

Let us introduce;

THE:SHOWROOM

STOCKHOLM

THE:SHOWROOM



BACKGROUND

Stockholm is a meeting point to create new contacts and to find new customers, clients and opportunities. It is here big and small interior projects starts and where the actors from the industry gather to discuss different architectural and interior solutions both for Sweden and International.

This conglomeration of clients and customers doesn't stop when the International Furniture Fair has closed its doors. On the contrary, that is when the big guys' starts to take action and want to see, touch and feel the products they saw at the fair. If they were there at all!?

By then many of the exhibitors from the fair already have left the scene for their offices and factories outside Stockholm....

- Do you think that this crowd will travel to Stavanger to have a look at a specific rug?
- Do you think they have time to wait for a delivery of a cabinet from Estonia when their client is in town NOW?
- Do you think that the stylist from the famous magazine can stretch the deadline just because the sample still is at the manufacturer up in Luleå?

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SUPPLIERS DEMAND

- Continue the sales to existing customers
- Find new customers and get faster close of deals
- Always be visible for new prospects, also from other industries
- Be available for press, media and stylists
- Be reachable with products to clients like architects and interior designers
- Get a quick know-how and information about the market and industry
- To find new projects and participate at the procurement
- Source for new collaborations and partners
- To network with colleagues and competitors (business intelligence)
- Gather information on coming projects, competitors, export and import
- Get a broader market area to gain new possibilities
- Be able to keep its value proposition towards the customers



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WE SUPPLY

A new platform for designers, producers, agents and distributors within the lifestyle industry. A marvellous venue of approx 400 sqm which is strategically located in the central of Stockholm where the exhibitor can chose a private room or to be in the main area. An eclectic mix of designer products from leading furniture brands, fantastic fabric producers, modern glass manufacturers and new designers from Sweden and the rest of the world. Even materials with a design feature are welcome!

The:Showroom is located at a prominent address with the city's offerings of other showrooms, interesting shops, good hotels and very nice restaurants close by. Simply said; close to everything that we within this industry needs to be able to deliver the best product and project to our clients and customers.

N.b! Pic's are from other projects.

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WE SUPPLY

The:Showroom is always staffed between 9-5 on weekdays to take care of clients, exhibitors and customers in the best way, and with the possibility for meetings for the exhibitors all other days the year around. Name it and you'll get it!

The exhibitors own sales staff are of course welcome and encouraged to book sale-meetings and other client events in the spacious venue.

An exhibition which is open almost 360 days a year. Compare that to the Furniture Fair and Formex that together gives you a time-slot of approx 12 days to find both new customers and markets. This we offer you to a cost that should be benchmarked with the fairs. What do you say about approx SEK 500/day instead of SEK 17 500?? This we love to elaborate for you...

The:Showroom is a permanent exhibition that the company chose to be seen at INSTEAD OF having a booth at the fair for very expensive money/sqm/customer.

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OUR MUTUAL TARGET GROUP

- Professional interior designers and architects
 - Stylists
 - Buyers
 - Press
- Interior decorators
- Media

...and all the other exciting actors within the industry.

Our goal is to promote the exhibitors towards the target group in a competent and professional way, and by doing so, create prerequisites for sales above average and long term relationships.

We will give our exhibitors a new sales platform which is created through meetings between people, products and services. We shall be an opportunity for new deals and possibilities.

We see ourselves as the exhibitors external actor in the always on-going and buzzing market in Stockholm, Sweden and International.

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NETWORK

The:Showroom has a solid network of people within the industry, which will give synergies and co-operations beyond the normal.

The platform consists of; photographers, stylists, PR-agents, architects, designers and interior decorators. Our common knowledge and experience will give the exhibitor a broader base of contacts, and more business opportunities than with our competitors.

Collaborations with interested organisations such as SVID, TMF and Svensk Form.

The:Showroom shall be THE company regarding design and lifestyle products that exhibitors, customers, clients and other stakeholders WANTS to be with to really feel updated about what the market has to offer.

To not having visit The:Showroom will create a feeling of loss!

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NETWORKING

The:Showroom will stand out in the market by always being up-to-date with different events, exhibitions, mingles and other activities that is beneficial for our exhibitors, their clients and other stakeholders.

The extensive database will be of big help for exhibiting companies to find, until now, almost unreachable customers and projects within both the contract and the private sector.

THE:SHOWROOM

THE PEOPLE BEHIND

Owner and exhibition manager:
Jonas Ericsson, entrepreneur,
and founder of STYLE:NORDIC
in Singapore, a meeting point for
Scandinavian Design



Hostess and exhibitor support:
Rose-Marie Öhlund,
former owner at
Frösö Handtryck AB



Market:
Camilla Julner
PR-agent and stylist



We welcome you to a new platform for design, markets, people,
products, customers and clients in the city where it all happens

THE:SHOWROOM

CONTACT

We are looking forward to hear from you about this and that. We are open for suggestions to new sales channels and interesting co-operations.

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