



SKYDD 2020
OCTOBER 20-22
EXHIBITOR INFORMATION



WHAT IS SKYDD?

SKYDD is the biggest security expo in Northern Europe. Taking place at the largest exhibition centre in the Nordic region, Stockholmsmässan, SKYDD has since 1969 gathered all the sectors of the security industry under one roof. We promise that the 50th anniversary will be as great as ever.

SKYDD 2020 October 20-22

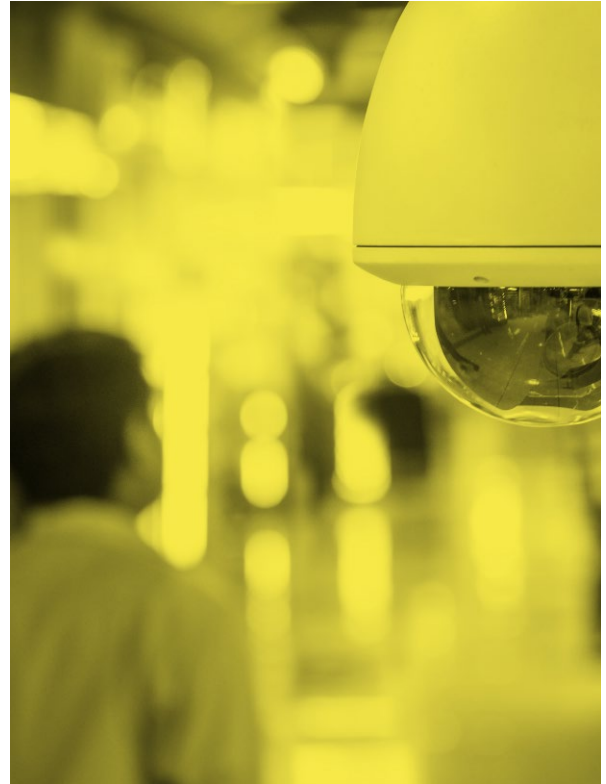
Why you should book a stand at SKYDD

Network with representatives of the industry and meet your existing and potential clients. Book a meeting, close a deal or get insights and information from industry leaders regarding the latest tech, trends and regulations.

This is what 10 000 visitors said about their last visit to SKYDD

- **95%** were pleased with the seminars
- **90%** were pleased with the overall experience
- **88%** of the visitors have an impact on purchasing
- **73%** had some interest or were close to a purchase after the fair
- **67%** said that they were there to find new products and suppliers
- **59%** wanted new knowledge from exhibitors
- **56%** made new networking connections with suppliers
- **51%** recommended purchases after the expo within 6 months
- **32%** was first time visitors

NPS: 8/10



This is what the exhibitors said

- **0%** disliked the seminar program
- **88%** said that they are interested in coming back for SKYDD 2020
- **84%** were satisfied with their return on investment
- **96%** were satisfied with the overall impression

Your target audience

Last year 69% came from the private sector, 27% from public and 4% were non-governmental organisations.

Visitor's job descriptions by their own statement

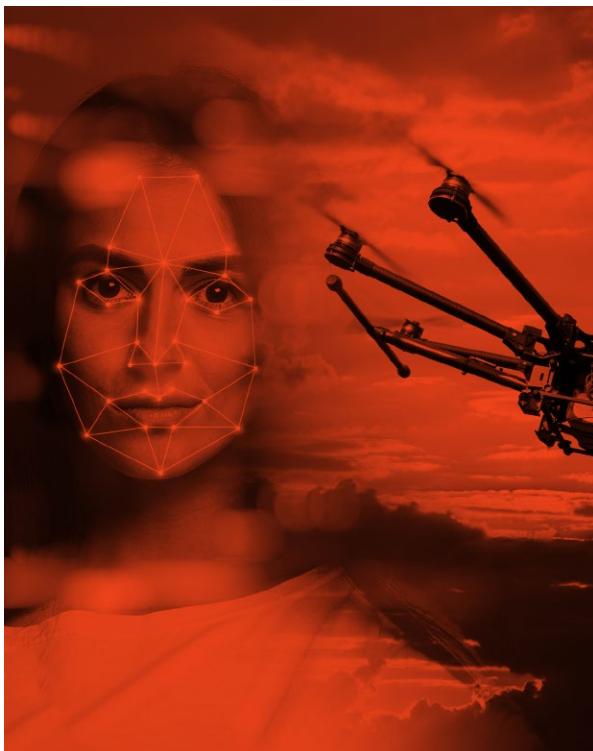
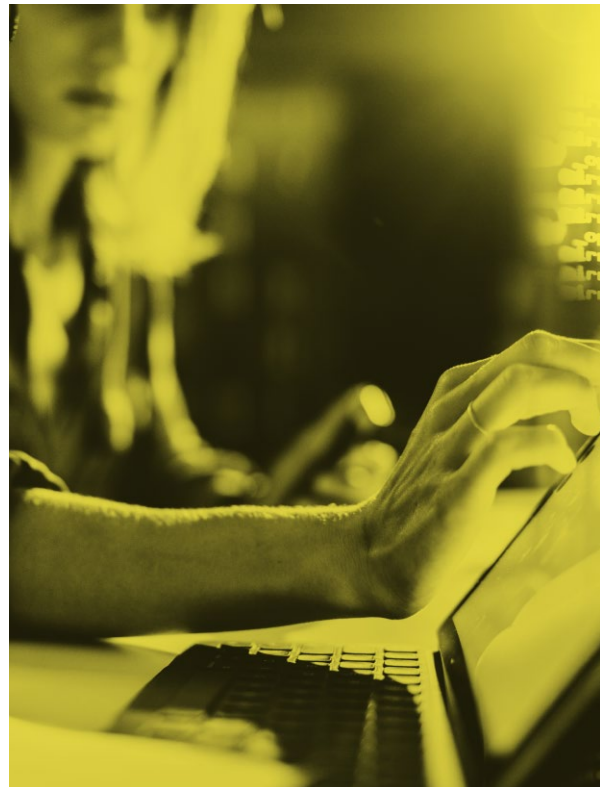
- **18%** Security or Safety managers
- **12%** Technicians or Installers
- **11%** Security or Safety consultants
- **10 %** CEOs
- **7%** Sales reps

- **6%** Project managers
- **4%** Safety officers
- **3%** Real estate agents
- **2%** Rescue services
- **2%** IT managers
- **2%** Purchasing manager
- **4%** Others

What do you think about SKYDD?

Joakim Söderström, CEO, SäkerhetsBranschen

“SKYDD is a great forum for us at SäkerhetsBranschen to meet our members and their customers. To hear what problems they are facing today, get a feel for the industry and how it is evolving and catch new trends in the making. It is even very important for us to be here, if only to show our presence.”



Book now

ExpoStart (application fee) – SEK 7 995 excl. V.A.T.

Included in ExpoStart is exhibitor insurance, online company profile, electricity connection, storage of empty packaging, goods handling within the fair and stand cleaning day 1.

Stand rent SEK 1 830/sqm excl. V.A.T.

Note! Price per sqm refers to floor space only. Stand equipment and separating walls are not included in the price.

What can you do after you booked the stand?

“Skydd” means protection in Swedish. Besides food and water, feeling safe is the greatest human need. Start thinking right now about what you can do to surprise and energize future customers and partners at SKYDD 2020 and what feel you want them to get from your stand. Maybe they would like something to eat or drink? We can help you make your customers happy and your stand, stand out.

CONTACT

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