

UPCOMERS AREA

Let us present a new area at the Swedish Optical fair – Upcomers Area. A special location for new ideas, smaller design companies, start-ups and emerging designers to show their take on what's new in the world of optics.

WHAT IS THE SWEDISH OPTICAL FAIR?

The Swedish Optical Fair is the leading business forum for the optical industry attracting well over 1 000 visitors from Sweden and the other Nordic countries. The main purpose for the fair is to stimulate and activate business meetings between sellers and retailers.

A GROWING NORDIC MARKET!

The optical market in the Nordic Region is growing and more and more companies are finding their way up to the north. In the last Swedish Optical Fair over 10 countries were represented and the Swedish buyers are more willing to discover new brands.

WHY EXHIBITING AT UPCOMERS AREA?

Well, if you are a smaller company, a new designer who wants to showcase your spectacles in the best way possible we would highly recommend you to exhibit in this space. By introducing this area, the visitors will more easily find you and other similar brands on the horizon. So if you have an interest in entering the Nordic optical market, this is the way to do it!

MARKETING

Upcomers Area will be marketed as a special project within the Optical Fair to highlight the new designers and create interest from the buyers on the Nordic Market.

WHAT'S INCLUDED?

2 bar chairs, 1 table for display, storage, 3 spotlights, 1 socket and 1 signage. See the design further down.

Area: 3X3 sqm

Price: SEK 15.000 excluding VAT

To order your participation in Upcomers Area just send an e-mail with all your details and VAT-number to bo.magnusson@bramassor.se

Please do not hesitate to contact him for further questions! Bo Magnusson +46 (0)70 332 33 90.

More information is found on

www.optikmassan.se.

N.B. We reserve the right not to organize the area if there are less than 6 exhibitors.

