

SFF
24

Stockholm
Furniture Fair
24.02.06—10

Stockholm Furniture Fair is a gathering force for the design industry; an efficient marketplace kickstarting the design year in the Nordics. With a strong focus on business, the fair targets architects, interior decorators, designers and buyers worldwide.

As a joint platform, it provides an unparalleled business opportunity for both exhibitors and visitors. Stockholm Furniture Fair is not about one single brand, it's about multitude. Together we bring the world to Stockholm.

SFF 2024/

In 2024 SFF organise three dedicated groups with **international media**, spending two days at Stockholm Furniture Fair to ensure maximum exposure for the exhibitors.

SFF invite two groups of **international architects and buyers** in 2024. All tour programs focus solely on activities at the fair.

The **SFF Talks** program is curated in collaboration with different platforms including PIN-UP Magazine (US) and Disegno Journal (UK).

For **Greenhouse** we have partnered with Sight Unseen for the new diploma Best in show.

New areas include **Prototypa**, with exhibitors showcasing material innovations in curation by Form us with Love, as well as **New Ventures** with young brands exhibiting at the fair for the first time.

The **Guest of Honour 2024** is the Italian sought after design studio Formafantasma, highlighting their dedication to research, culture and community with a large instalment at the entrance square.

The design bar **The Yellow Thread**, designed by Färg & Blanche, is made in collaboration with TMF, The Swedish Federation of Wood Industry, and includes the SFF Talks stage.

The design bar **The Club House** is based on waste streams and features a new coating made from industry leftovers. The bar is designed by experimental design studio Lab La Bla.

Every day at 3 o'clock we open up for **After Work** and exhibitors can buy beverages / wine at discounted prices to serve at their stands.

Different ways to exhibit/

Stockholm Furniture Fair offers different modes of participation. Tailor make your own booth or book a ready-made stand for easy participation.

For the SFF 2024 edition we welcome fresh thinking, brave ideas and collaborations across the boards. Do you want to co-exhibit with others? Are you interested in showcasing your brand in a new way? Get in touch with the sales and project team.

- Traditional Fair Stand
- The Nude Edition
- Ready Made/ Open space
- Ready Made/ Independent space
- New Ventures
- Prototypa
- Small Scale

Traditional Fair Stand

Hall A and Hall C cater for design and contract brands with bespoke stands in various sizes. As an exhibitor you can book spaces between 30-500 sqm to build your booth in your preferred hall. The areas differ in ceiling height.

Start package

- Registration fee
- Company profile online
- Stockholmsmässan's group insurance for exhibitors
- Exhibitor cards
- Electrical outlet 230V/10A, 1 pcs
- Stand cleaning (vacuuming) before day 1
- Goods- and empty packaging handling
- Entrance tickets, valid 1 day/visitor, 10 pcs
- 50% discount on the purchase of additional entrance tickets
- Ledtrack license, 1 pcs
- Environmental fee

SEK 8 490

Stand rental– SEK 1 750/sqm

Added value and discounts

Large customer discount: SEK 50 discount / sqm
(Stand area 95 sqm or larger)

Loyal customer discount: SEK 50 discount / sqm
(Exhibitor the 3 most recent Stockholm Furniture Fairs - 2019, 2020 and 2023)

Co-exhibitor fee SEK 6 490

As a co-exhibitor you exhibit together with a main exhibitor. Co-exhibitors receive the same service and are shown in the same way as the main exhibitor on the fair's website, on maps etc.

The Nude Edition

The Nude Edition is a fair stand concept with focus on sustainability, using 100 percent recycled materials. The ready-made stands come in two different sizes, 15 and 24 sqm, and the material will be returned and recycled after use. Separate podiums is available for independent designers and design studios,

15 sqm: 75 490 SEK

25 sqm: 115 650 SEK

Podium 120x120x60 cm: 25 510 SEK

The price include start package, lighting, flooring, walls and built in space for small storage. For more information, see the separate The Nude Edition presentation or contact our sales team.

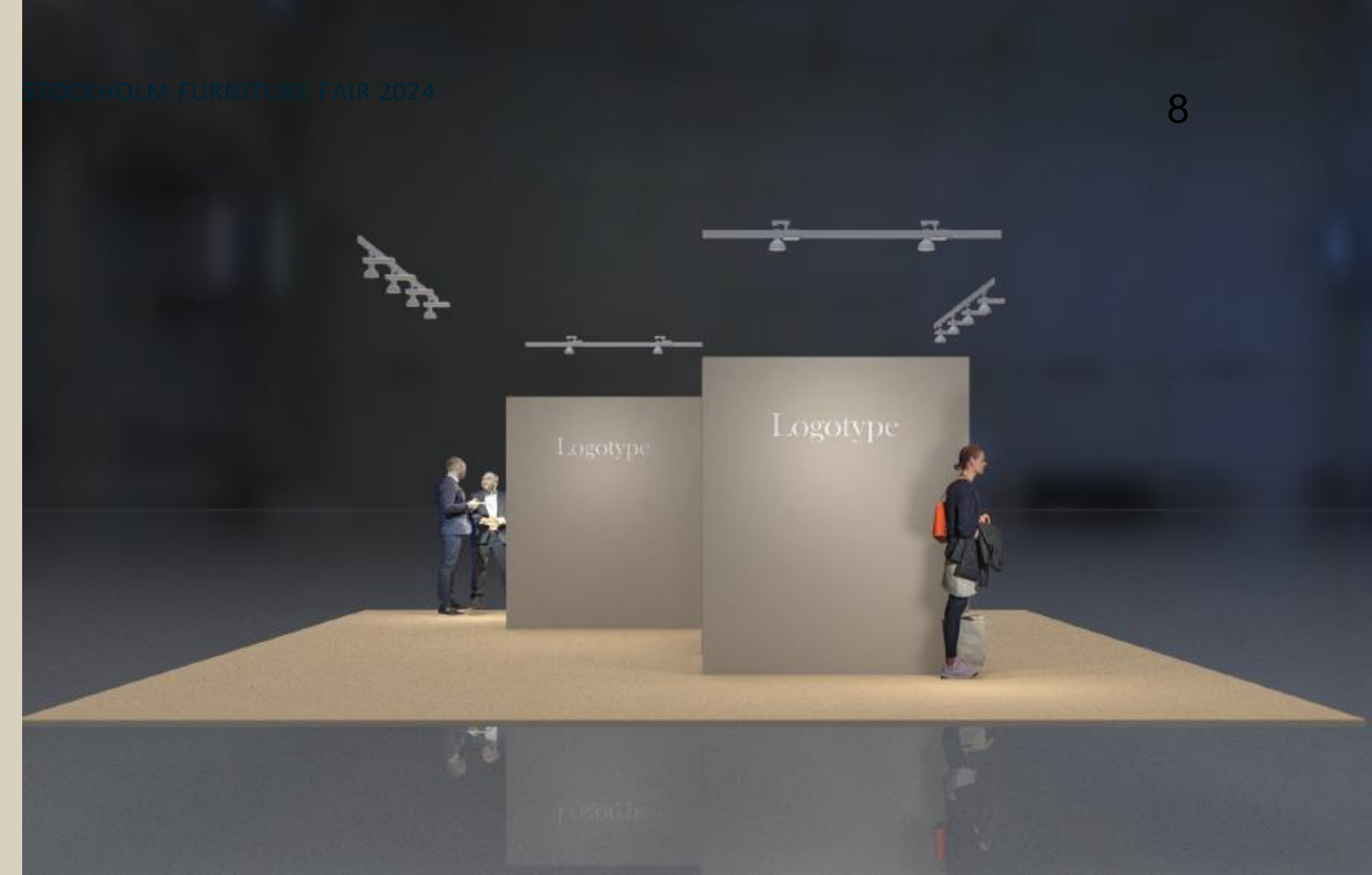


Ready Made/ Open space

We offer smaller ready built stands with an open layout and a set cost for exhibitors wanting an easy way to exhibit. The open layout is 22 square meters.

22 sqm: 70.000 SEK

The price include start package, lighting, carpet and walls. For more information, contact our sales team.

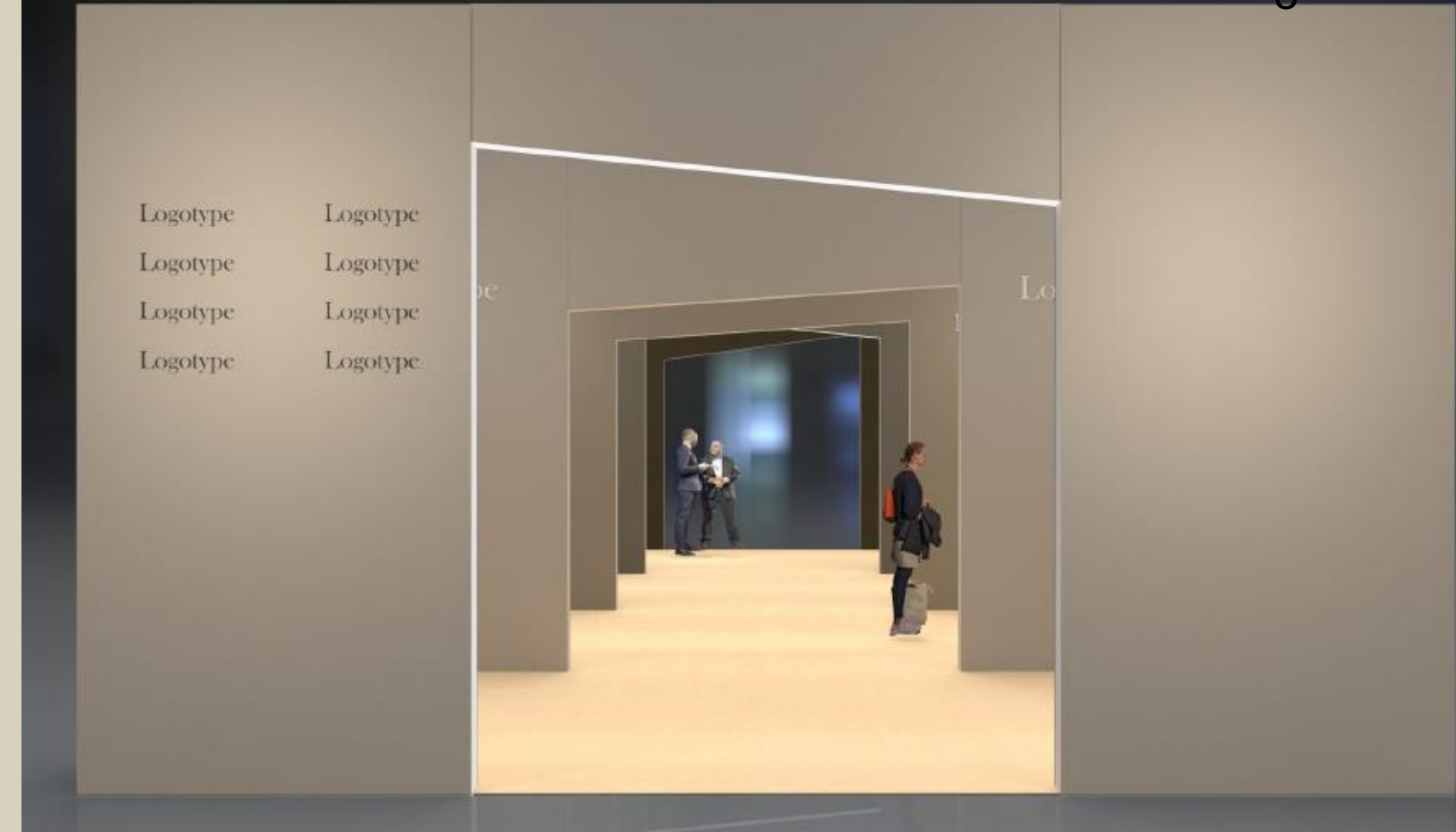


Ready Made/ Independent space

We offer smaller ready-made stands with a set cost for exhibitors wanting an easy way to exhibit without added costs. The independent space is 28 sqm.

28 sqm: 150 000 SEK

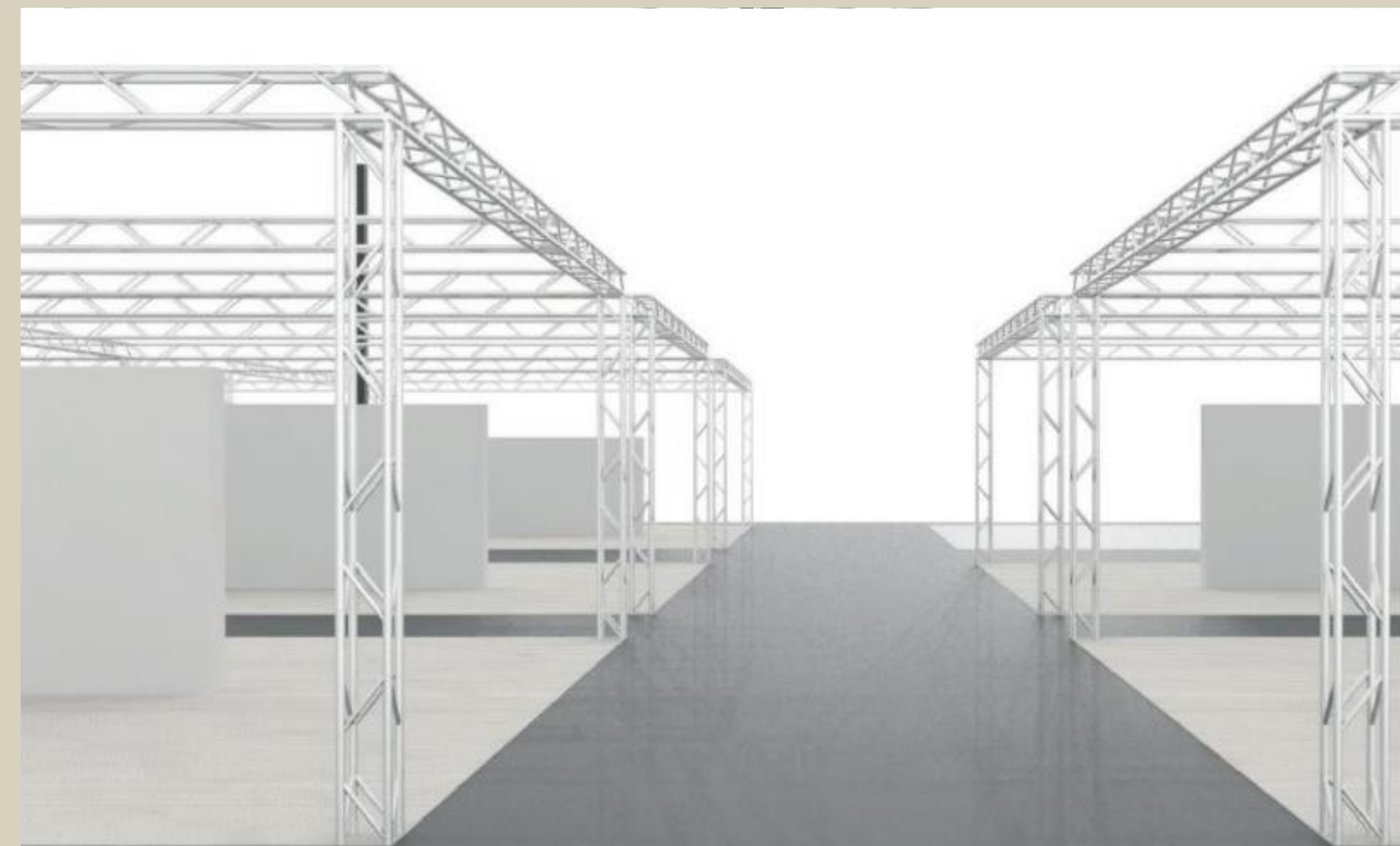
The price include start package, lighting, lighting, carpet and walls. For more information, contact our sales team.



New Ventures

We invite a selection of young design brands to exhibit at the fair for the first time, with a pared down ready-made fair stand where all costs are included. The stands come different sizes and have an open layout. Stand design by Nick Ross.

Price from 60 000 SEK.
Contact the sales team for more information.

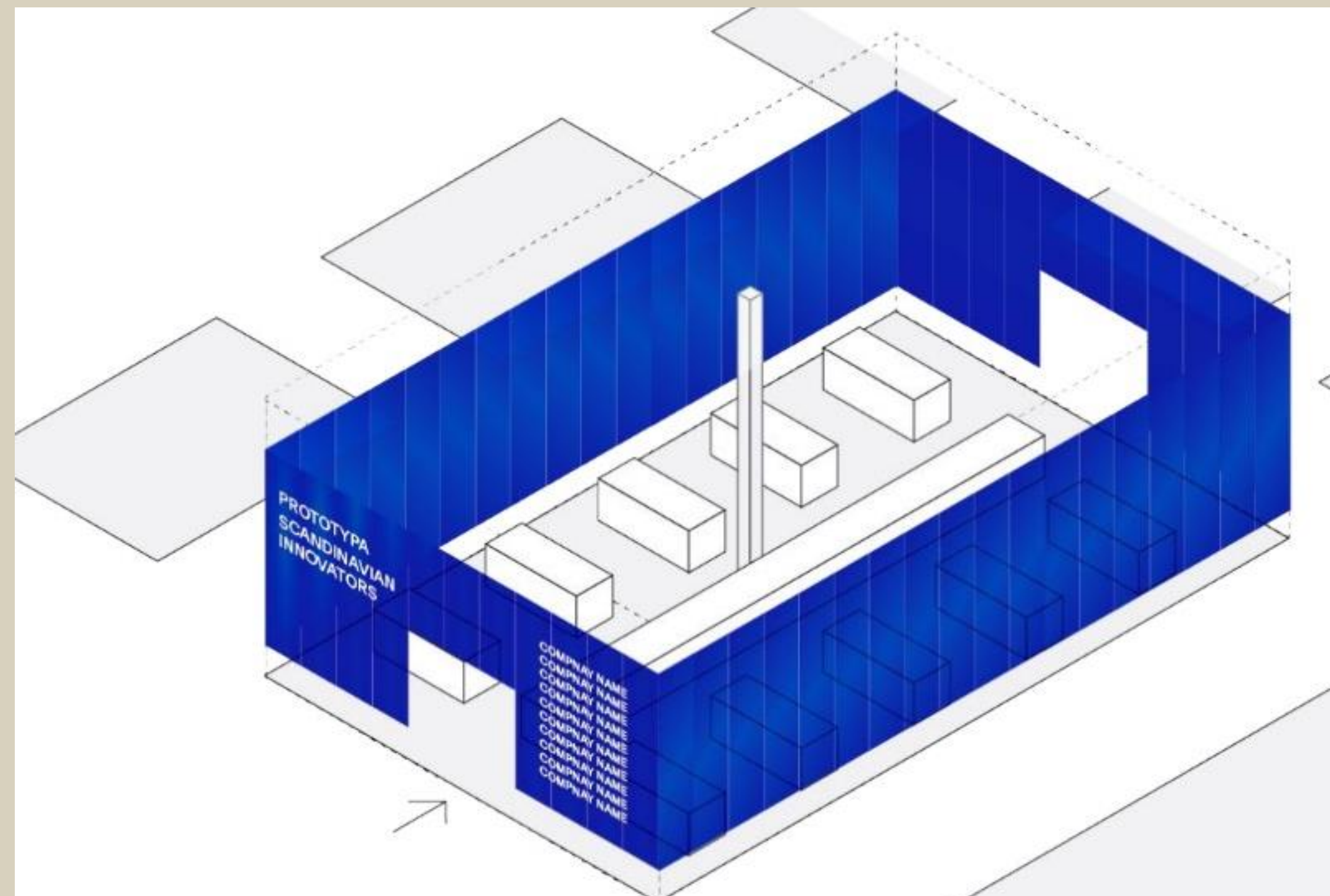
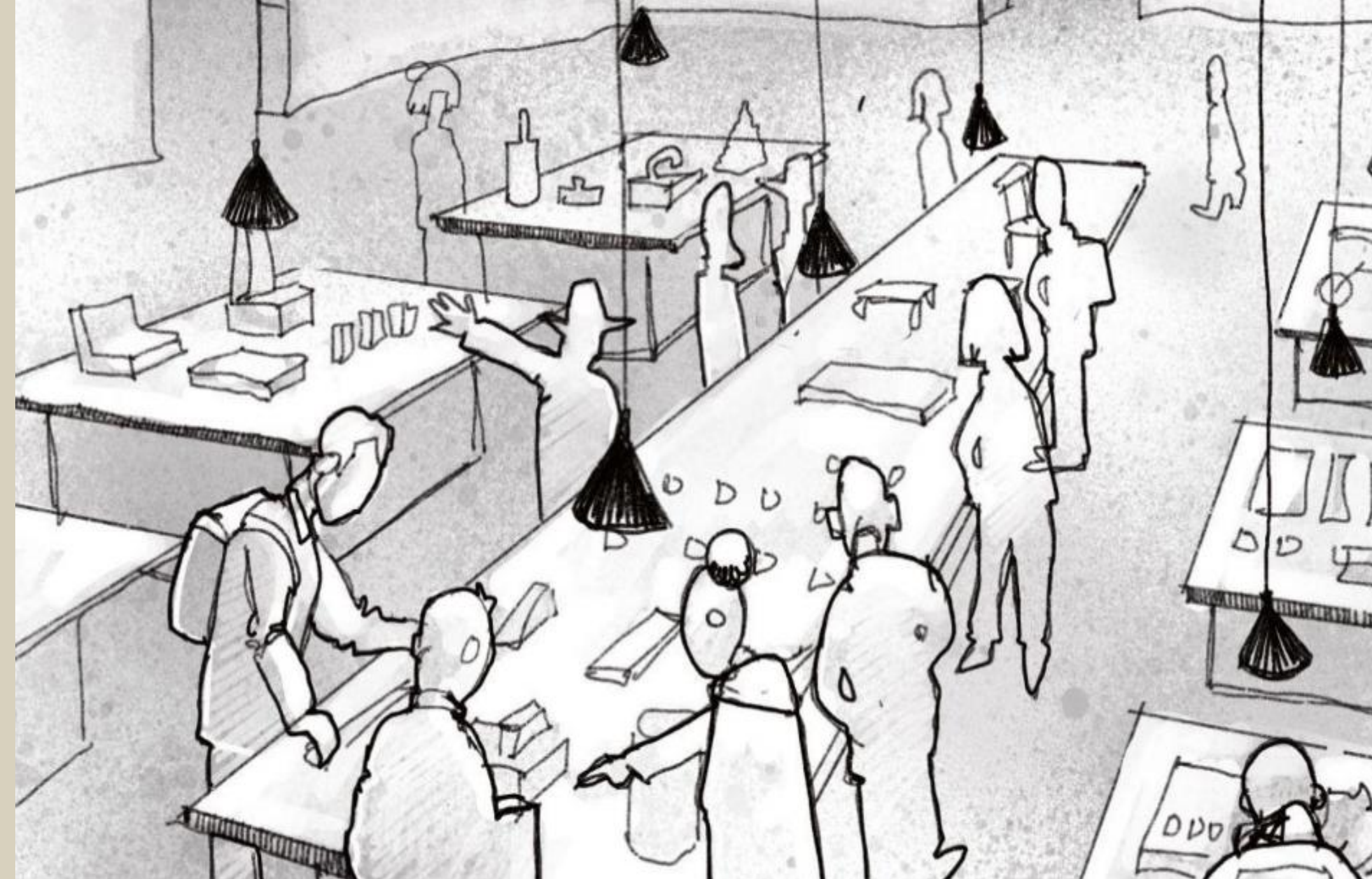


Prototypa

SFF and the Scandinavian design studio Form Us With Love join forces and introduce a new area at the fair, Prototypa – Scandinavian Innovators. Prototypa offers a new category of exhibitors a way to showcase new materials and innovations in an attractive framing with workshops. The area consists of 10 tables where brands showcase specific innovations, materials or prototypes.

Price 100 000 SEK/table.

For more information, see the separate Prototypa presentation or contact our sales team.



Small Scale

A designated area with smaller stand options available for independent designers/design studios with self initiated smaller production or small-scale producers. Reduced stand prices.

Start package

- Registration fee
- Company profile online
- Stockholmsmässan's group insurance for exhibitors
- Exhibitor cards
- Electrical outlet 230V/10A, 1 pcs
- Stand cleaning (vacuuming) before day 1
- Goods- and empty packaging handling
- Entrance tickets, valid 1 day/visitor, 10 pcs
- 50% discount on the purchase of additional entrance tickets
- Ledtrack license, 1 pcs
- Environmental fee

SEK 8 490

Stand rental– SEK 875/sqm

Prices/ add-ons

- Instagram carousel ad (in-feed, 3 slides, in SFF manner) + story (1 image or video) on @stockholmfurnfair (77,400 followers).
SEK 45 000
- Instagram carousel ad (in-feed, 3 slides, in SFF manner) on @stockholmfurnfair (77,400 followers).
SEK 30 000
- Instagram story (1 image or video) on @stockholmfurnfair (77,400 followers).
SEK 10 000
- Banner in newsletter (53,000 recipients).
SEK 10 000
- Digital signage at the fair.

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

Make the most/

Design Week

Stockholm Design Week is organized by SFF as a way to engage showrooms, gallery spaces, museums and commercial spaces in the city. An interactive app provides a daily listing of activities. Fair exhibitors signing up for SDW receive a discount.

Press program

Enlist your press activity at the fair in our press program for free, available for all visiting journalists. The program is set up by Stockholm Furniture Fair and will be sent out to approximately 1 000 journalists/editors, Swedish and international. The press program will also be available at Stockholm Furniture Fair press center.

Social Media

Everyone signed in to participate in Stockholm Furniture Fair will receive a social media pack to use in their own social medias. We create attention around the fair together. Stockholm Furniture Fair highlights selected events and happenings on all our platforms.

Partner programs

If you are interested in exploring different ways to collaborate we offer tailor made partner programs for our various activities.

Digital advertising

Book a spot on our strategically placed digital displays in the entrance hall or walk ways.

Facts and figures 2023/

The 2023 edition of Stockholm Furniture Fair attracted 26,498 visits, including over 500 media representatives.

The five biggest groups of international visitors came from Norway, Finland, Denmark, UK and Germany. We also attracted many visitors from Italy, Poland, Estonia, Netherlands and the US.

The three largest groups of visitors were buyers, architects, and designers, with an increase of visiting architects since 2020.

A majority of all visitors (67%) state that they have a big, very big or crucial impact on purchasing decisions in their business. A total of 478 exhibitors were booked for the fair.

Contact us



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Stockholm Furniture Fair 24.02.06–10

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