

SDW
24

Stockholm
Design Week
24.02.05–11

Stockholm
Design Week
February 2024

Welcome to participate in Stockholm Design Week, a vibrant week connecting industry professionals and enthusiasts from all over the world with buzzing design events, exhibitions and launches taking place in Stockholm city. Whether you are an established brand, a design studio or a museum – your activities will be featured in the daily listings on the Stockholm Design Week app.

Stockholm Furniture Fair

Stockholm Design Week is organized by Stockholm Furniture Fair, a gathering force and business platform for the Scandinavian design industry. Stockholm Furniture Fair attracts visitors from all over the world and arrange a number of dedicated trips for press, architects and buyers.

Participants in Stockholm Design Week are included in the SDW-app, which has all the daily event listings, and receive an outdoor sign to highlight the event. The last SDW edition had approximately 6000 active app users.

This year the design week package also includes a presence at the fair for all established B2B companies, in order to assure maximum brand visibility for visiting buyers, architects and press.



Cost

Established companies

- A listing in the SDW-app which everyone use to navigate / plan their visit.
- A physical signage to use outside the showroom/event.
- A digital package including the SDW logotype to promote your presence.
- A mention in a carousel in the SDW social media channel @stockholmdesignweek (25,900 followers)

SEK 24 950

Design studios*, restaurants
and museums/cultural
institutions

(*If it's a branded activity/launch with a commercial brand in the studio, the brand will need to sign in individually for full price.)

- A listing in the SDW-app which everyone use to navigate / plan their visit.
- A physical signage to use outside the showroom/event.
- A digital package including the SDW logotype to promote your presence.

SEK 2 950

ALL PRICES ARE IN SEK AND EXCL VAT

FOR INFORMATION AND BOOKING CONTACT:
SALES.SDW@STOCKHOLMSMASSAN.SE

Cost

Established companies –
package including booth
at Stockholm Furniture Fair

- A listing in the SDW-app which everyone use to navigate / plan their visit.
- A physical signage to use outside the showroom/event.
- A digital package including the SDW logotype to promote your presence.
- A mention in a carousel in the SDW social media channel @stockholmdesignweek (25,900 followers)
- A small SDW booth at the fair highlighting each SDW exhibitor. The ready made booth measure
- 4 square meters and is situated in a dedicated SDW-area, where a representative from each brand is present.

SEK 49 950

Exhibitors at Stockholm
Furniture Fair

- A listing in the SDW-app which everyone use to navigate / plan their visit.
- A physical signage to use outside the showroom/event.
- A digital package including the SDW logotype to promote your presence.
- A mention in a carousel in the SDW social media channel @stockholmdesignweek (25,900 followers)
- Optional: A small SDW booth at the fair highlighting each SDW exhibitor. The ready made booth measure 4 square meters and is situated in a dedicated SDW-area, where a representative from each brand is present.

SEK 4 950



Add-ons/

– Instagram carousel ad (in-feed, 3 slides, in SDW manner) + story (1 image or video) on @stockholmdesignweek (25,900 followers)
SEK 20 000

– Instagram carousel ad (in-feed, 3 slides, in SDW manner) on @stockholmdesignweek (25,900 followers)
SEK 12 000

– Instagram story (1 image or video) on @stockholmdesignweek (25,900 followers)
SEK 5 000

– Extra visibility in the SDW app as an "highlighted event"
SEK 5 000

– Extra visibility in the SDW app with a banner
SEK 10 000

– Banner in newsletter to both Stockholm Furniture Fair's and Stockholm Design Week's visitors (53,000 recipients)
SEK 10 000

Limited number of slots available.
Contact us for more information and prices.

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SALES.SDW@STOCKHOLMSMASSAN.SE

Deliverables Stockholm Design Week

We are looking forward to your participation in Stockholm Design Week 2024. A link with a personal log in will be sent to you, from which you can add your company's information into the app. The information should contain:

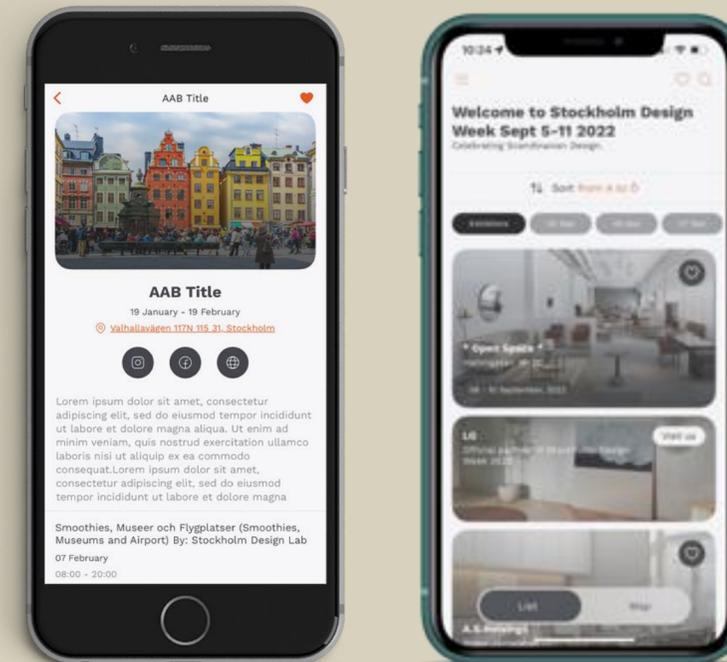
- Contact information / Links to website and social channels (eg Facebook, Instagram)
- Short descriptive text about your brand
- Event information (event name, date, opening hours)

In addition to this, please send us a picture in high resolution that we can use in our social media. Please send it to:

stockholmdesignweek@stockholmsmassan.se

Contact

stockholmdesignweek@stockholmsmassan.se
if you have any questions.



Contact us



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