

Allt för sjön

BÅTAPPEN



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2021



Allt för sjön – Båtappen (The Boat app)

On March 30th we are launching a completely new venture that will become a seasonal kickoff for boating. Welcome to Allt för sjön – Båtappen (The Boat app)

- Instead of Allt för Sjön - Båtmässan at Stockholmsmässan, the activities and business take place at your venues in the boat industry instead. This means that the visitors will visit you!
- The app will bring together companies, organizations, product launches, news, offers, interesting articles and much more!
- The event calendar* in the app will highlight all activities and product launches.
- Participation in the app is valid March 30 2021 - March 31 2022, the entire boating season including the fair!

*Detailed info and prices on the app is available at www.alltforsjon.se



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Create events in the app!



Ideas and suggestions for events:

- Premiere showings and product launches
- Offers and unique in-app prices
- Meet the experts, suppliers, designers or product ambassadors
- Hold Lectures and seminars
- Try-out activities
- Competitions and challenges
- Shipyard tours

Program items can be held both physically and digitally!

Our Marketing

From February 12 and throughout the season

- Digital advertising (banners, articles and social media)
- Google Search
- Radio
- Print
- Press/PR
- Email marketing (> 70,000 previous visitors)
- Various collaborations and joint marketing!

The goal is to have 20,000 app downloads by april 20th



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Sommaren börjar med båtappen

Istället för den fysiska båtmässan lanserar vi den helt nya båtappen som innehåller branschens företag och organisationer, nyheter, erbjudanden, intressanta artiklar, webinarium, eventkalender och mycket mer. Från 12 mars och hela båtsäsongen. Alltid till hands!

Om du älskar båtlivet lika mycket som vi, är det här appen för dig!

Ladda ner
vår nya app.



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Allt för sjön – the magazine



Distributed with 'Dagens Nyheter' – the largest daily newspaper in Sweden - on March 30th which will be published both analog och digital. Articles and news will also appear in the app for the visitor to enjoy!

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App features

The app is under development so this is an visualisation and can change

Personalised content



Articles



Offers



Event Calendar



Launches



Anchour up packadge

For companys and non-profit organisations

About us

News

Products

Offers

Event calendar

Contact info/map

Retailers

List price: **9 900 SEK**

Exhibitors booked for the 2022 fair: **2 990 SEK** (valid until April 15th)

Price non-profit: **2 990 SEK** (no enddate)



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Business register

Only non-profit organisations

About us

Contact info/map

Price: **990 SEK**



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Exhibitor details

Statistics

As an exhibitor you will have access to detailed statistics. The statistics will give you information about how visitor view your content. Exact interval on the statistics is not yet set.

Call to action

An important function for you as an exhibitor is to create content that leads to a sale / a new member or creates customer awareness about your brand. Under several of the categories there is a call to action button, ie Buy now, Read more here, Contact us. You as an exhibitor choose whether the button should lead to your exhibitor page in the app, an online store, a web page, email or other channel.

Videos

As an exhibitor, you can upload videos to be listed on your exhibitor page and under each product that you upload. Videos create inspiration and are appreciated by the visitor.



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Exhibitor details

Sort A to Ö

The app will serve as an inspiration for the visitor and be a help in finding new companies and organizations. Companies and products are listed in alphabetical order in the app.

Categories

All content that you post as an exhibitor must be matched to the areas of interest / categories that the visitor chooses when registering. It is the choice of categories that creates the personalization of the visitor's home page. Visitors can change the choice of categories at any time and can always choose to see everything under each category. There will be a limit to how many categories you as an exhibitor can choose for your content.



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Ads and prices

Splash Screen

Takeover på startsidan



per request

In-stream ads

Annons i flödet



Level 1: per request
Level 2: 15 900 SEK /month
Level 3: 9 900 SEK /month

Editorial

Redaktionell artikel



4 900 SEK

Webinar



1 500 SEK

If you book your ad before April 15th your ad will be visible from March 30 - June 30 2021 for the price of one month!

CONTACT US !

sales.alltforsjon@stockholmsmassan.se

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