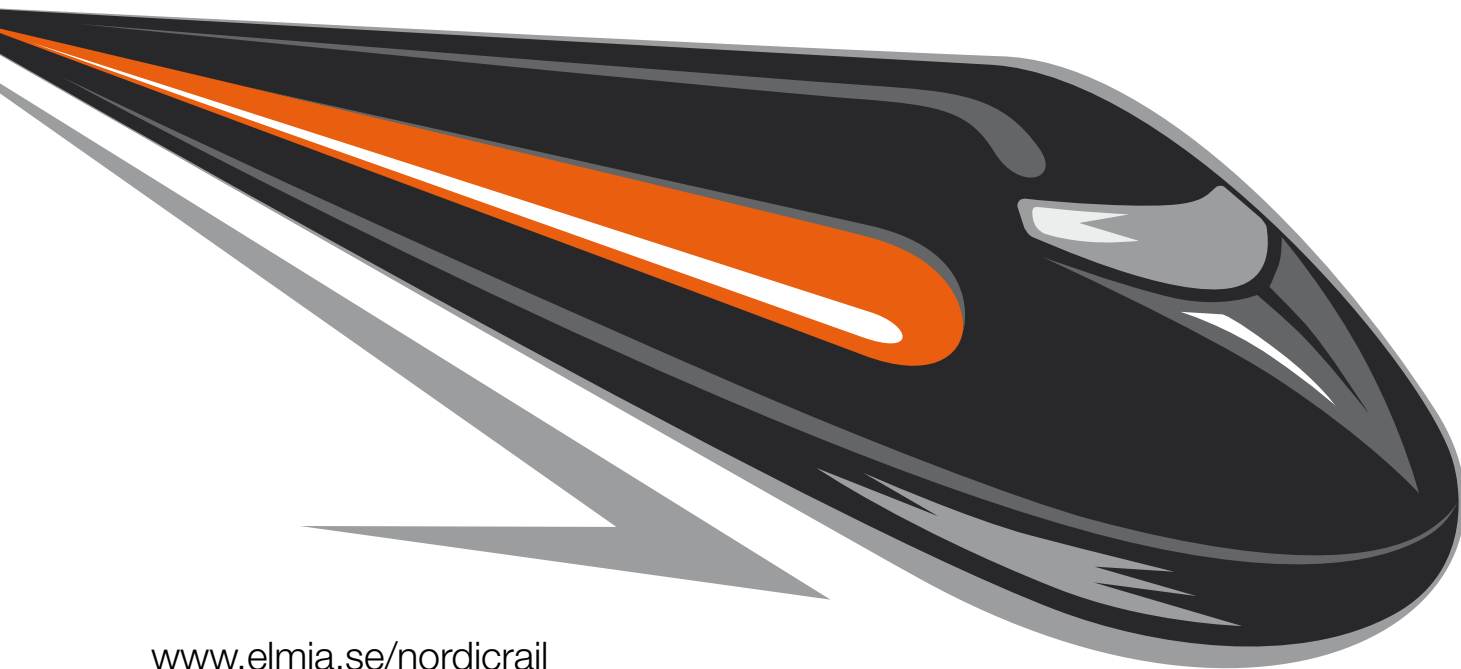


nordic rail -11



4-6 OCTOBER 2011



www.elmia.se/nordicrail

Elmia AB in association with Alstom, Bombardier Transportation, the Association of Swedish Train Operating Companies, Nordic Infrastructure Managers (NIM), NJS – Forum for Nordic Railway Association, the Swedish Shippers' Council and the Swedish Rail Industry Group (SWERIG).

- 
- » **Exposure**
 - » **Contacts**
 - » **Business**

Being seen in the right context is important in order to identify and cement the right contacts for the future. We can offer this.

Exhibit at the industry's most important meeting-place.

Elmia Nordic Rail 2011



Fast track to the future

There is a continuously increasing need for faster, more efficient transport. At the same time it is becoming increasingly important to identify transportation methods that are easy on the environment. This makes the railway hotter than ever before. Both now and in the future.

The expansion of the railway network, increased capacity and investments in high-speed trains are particularly topical subjects in politics at the moment. Major initiatives are being planned and implemented. Enormous investments which entail extensive business opportunities for companies operating in the railway and related fields.

This is why Elmia Nordic Rail is an important meeting-place for the entire industry. This is where politicians and the business community gather. This is where it happens, where contacts are forged. If you would like to be involved in shaping the railway of the future, Elmia Nordic Rail is the obvious place to be.



Get connected

Good personal contact is invaluable in the pursuit of good future business. Elmia Nordic Rail brings the entire industry together.

In addition to track managers, operators, rolling stock manufacturers, people working in maintenance and service, component manufacturers and forwarding agents, the show is attended by specially invited politicians and experts. To name but a few. It's hard to imagine a better place to make contacts or arrange a meeting.

» **25% of visitors will propose buying the products/services exhibited at the fair within one year.**

» **18% of visitors say that visiting the fair led them to believe they will do business with companies they would not otherwise have considered.**

Slow down and attend a seminar

One important part of the show is the talks, in which the latest topical subjects are highlighted and discussed.

To satisfy the demands of the audience, who often have great expertise in the subjects, we place a lot of emphasis on inviting speakers of distinction.

The seminar component is divided into three sections: a main seminar, 100 or so trade seminars and a number of exhibitor seminars. Exhibitor seminars are where exhibitors themselves host an event and choose a subject of their choice.

They are free to attend and are held in Elmia's conference centre. Elmia deals with all the practical details surrounding the seminar.

Mingle on the platform

Informal meetings are important too. During one evening of the show we organise a large buffet, which is enjoyed alongside good entertainment and pleasant company. The party event is very popular and quickly gets fully booked. We therefore give you, the exhibitors, priority ticket booking.



One of the fair days concentrates on the main conference, which focuses on a highly topical subject. It involves interesting speakers, politicians and business leaders.



The big party on one of the evenings of the show is highly appreciated and attracts a lot of people.



Stand out from the crowd

When you exhibit at a trade show, there is a lot to be gained from taking particular care with the stand design. If you want to attract a lot of, and above all the 'right' visitors, it's important to stand out in some way. At Elmia we have a specialist team ready to design and build your company's stand.

We also have various channels that can help you be more visible before, during and after the show, attract more visitors to your stand, and help ensure you reach the right target group.

Please contact us to talk more about how to make the most of your time at Elmia Nordic Rail! See our contact details on the back page.



On track with Future Transport

Elmia Future Transport is held alongside the Elmia Nordic Rail fair. While Elmia Nordic Rail focuses on technology and infrastructure, Elmia Future Transport is intended for everyone involved in the transport of goods and passengers – not only railways, but also road, air and water transport.

The fair is a way for transport buyers, service planners, logistics managers and politicians to find out about the intermodal solutions of the future.

The two shows generally have the same structure and they both focus on future transport and intermodal solutions.

Many natural points of contact also mean there are extensive synergy effects between the two shows.

The third Elmia Future Transport fair will take place in 2011. An admission ticket to Elmia Future Transport is also valid for Elmia Nordic Rail, and vice versa.



MEETING PLACE • CONFERENCE • RAILWAY TRADE FAIR



meetingplace | conference | transport trade fair

**Elmia Nordic Rail and Elmia Future
Transport were visited by 4,262
people in 2009.**



Contact the project team

Would you like to book a stand space, get help designing your stand or find out more about the conference programme?

We're sure you have plenty of questions about the fair, and we're always happy to answer them. Please contact our project team and we'll do our best to help.

Elmia Nordic Rail Facts

Date: 4–6 October 2011

Venue: Elmia, Jönköping, Sweden

Focus: International railway fair

Exhibitors at Elmia Future Transport/

Elmia Nordic Rail in 2009: 256

Visitors to Elmia Future Transport/

Elmia Nordic Rail in 2009: 4,262

Website: www.elmia.se/nordicrail

Organisers: Elmia AB in association with Alstom, Bombardier Transportation, the Association of Swedish Train Operating Companies, Nordic Infrastructure Managers (NIM), NJS – Forum for Nordic Railway Association, the Swedish Shippers' Council and the Swedish Rail Industry Group (SWERIG)



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