularity. And it attracts exhibitors from the entire health sector – manufacturers, agents, retailers, non-profit organisations, associations, authorities, service companies, service/care, research and training... and the media. Last year, almost 300 journalists came along!

The Health, Wellbeing and Fitness Fair provides a holistic view of the concept of health. For that reason, the fair is divided into five different areas, each of which presents exhibitors, activities and interesting seminars. But the whole thing is greater than the sum of the parts!



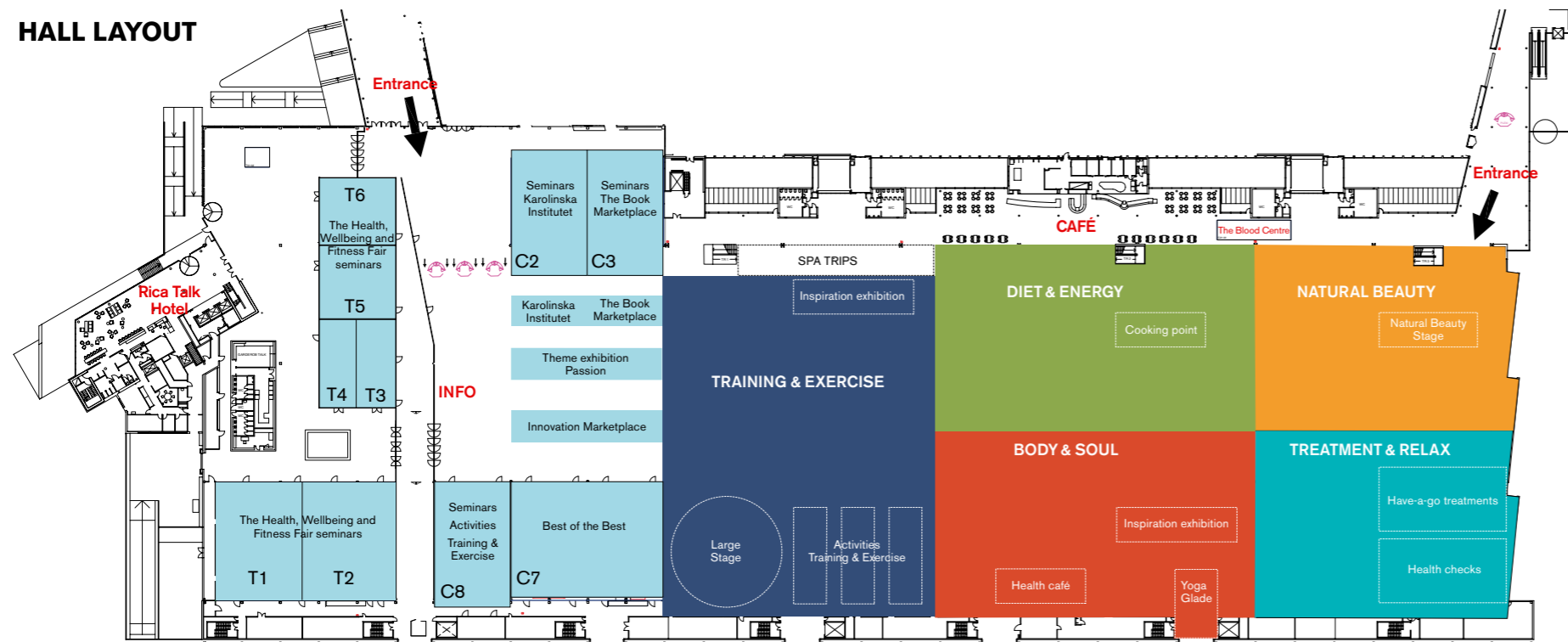
For exhibitors in the fields of different forms of exercise, types of sport, exercise psychology, leadership, treatment methods, clothes, gym, training equipment, apparatus...



For visitors interested in exercise and training. Active people, both men and women, who like sport and movement – going to the gym, doing aerobics, jogging, playing football, floorball, basketball... and going for a workout.

There are great opportunities for testing various types of exercise, getting personal advice, and the ability to test and discuss different products and services.

HALL LAYOUT



New for 2010

- **The Yoga Glade** has got everything about yoga in one place.
- **The Natural Beauty department** is here to stay.
- **The Innovation Marketplace** is growing with innovations from each exhibitor.
- **SPA, healthy travel and experiences** are emphasised as a product group.
- **The programme on the big stage** is being developed, this year with Blossom Tainton as a presenter as well.
- **Visitors** will have the chance to try the latest exercise trends.
- **Beneficial sports** presented by Stockholms Idrottsförbund.
- **The theme for the year is Passion** in the form of inspiring exhibitions and seminars, and in exhibitors' own stands.



What else is happening at the fair?

- **Lectures.** Hundreds of inspiring lectures within all areas, organised by, among others, Karolinska Institutet.
- **Have-a-go activities.** Interested visitors will have the chance to try the latest innovations.
- **Cooking point.** Some of Sweden's most inspiring chefs will show the route to health and success in the kitchen.
- **Best of the Best** exercise convention with almost 1000 participants, in cooperation with Fitness Magazine.
- **The Book Marketplace.** Lots of books and lectures from well-known authors.
- **1000 school pupils** are invited to a health Friday and to spread the word further.
- **Health checks** – tests of balance, strength, BMI, blood glucose... always popular.
- **Have-a-go treatments** – Kroppsterapeuternas Yrkesförbund, the professional body for body therapists, will be offering free massage treatments.
- **Svensk Egenvård** presents the Academy of Self-care.
- **The Natural Beauty Stage:** advice and have-a-go treatments.
- **SHR's Swedish championship** in Make Up.
- **Exhibitors' own activities** – sampling, competitions, have-a-go activities... create your own event to attract curious visitors!

And much more. See events develop at www.alltforhalsan.se!

BODY & SOUL

For exhibitors within various therapeutic treatment forms, coaching, media/literature, research and training, psychology, wellbeing therapy for the soul, yoga...



For visitors who are keen to feel well and find a balance in their life, who are interested in health and keep-fit, read a lot, and spend a lot of money on themselves in order to feel well. Spiritual and mental depth in day-to-day life is important.

This is where both tried-and-tested and new methods are offered to anyone looking for a route to better health. It is also home to inspiring coaches and people to talk to, making it possible to compare different treatment forms.

DIET & ENERGY

For exhibitors within health foods, dietary supplements, vitamins, organic products, weight loss, medicines, natural medicines, GI food, health drinks...



For visitors who think it is important to eat well and consume the right nutrients, who have a huge interest in healthy food and who like to try both new food fashions and dishes, for themselves and their family. They are also interested in environmental issues and energy saving.

Virtually everything is on offer here – from cooking a healthy meal to getting a little more inside for increased energy. The Cooking Point is the central place where several familiar and interesting food profiles will be available.

TREATMENT & RELAX

For exhibitors within various treatment forms and therapy, keep-fit activities, ergonomic equipment, SPA facilities, health centres, travel, dental care...



For visitors who like treatments and various types of recreation and therapies to achieve good health and who think about their health from various perspectives. Feeling good and the chance to relax in various ways are highly valued.

You can test many different treatments and book a visit, a conference or a trip with "relaxation" as a major element. Last year, almost 1400 people tried one of the treatments on offer.

NATURAL BEAUTY

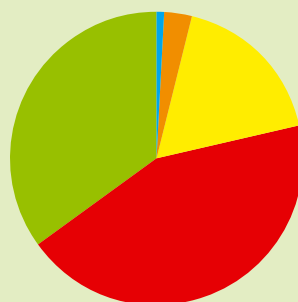
For exhibitors within skin-care, beauty treatments with herbs, botanical oils, organic and nutrient-rich products, natural cosmetics, treatment forms for various needs...



For visitors who are interested in natural beauty and what beauty products to use, and are keen to try new products and treatments.

Advice and tips on beauty products for the best results and the latest news within skincare and make-up will be on offer. Beauty is health reflected in many ways. If we take care of our health, we radiate energy and beauty.

It's important to live a healthy life



Do not agree at all 1.1%
 Agree a little bit 2.9%
 Neither agree nor disagree/did not respond 17.6%
 Agree somewhat 43.6%
 Agree completely 34.8%

Source: Orvesto konsument 2009

Healthy visitors

- **Private individuals.** The Health, Wellbeing and Fitness Fair's 27,000 visitors are health-conscious private individuals who are seeking knowledge and inspiration, want to know more about the latest trends and get tips on new products and methods. They want to enjoy serious, interesting lectures that inspire and motivate. According to surveys, the majority of Swedes think living a healthy life is important, so there is a great deal of interest! (Please contact us if you would like to know more about the target group based on our visitor studies.)
- **Companies.** We also focus on companies that prioritise the health of their employees, among other things using special seminars and activities aimed at HR personnel.
- **The health industry.** This includes therapists, masseurs, diet and health advisors, coaches and many more who want to meet colleagues and swap experiences.
- **Media.** Each year hundreds of journalists come to share in and pass on that year's new health products. And the leading health magazines help to inspire visitors.

Effective, profitable and engaging

- **The fair appeals to all senses.** It makes it possible to provide exposure for products and services that engage visitors in many ways.
- **Efficiency.** The fact that an entire industry is assembled under one roof appeals to visitors, colleagues and the media.
- **Profitability.** You can use the fair to reach many visitors in a short time, both old customers and new ones.
- **Face-to-face meetings.** This is the opportunity to make valuable contacts. The media will be present and will be able to see the latest products and trends.
- **Handle the full power of the mass media.** Surprise everyone and offer the unexpected! Contact us for proposals, ideas or attend our popular fair courses.



The Health, Wellbeing and Fitness Fair 2009 facts

- 27,058 visitors
- 240 exhibitors
- 300 journalists
- 155 seminars with an audience of 5,600
- 71% purchased something during the fair
- 95% rated the fair Satisfactory, Good or Very good
- 79% showed interest in returning in 2010

The Health, Wellbeing and Fitness Fair 2010 is being arranged in parallel with the Scandinavian Boat Show and the 'Det Goda Köket' food fairs, and together we will attract 70,000 visitors. The most refreshing weekend of the year!



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The Health, Wellbeing and Fitness Fair 2010

Date	12–14 November 2010
Opening times	Friday 12/11 10.00–20.00 Saturday 13/11 10.00–18.00 Sunday 14/11 10.00–18.00
Venue	Stockholm International Fairs, Älvsjö

Book now!

Your health comes first. We are happy to help you find interesting ideas for activities and cooperation. Please contact us to find out more.

Kontaktpersoner

Marie Hemdal, *project salesperson*
marie.hemdal@stofair.se, +46 (0)8-749 44 27

Lilly-Anne Berg, *project coordinator*
lilly-anne.berg@stofair.se, +46 (0)8-749 44 24

Erik Rådström, *project manager*
erik.radstrom@stofair.se, +46 (0)8-749 44 10

Strong, healthy partners

The Health, Wellbeing and Fitness Fair's partners ensure quality and spread the word! Fitness Magazine, Karolinska Institutet, Kroppsterapeuternas Yrkesförbund, Medicinskt Kursforum, Stockholms Idrottsförbund, Svensk Egenvård, Svenska Golförbundet and the magazines Hälsa, Leva, Må Bra and ToppHälsa.

Comprehensive marketing

Marketing commences during spring and accelerates during autumn until the start of the fair. The Health, Wellbeing and Fitness Fair is marketed via our partners' own channels, both digital and postal, as well as in the city in the form of billboards and traffic advertising, through direct advertising, newsletters, social media, flyers, posters, banners and a fair insert in the Dagens Nyheter newspaper.

Stockholm International Fairs

As Scandinavia's largest organiser, we hold around 60 sector-leading fairs each year, and around 100 national and international congresses, conferences and events. Each year, we welcome 10,000 exhibitors, 1.5 million visitors and more than 8,000 journalists from all round the world. Right next to Stockholm International Fairs is the Rica Talk Hotel, with a full-service restaurant, lobby bar and relaxation section with gym and sauna. For more information, visit www.stofair.se.

