**Record-breaking interest in Nordbygg 2014 – 60 percent of the space is already booked**

The Nordbygg exhibition is attracting more interest than ever before. Although there’s 18 months to go before the next exhibition in April 2014, 60 percent of the exhibition space is already booked.

“This is quite unique in the events world and it illustrates the importance of strong industry meeting places in difficult economic times,” says Peter Söderberg, Event manager for Nordbygg at Stockholmsmässan.

* “This is easily the highest booking level so far in advance in Nordbygg’s history. It’s an increase of 15 percent compared to the situation at the same juncture prior to the previous exhibition. Many companies booked their slot before the summer and bookings have continued to flood in through the early fall,” reports Peter Söderberg.

In spite of the current recession and uncertainty in the global economy, 400 exhibitors have already booked a place at the 2014 exhibition.

* “We’re delighted that companies and organizations place such great importance on taking part in this particular forum. This is all the proof we need that Nordbygg continues to be one of the Nordic region’s most important meeting places for the construction and real estate industry, and an event that many companies prioritize in their marketing budgets. Many exhibitors also tell us that they plan their activities calendar around the timing of the exhibition. Product innovations and launches are increasingly timed to coincide with the exhibition,” explains Peter Söderberg.

Pressure on the exhibition is intense and it’s important to book early to be sure of a space. 6 months before it opened, the 2012 exhibition had a waiting list of companies that hadn’t received a space. Nordbygg 2014 will be filled with 900 exhibitors who will be booking Stockholmsmässan’s entire exhibition space of 36,500 square meters.

* “We feel a huge responsibility to deliver a good exhibition and to continue to develop the content. We think it’s particularly important to go on working on all the important issues surrounding community development and sustainability. The aim is for Nordbygg to help generate face-to-face communication between requirement definers and producers,” says Peter Söderberg.

As part of this strategy, Nordbygg will now be arranging inbetween-year activities as well, since the exhibition takes place every other year. On 12-13 March 2013, the Nordbygg Ecoforum seminar days will be held in association with Svensk Byggtjänst. The purpose of Nordbygg Ecoforum is to establish industry consensus around sustainability issues and create a forum for advanced knowledge exchange and networking.  
 **To find out more, please contact:**

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