



# Welcome to the Vätternrundan Expo 2022!

It's getting close to start in Motala and we have put some helpful information together for you to make it as easy as possible.

See you in Motala!

## General information for exhibitors

### Plan with sustainability in mind

Vätternrundan works actively for a sustainable development based on the three pillars; social, ecological and economical sustainability. We are certified according to the ISO 20121 standard, since 2013. This is natural for us since the bike is a symbol for environmental awareness, physical activity and good health. We contribute financially to the local sport teams and associations, continuously improve the safety for our participants, volunteers and cars, lessen the environmental impact from products and transports and engage our participants to decrease their impact along the race course.

We are thankful that you help us contribute to this sustainability work when planning purchases, transports and marketing, continuing to improve and decrease our shared impact.

### The Expo area and opening hours

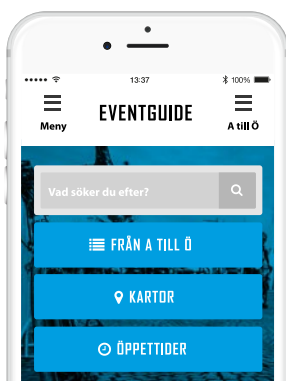
Vätternrundan is an appreciated folk festival with approximately 20 000 attendants, each year. The population in the exhibition area increases and decreases along the day with the start and end of the races. Before the race start most people are on the harbour part of the exhibition area. After that, population usually moves to the park "Stadsparken", nearby the finish area. Something to consider when planning number of staff, breakes etcetera to secure a warm welcome and available environment, during the exhibition opening hours.

### The Expo, opening hours

Friday 10th of June .....	12:00 - 21:00
Saturday 11th of June .....	08:00 - 18:00
Sunday 12th of June .....	08:00 - 18:00
Thursday 16th of June .....	12:00 - 20:00
Friday 17th of June .....	10:00 - 22:00
Saturday 18th of June .....	10:00 - 20:00

### The Stadium store, opening hours

Friday 10th of June .....	12:00 - 22:00
Saturday 11th of June .....	06:30 - 22:00
Sunday 12th of June .....	06:00 - 20:00
Monday 13th June .....	16:00 - 19:00
Thursday 16th of June .....	12:00 - 22:00
Friday 17th June .....	10:00 - 24:00
Saturday 18th June .....	08:00 - 20:00



*Ask our Event Guide for help!*

Where can I park my car? When does the finish close?

Answers to the most common questions during the Bike Week can be found in Vätternrundan's Event Guide: [guide.vatternrundan.se/en](http://guide.vatternrundan.se/en)



Information Information	Cykelservice Bicycle Service
Första hjälpen First aid	Shop Shop
Massage Massage	Överdragskläder Coveralls
Mat för cyklister Food for cyclists	Ändringar Change of Start time
Busshållplats Bus stop	Resultatervice Results Service
Tåg Trains	Logi Accommodation
Dusch Shower	Recovery zone Recovery zone
Dryck Drink	Café / Foodcourt Café / Foodcourt
Toaletter Toilets	Nummerläppsutdelning Number Bibs
Cykelparkering Bicycle parking	Cykelpump Bicycle Pump
Akutmottagning Emergency Room	

**HALVVÄTTERN**  
150 KM  
Öppet/Öppn: 12/6, 8-20

**VÄTTERNRUNDAN**  
315 KM  
Öppet/Öppn: 18/6, 8-20

# General information for exhibitors

## Construction and cargo handling

Stand construction for exhibitors needs to take place in good time before the expo starts (see “Assembly” below).

If you will be at the expo site during the start of construction (29/5–6/6) you will need minimum the following safety equipment: 1 safety vest, shoes with steel cap and puncture protection, ear protection and safety helmet when working in areas with risk for falling objects.

The construction of the expo ends on the 10th of June at 12 p.m.

Deliveries of goods will be handled in agreement with the responsible person on site, reception of goods and unloading will be handled by the exhibitor. Loading of trucks and tear down of the expo may be done only after the expo is closed.

Deliveries to and work in tents/booths in other areas than the main expo area will be handled in agreement with the responsible person on site.

For help with unloading by forklift please contact Daniel Nederman, phone: +46 70 365 72 79. An extra cost for forklift unloading will be charged. Please respect the vehicle ban in the park area – bring your own sack barrow.

## Assembly

Thursday 9th of June ..... 12:00 - 18:00  
Friday 10th of June ..... 06:00 - 11:00

## Dismantling

Saturday 18th of June ..... earliest 20:00  
Sunday 19th of June ..... latest 08:00

## Parking

There is NO parking in close connection to the expo area. After unloading all cars must be moved from the expo area, we recommend one of the parking lots in the outer areas of the city centre.

## Exhibitor service

In connection with the assembly of the expo there will be a staffed exhibitor service inside the bib handout tent. This is where you will obtain your exhibitor pass. *Exhibitor service will be available during the Bike week on phone +46 73-723 86 05.*

## Food and drinks

There will be a food court in the expo area during the Bike week. On top of that there will be a café for exhibitors and volunteers, where you are welcome to enjoy a free coffee and snacks. If you are interested in the full offering of restaurants in Motala, you can easily find this on [motalasjostad.se/](http://motalasjostad.se/)

## Restrooms

In Motala Folkets Hus there are regular restrooms. Otherwise, we refer to the toilet trolleys available in the event area.

## Waste handling

A waste compactor will be available in connection to the expo area. Waste collection will take place early in the morning, so we kindly ask you to dispose all garbage in the evening. Cleaning of the booth will be handled by each exhibitor respectively unless otherwise agreed. Take note that cardboard, plastic, wood, glass, metal and general waste will be sorted separately.

## Security

Vätternrundans keeps a rotating guard in the area. Each exhibitor is responsible for opening and closing his tent. Security can be ordered to other areas. Vätternrundans has no legal responsibility or insurance for your material.

## Partnership and marketing

Exposure outside of your own expo area is only allowed if your agreement with Vätternrundans allows it. But please use the area just outside of your tent to talk peoples way inside, to inform and serve as much people as possible, especially when less crowd in the exhibition area.

If you wish more visibility, it is possible to buy commercial space on Vätternrundans big screen monitors. For questions or partnership-related requirements and ideas on how to develop the Vätternrundans experience, feel warmly welcome to contact our Sponsor Manager Jessica Nilsson, +46 705 15 58 90, [jessica.nilsson@vatternrundan.se](mailto:jessica.nilsson@vatternrundan.se).



# General information for exhibitors & contact details

## First aid

Patrolling first aid helpers will be on the expo area. They can offer support and help with easier wounds in need of band aids, they will also carry a defibrillator.

Defibrilators will be available in the bib handout tent, the start area, the finish area and in the support vehicles around the course.

*Vätternrundan will not supply any kind of medications, if you believe that you might need any kind of medication we kindly ask you to bring it with you.*

**Call +46 1177 for medical support**

**Call 112 for emergencies**

### Cardiac arrest

In case of cardiac arrest, start with CPR and then call 112.

## Contact details

**Project Manager:** Andreas Lundgren

+46 73-723 86 05

andreas.lundgren@vatternrundan.se

**Exhibitor service:**

massa@vatternrundan.se

**Logistics:** Patrik Korall

+46 141-22 32 99

patrik.korall@vatternrundan.se

**Construction and cargo handling** Daniel Nederman

daniel@event4sweden.se

+46 70 365 72 79

**Accommodations:** Svecia Travels, Lotta Karlsson

+46 72-732 55 44

lotta.karlsson@svectravels.se

## WiFi

EXPO ..... Password: BikeG@mes

VR WiFi ..... Open network

**Delivery adress Vätternrundan expo:** Platensgatan 3 591 35 Motala

If you want to send any material in advance for storing, there will be an extra fee on 500 SEK/m<sup>2</sup>. *Mark the goods with your company name!*

**Delivery adress:**

VÄTTERNRUNDANS FÖRRÅD Bangårdsgatan 9, 591 35 Motala

## Important dates

20th of May ..... Deadline for booking expo interiors

1st of June ..... Deadline for commercial materials for the big screen monitors

10th of June ..... MTB-Vättern 25 km/50 km

11th of June ..... Tjevättern 100 km & Vätternrundan 100 km

12th of June ..... Halvättern 150 km

17-18th of June ..... Vätternrundan 315 km