

#NU JÄVLAR KÖR VI!

LET'S GO!

LYRECO CONVENTION 2025

Lyreco Convention 2025 EXHIBITOR INFORMATION



Exhibitor Information for Lyreco Convention 2025

The Lyreco Convention 2025 is approaching, and this time we'll meet at Borås Congress! This is a summary of the practical information you, as an exhibitor, may need to know. We look forward to seeing you!

We have divided our offerings into 5 different rooms. Our employees are divided into 5 groups (about 80 people in each group). Each group will visit a room for 50 minutes before moving on to the next one. During their time in the room, participants will mingle on their own at the supplier stands.

We call this "Lyreco Marketplace," where our employees will be introduced to **your best sales pitch** for a product/service with short, clear arguments as to why our customer should purchase it. We would also like a **sustainability angle** for your product.

As in previous years, there will be no giveaways. Instead, you can express interest in having a **product sample** included in Lyreco's event bag, which all employees will receive at the end of the day. Please indicate your interest in the registration form.

Space is limited, and Lyreco will make a selection. Product samples should be available in quantities of 400 pieces.

Preliminary Program and Timetable

Thursday, January 30

12:00 – 17:00	Move-in and setup at Borås Congress
14:00 – 15:00	Sales pitch for Lyreco's sales team (for L-suppliers)
18:30 – 22:30	Dinner and activity at Bowlers with Lyreco's sales team for M and L-suppliers

Friday, January 31

07:30 – 09:30	Continued move-in at Borås Congress
09:30 – 09:45	Gathering for information
10:15 – 12:15	Exhibition - Lyreco Marketplace
12:15 – 13:30	Lunch
13:40 – 16:30	Exhibition - Lyreco Marketplace
16:40 – 18:00	Dismantling of the exhibition
19:30 – 01:00	Dinner and party at Borås Congress

Sales Pitch for L-Suppliers

At the Sales Meeting on January 30, all L-suppliers will give a sales pitch from the stage.

- Total of 7 minutes per supplier
- Content: Sales pitch with a sustainability angle. Present your top 3 strengths. Keep the theme "Let's Go!" in mind and link it to what you're showcasing at the marketplace.
- Submit your materials (PowerPoint, video, etc.) by January 23 to: sofie@contrast.se
- A mandatory rehearsal of your sales pitch will take place on January 30 between 9:00–12:00. Exact rehearsal slots will be provided later. The rehearsal will take place in a conference room (not on stage).



Practical Details

What's included in your exhibition space

- **Marked exhibition space (2x3 m or 3x3 meters, depending on the selected supplier package)**
- **10 A 240 V power outlet**

Plan for this to be a “**marketplace**” setup, with no back or side walls or suspension possibilities from the ceiling or existing walls. We recommend bringing roll-ups or other simple message holders for your space.

Make sure to bring everything you might need for your stand, such as mats and lighting, as there are limited opportunities to book equipment on-site. If you need a table or other items to display your product, please bring these as well. Electrical outlets will be available at each stand.

For questions, contact Sofie Andersson, Contrast, Sofie@contrast.se

Delivery of exhibition materials

The exhibition spans multiple floors, and exhibition materials need to be brought in via an elevator.

Elevator 1: Door width 110 cm. Interior width: 145 cm, depth 270 cm, height 243 cm.

Elevator 2: Door width 110 cm. Interior width 145 cm, depth 225 cm, height 210 cm.

Loading will take place at the back of the Congress building (marked by two gray doors).

Address: Tryckerigatan 7, 503 32 Borås

It's a small access road from Allégatan, opposite Scandic Hotel and the University.

Exhibition Map

See the preliminary exhibitor map - [HERE](#).

Deliveries and Storage

As there is limited storage space at Borås Congress, we recommend sending as little material as possible in advance and instead bringing what you need on the day of the event.

In exceptional cases, deliveries can be sent to:

Borås Kongress
Akademiplatsen 2
503 32 Borås, Sweden

Mark the shipment with “Lyreco” and your company name. Deliveries can be received starting Monday, January 27, between 09:00 and 15:00. The same hours apply if you are delivering your materials yourself. If you need to deliver outside of these hours, please contact Sofie Andersson, Contrast, at sofie@contrast.se

Packaging

Each exhibitor is responsible for cleaning up any packaging before and after the exhibition and ensuring it is removed on Friday evening.

Parking

The best parking option is in the Nybron Parking Garage, Södra Nybrogatan 6, 503 31 Borås, about a 2-minute walk from Borås Congress.

Fee: 09:00-18:00 (09:00-15:00) 19 SEK/hour, other times 6 SEK/hour. Payment via phone or ticket machine.

<https://www.parkeringboras.se/parkering/hitta-parkering/>

Participation, Dinner & Party

Each supplier package includes participation for two people. To collect all necessary information for each participant, we ask you to register individually.

Accommodation

Accommodation must be booked by you. Borås is a popular and frequently visited city, so secure your accommodation as soon as possible.

Wifi

Free for all; no login or password needed.

Questions

For any questions, contact Sofie Andersson, Contrast. sofie@contrast.se