

Båtmässan

Allt för sjön

JOIN ALLT FÖR SJÖNS PRESS KIT 2017

We continue to put focus on the newest and hottest products in 2017!

1. The news you intend to show at the fair, we can get in to the media - at no extra cost!
2. We include the exhibitors news in Allt för sjöns press kit which we send to several hundred newspapers, websites and bloggers.
3. The hottest news ends up in the Trend & News Exhibition in the entrance hall at the fair.

THAT WILL NO ONE MISS!

This is how you do:

1. Write a text / press release on each of your news (about 10–20 signs of text will suffice.)
2. Attach one or some pictures on the news, high resolution (300 dpi JPG) of maximum 1 Mb / image.
3. Send an e-mail with your news + images to: afsnyheter@newsfactory.se, which collects all the news on behalf of Stockholm International Fairs.

The sooner you send an e-mail the more likely it is to end up in the best place. Also include your stand number and if possible the price on the news. Increase the chance that we pick your news and highlight them in the fair's digital channels and in the official exhibition magazine, which this year runs out in Dagens Nyheter and Dagens Industri.

Which news qualify?

All of them!! It may be a boat, an accessory or something fun that has not been shown at Allt för sjön before. We collect news, sorts and sends them to the daily and trade press and other key channels. This way, it is highly likely that your news will appear in the media and in the exhibition magazine.

Tips on how to reach out to the media, call or e-mail:

Roland Wiklund, +46 736-55 37 86, roland.wiklund@newsfactory.se

Henrik Holvid, +46 8-505 73 832, henrik.holvid@newsfactory.se

IMPORTANT DATES FOR YOUR NEW PLANNING

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| February 1 | Deadline to ensure that your news will get in all communications for the fair! |
| February 10 | Allt för sjöns PRESS KIT 2017 will be sent to the newspapers.
The first launching of the PRESS KIT to the media |
| February 24 | Media kits to the press room. Over 600 journalists visiting the fair every year. Do you want your news to reach them? Leave about 50 press kits in the press room at the latest on 24 February. |

Did you know:

Allt för sjön is visited by about 600 journalists. They hunger for news! A few years ago, we estimated the advertising value of what was written about the fair. Over 40 million it would cost to advertise on its surface.

