



Arranged by

**SweBoat**

Swedish Marine Industries Federation

MARCH EDITION



**2021**

**ALLT PÅ  
SJÖN**  
I GUSTAVSBERG

**Welcome!**

**3<sup>rd</sup>–5<sup>th</sup> of September**

**Swedens largest in-water Boat Show  
for motor- and sailboats and marine equipment**



*All at Sea is the largest in-water boat show in Sweden, and probably also in the Nordic countries, gathering more than 275 new displayed boats and 25 000 visitors.*

*All at Sea has since the start in 2011 gained high grades and reviews from both visitors and exhibitors.*

*Both exhibitors and visitors gives us a grade of 4,2 out of 5 when it comes to the total experience of the show. 50% of the exhibitors considered last years show to be more interesting to participate at than the previous year!*

## WELCOME!

We welcome exhibitors of motor- & sailboats, marine equipment and services to book your space along the docks and quays. We can't give any guarantees regarding the weather but we promise:

- Free admission for visitors
- Free parking for exhibitors and visitors in dedicated parking areas
- Free shuttle busses to/from p-areas
- High quality and interested visitors
- Professional organization
- High level of service for exhibitors

### COVID-19

We will, of course, follow the swedish authorities guidelines regarding Covid-19 and we will continuously update with new information.

Eg. the number of visitors may need to be regulated and opening hours may change.



## WHERE

In the harbour of Gustavsberg, approximately 20 minutes east of Stockholm City by car. Busses runs continuously.

Gustavsberg is a good place for an in-water boat show. Close to the city and easy to get to for the vast majority of people living in or visiting the greater Stockholm and ample parking.

## WHEN

The exhibition is open to the public  
Friday – Sunday 3<sup>rd</sup>–5<sup>th</sup> of September 2021.

Opening hours:

Friday – Saturday 10 am – 6 pm

Sunday 10 am – 4 pm

## APPLICATION

Applications are made on the application form intended for each product (boat, equipment – display or equipment – direct sale). Send signed application form either by e-mail, or post.

***Please note! Last day for application is the 30<sup>th</sup> of April.***

We will confirm space available as soon as possible after the 30<sup>th</sup> of April.

We have the sole right to plan the exhibition area in terms of placement of boats and tents which means that exhibitors location may vary from year to year.

All exhibitor information will be sent by E-mail. In beginning of June the first exhibitor information will be sent out as well with the invoice. The participation shall be paid by the 1st of August.

## CANCELLATION

Cancellation can be made **without cost until the 15<sup>th</sup> of June**. After that you pay full price for booked space, unless we have somebody waiting that can take your space instead.

Just as the application an eventual cancellation shall be made in writing.



## ACTIVITIES

All exhibitors displaying boats are welcome to stay and extra optional day (6.9) to arrange sea trials with customers and media. This service is free but requires a booking in advance.

## ALL AT SEA ONLINE

General information about the event, info regarding Covid-19, exhibitors, directions and press information will be available in Swedish and English at the All at Sea website. The address is [www.alltpasjon.se](http://www.alltpasjon.se)

Allt på Sjön is also on Facebook; @alltpasjon, [www.facebook.com/alltpasjon](https://www.facebook.com/alltpasjon) and Instagram; #alltpasjon. Please like us!

## FOOD SERVICE FOR EXHIBITORS

We have an exhibitor restaurant that serves lunches as well as fast-food stands in the harbour.

## ACCOMODATION

On the website you can find accomodation options in the surrounding area.

## NO LIMITS!

There is no minimum limit on the size of the boats – all are welcome. The smallest boats however, we recommend to be shown on land, on trailers. There are also a large exhibition of marine equipment, clothing, engines, dinghies and more.

## EXHIBITORS DINNER

Of course we'll have our traditional dinner on Friday. Directly after closing time we invite all exhibitors, who has registered for the dinner, to a hot meal and something refreshing to drink.





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3<sup>rd</sup>–5<sup>th</sup> of September 2021

**WELCOME!**

### QUESTIONS AND INFORMATION

If you have questions regarding the event or need more information, please contact Sweboat:

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