

COME WITH
**GREAT
EXPECTATIONS**



A GLOBAL MEETING POINT IN THE HEART OF SCANDINAVIA



EASY TO REACH, CHARMINGLY DIFFERENT
THE CITY IS AT YOUR FEET



ALL UNDER ONE ROOF
THE OVERNIGHT EXPERIENCE



A DREAM FOR FOODIES
EXHIBITIONS MEANS BUSINESS



A TRACK RECORD OF SUCCESSFUL LAUNCHES
100 YEARS OF EXPERIENCE







GOTHIA TOWERS

The entire city is your venue thanks to the compact city centre.



EASY TO REACH, CHARMINGLY DIFFERENT

Situated in the heart of Scandinavia, Gothenburg is easily accessible, yet distant enough to offer a fresh and surprising experience.

An increasing number of visitors have found this hidden gem. In fact, Gothenburg has recently gained a top 5 position amongst attractive European cities.*

Come see for yourself. Flying over the islands of the vast archipelago it is hard to believe that you are just 2 hours from London, Paris or Vienna. Gothenburg, Landvetter Airport; 100 direct routes, 100 arriving flights per day, 75% international flights, one terminal, super efficient airport services. Do you prefer coming by rail or by sea? Take an excellent high speed train connection or arrive at international ferry terminals located near the city centre.

*ECM Benchmarking Report 2016



Welcome to Göteborg, Sweden's second largest city, with daily direct flights from about sixty destinations. Once you've landed, you're just a 20-minutes ride from the city centre, Gothia Towers and the Swedish Exhibition & Congress Centre.



THE CITY IS AT YOUR FEET

In terms of proximity, Gothenburg is a one-of-a-kind destination. Everything you need is within walking distance, in more than one sense.

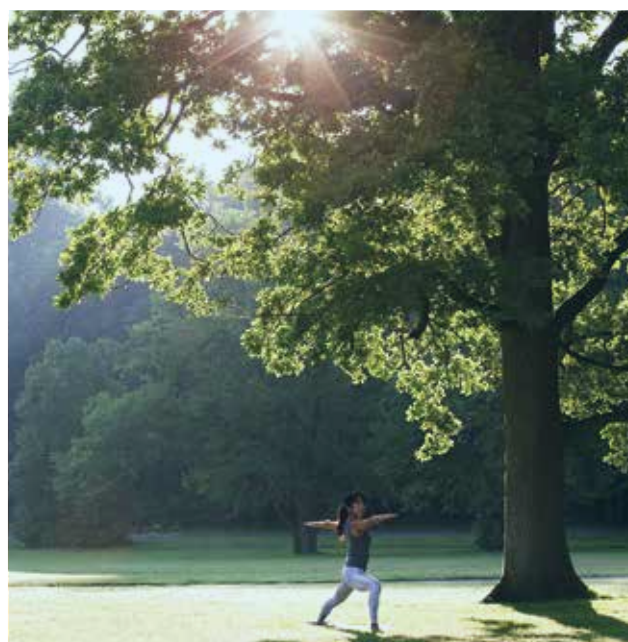
First of all, you will notice that Gothenburg notices you. Thanks to the city's compact layout, your meeting or event enjoys high visibility.

You will also experience that Gothenburg is happy to have you. We will proudly welcome you, whether you want to make business, merge ideas, experience cutting-edge art, have a great night out or inhale the fresh and salty air in the spectacular archipelago, just minutes away.

You will learn that Gothenburg listens. Your business is everybody's business. Gothenburg is well-known for its productive cross-boundary dialogue between business people, politicians and academia.



Even if your schedule is tight you will get a chance to catch the city's highlights as everything is within comfortable walking distance.



Gothenburg is known for its genuine and friendly atmosphere.





FRIS
Ragtime

**Metropolitan benefits
combined with a genuine
and warm atmosphere.**



We offer a capacity of 9 000 delegates, more than 40 000 m² of meeting and exhibition space, a hotel with 1 200 rooms, banqueting areas, five restaurants—one with a Michelin star! —and even an in-house theatre.



The Swedish Exhibition & Congress Centre and Gothia Towers is the biggest organiser of trade fairs, exhibitions, events, and conferences in Scandinavia. Our aim is to be our customers' prime business partner.



"We had extreme demands, and the logistics part was highly complex, especially the catering. The Swedish Exhibition & Congress Centre really delivered at the top of their ability every single day, and it is with pleasure we warmly recommend them!"
Conference for Grant Thornton



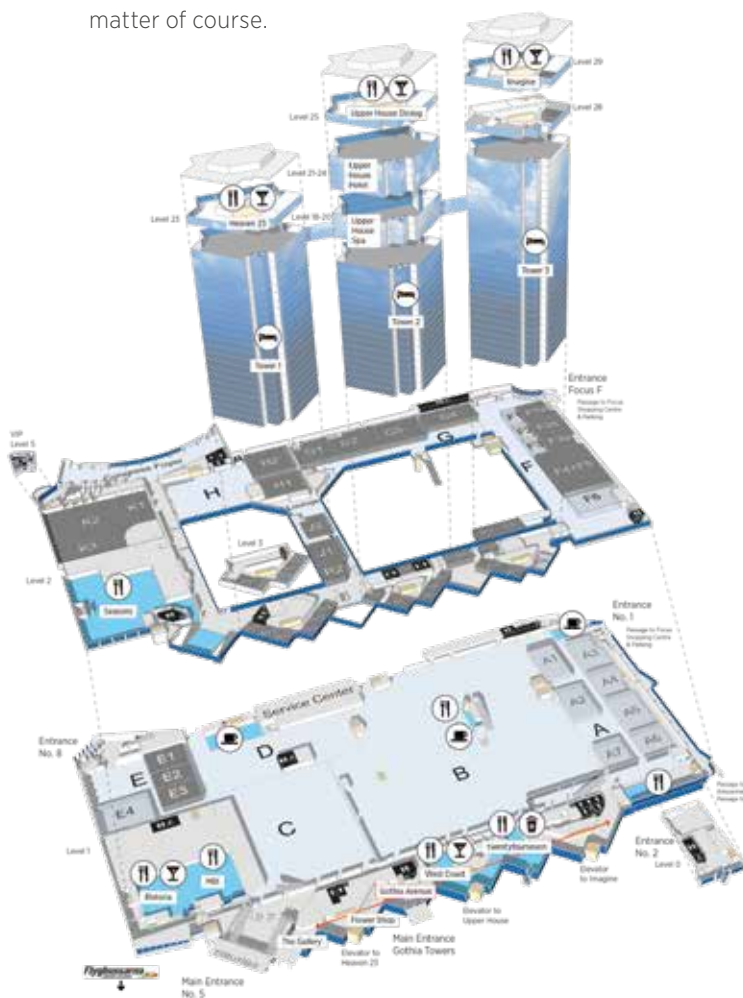
ALL UNDER ONE ROOF

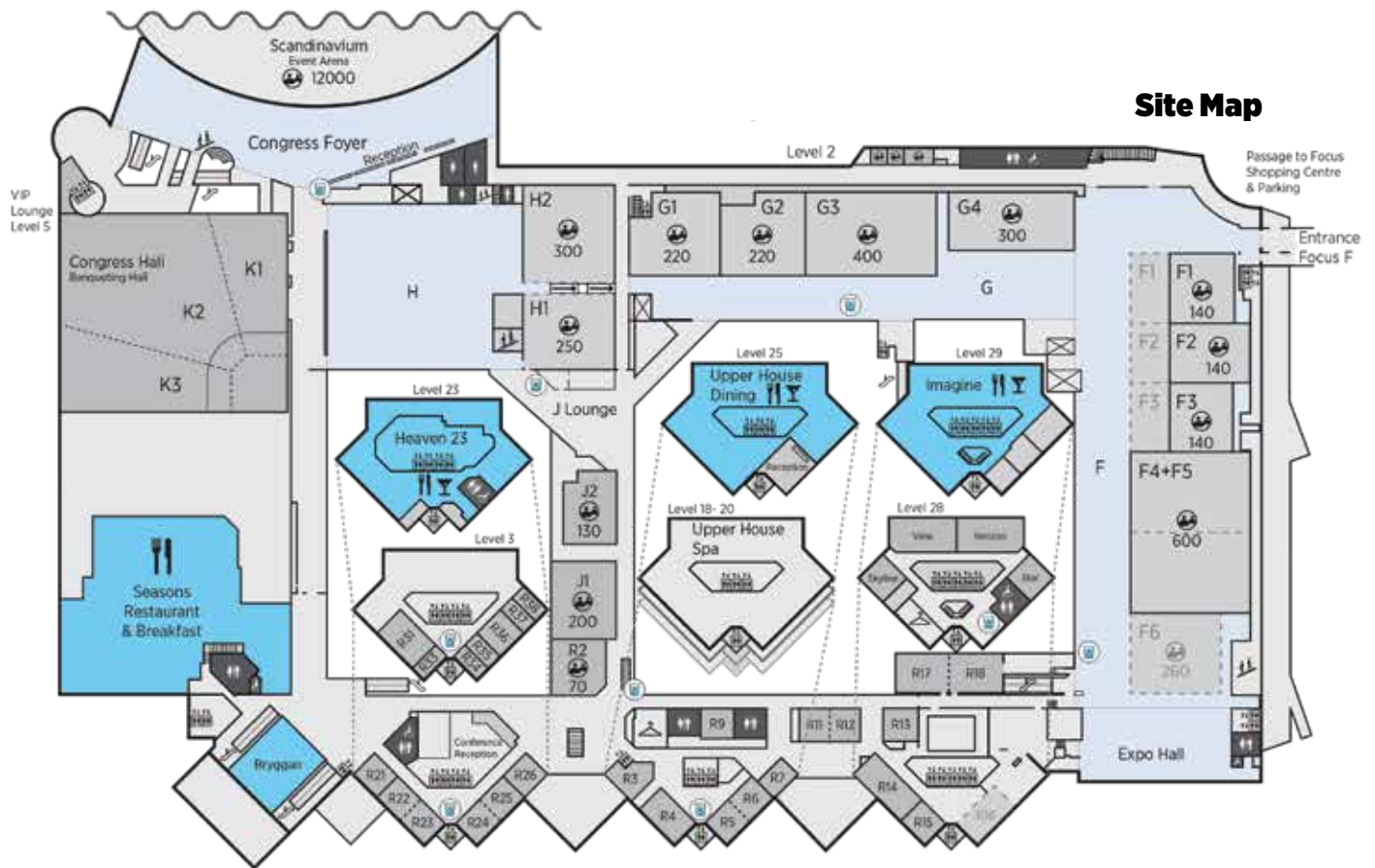
The Swedish Exhibition & Congress Centre and Gothia Towers is a leading global destination for sustainable meetings, with an unbeatable location in the city heart.

















Every year almost 2 million visitors come to experience one of Europe's largest fully integrated hotels, exhibition, and congress facility. Many of them visit us again and again. We simply love saying, 'Welcome back!'

Expect a top-notch convention centre, a buzzy atmosphere, cutting-edge expertise, value for money, and the great feeling that everything just seems to run so smoothly.

We customize every event based on your wishes, from arrival to departure. Professionalism and quality are a matter of course.





| Meeting room | Area (m2) | Dimensions LxW (m) | Height (m) | Daylight | Theatre | Classroom | Cabaret | U-shape | Boardroom | |
|------------------------------|-----------|---------------------------|------------|----------|-------------|-----------|----------|---------|-----------------|---|
| Congress Hall (K1+K2+K3) | 2000 | 42.4 x 48 | 3-7 | No | 1500** | 640 | 490 | - | - |  |
| K1, K3 | 500 | - | 3-7 | No | 364 | - | - | - | - | 1200 |
| K2 | 1000 | - | 3-7 | No | 772 | - | - | - | - |  |
| K2+K3 | 1500 | - | 3-7 | No | 1136 | - | - | - | - | 1200 |
| H1 | 310 | 19.4 x 16 | 4.9 | No | 250 | 144 | 112/138* | 50 | - |  |
| H2 | 380 | 20 x 19.4 | 4.9 | No | 300 | 148 | 126 | 46 | - | 2700 |
| H1+H2 | 750 | 39 x 19.4 | 4.9 | No | 500 | 280 | - | - | - |  |
| G1 | 310 | 19 x 18 | 3.7 | No | 220 | 110 | 84 | 42 | - | 12 |
| G2 | 300 | 18.5 x 18 | 3.7 | No | 220 | 110 | 91 | 50 | - |  |
| G3 | 500 | 18 x 28 | 3.7 | No | 400 | 220 | 161 | 70 | - | Spa |
| G4 | 330 | 27 x 12.5 | 3.7 | No | 300 | 130 | 119 | 64 | - |  |
| F1 (F1 large) | 210 (340) | 13.8 x 15 (22.4 x 15) | 5 | No | 140 (280) | 64 (128) | 70 (119) | 36 (60) | - | Gym |
| F2 (F2 large) | 225 (330) | 17.3 x 12.8 (25.8 x 12.8) | 5 | No | 140 (280) | 72 (132) | 63 (112) | 40 (64) | - |  |
| F3 (F3 large) | 200 (330) | 13.5 x 14.8 (22.4 x 14.8) | 5 | No | 140 (280) | 64 (128) | 70 (119) | 36 (60) | - | Room service |
| F4+F5 | 900 | 25.7 x 34.5 | 5 | No | 600 | 320 | 280 | - | - |  |
| F4 | 460 | 26.4 x 17.3 | 5 | No | 360 | 180 | 168 | 74 | - | 5 Restaurants |
| F5 | 440 | 25.7 x 17.2 | 5 | No | 360 | 180 | 154 | 74 | - |  |
| F6 | 340 | 19.5 x 17.3 | 5 | No | 260 | 112 | 112 | 54 | - | 5 Bars |
| E1 | 225 | 18 x 13 | 4.3 | No | 170 | 90 | 63 | - | - |  |
| E2 | 165 | 18 x 10 | 4.3 | No | 140 | 70 | 49 | - | - | 5 Function Rooms |
| E3 | 200 | 18 x 12 | 4.3 | No | 170 | 80 | 56 | - | - |  |
| E4 | 460 | 18.4 x 24 | 4.3 | No | 300 | 150 | 98 | - | - | Free |
| A1 | 350 | 25.2 x 13.7 | 4.9 | No | 240 | 132 | 112 | 64 | - |  |
| A2 | 300 | 21.9 x 13.7 | 4.9 | No | 230 | 120 | 84 | 60 | - | 0 m |
| A3 | 390 | 24 x 16.5 | 4.9 | No | 290 | 130 | 112 | 52 | - |  |
| A4 | 300 | 19.2 x 18.1 | 4.9 | No | 210 | 100 | 84 | 44 | - | 50 m |
| A5 | 450 | 24.6 x 18.1 | 4.9 | No | 280 | 160 | 133 | 72 | - |  |
| A6 | 277 | 16.8 x 16.5 | 4.9 | No | 220 | 108 | 84 | 46 | - | 2 km |
| A7 | 230 | 16.8 x 13.7 | 4.9 | No | 170 | 84 | 63 | 36 | - |  |
| J1 | 225 | 16.6 x 13.5 | 5.4 | No | 196 | 110 | 84/114* | 46 | - | 22 km |
| J2 | 168 | 11.3 x 15.6 | 5.4 | No | 125 | 66 | 56/72* | 30 | - |  |
| R2 | 120 | 9.6 x 11.9 | 2.7 | No | 72 | 40 | 42* | 28 | - | 3 km |
| R3 | 56 | 8.3 x 6.5 | 2.6 | Yes | - | - | - | - | 12 | |
| R4 | 73 | 10.8 x 6.8 | 2.6 | Yes | 35 | 30 | 36* | 24 | 20 | |
| R5, R6 | 42 | 7 x 6.5 | 2.8 | Yes | 30 | 24 | 18* | 16 | 12 | |
| R5+6 | 90 | 14 x 6.5 | 2.8 | Yes | 50 | 36 | 48* | 24 | 20 | |
| R7 | 36 | 7.2 x 5 | 2.5 | Yes | 20 | 12 | - | - | 10 | |
| R9 | 46 | 7.1 x 6.4 | 2.7 | No | 20 | 18 | 18* | 16 | 12 | |
| R11, R12 | 45 | 6.5 x 7 | 2.7 | No | 30 | 24 | 18* | 16 | 12 | |
| R11+12 | 90 | 13 x 7 | 2.7 | No | 50 | 36 | 48* | 24 | 20 | |
| R13 | 48 | 7 x 7 | 2.7 | No | 30 | 24 | 18* | 16 | 12 | |
| R14 | 97 | 14.4 x 6.8 | 2.7 | Yes | 50 | 36 | 48* | 24 | 28 | |
| R15 | 48 | 7.2 x 6.8 | 2.7 | Yes | 30 | 24 | 18* | 16 | 12 | |
| R16 | 76 | 11.2 x 6.8 | 2.7 | Yes | 35 | 30 | 36* | 24 | 20 | |
| R17 | 84 | 7.4 x 11.3 | 3 | No | 50 | 40 | 36* | 26 | 24 | |
| R18 | 86 | 7.4 x 11.6 | 3 | No | 70 | 40 | 36* | 26 | 24 | |
| R17+18 | 170 | 7.4 x 23 | 3 | No | 130 | 88 | 84* | 36 | 36 | |
| R21, R22, R23, R24, R25, R26 | 45 | 7 x 6.5 | 2.8 | Yes | 30 | 24 | 18* | 16 | 12 | |
| R22+23, R24+25 | 95 | 14.5 x 6.5 | 2.8 | Yes | 50 | 36 | 42* | 22 | 20 | |
| R31 | 69 | 10.6 x 6.5 | 2.4 | Yes | 50 | 30 | 36* | 16 | - | |
| R36 | 52 | 7.2 x 7.2 | 2.4 | Yes | - | - | - | - | 14 | |
| R33, R34, R35, R37, R38 | 26 | 7.2 x 3.6 | 2.4 | Yes | - | - | - | - | 10 | |
| VIP Lounge | 138 | - | 2.4 | Yes | Mingle 25 p | - | - | - | 14 + 4 + Lounge | |
| Skyline | 47 | 7 x 7 | 2.7 | Yes | - | 16 | - | 14 | 20 | |
| View | 97 | 14 x 7 | 2.7 | Yes | - | - | - | - | 16 + Lounge | |
| Horizon | 97 | 14 x 7 | 2.7 | Yes | - | - | - | - | 16 + Lounge | |
| Star | 47 | 7 x 7 | 2.7 | Yes | - | 18 | - | 14 | 20 | |

Flexible space: A, E, F, G, H

* Cabaret à 6 seats

**Auditorium: 1500, Banquet: 1050 at straight tables or 700 at round tables

Exhibition Halls

| Hall A | Hall B | Hall C | Hall D | Hall E*** | Hall F*** | Hall G | Hall H | Expo Hall*** |
|---------|----------|---------|---------|-----------|-----------|---------|---------|--------------|
| 3450 m2 | 10400 m2 | 3370 m2 | 2100 m2 | 2000 m2 | 3800 m2 | 2500 m2 | 1400 m2 | 550 m2 |

***Daylight

THE OVERNIGHT EXPERIENCE

Meet, eat and socialize, and then enjoy a good night's sleep in one of our in-house hotels.

Gothia Towers features 1,200 tastefully decorated rooms, most of which with magnificent views of the city. We offer everything from affordable double rooms to spacious extra-everything suites.

For a truly special experience, we warmly recommend our five-star hotel within the hotel. Upper House is an award-winning hotel of the highest international standard, designed in the crisp and classic Nordic style.

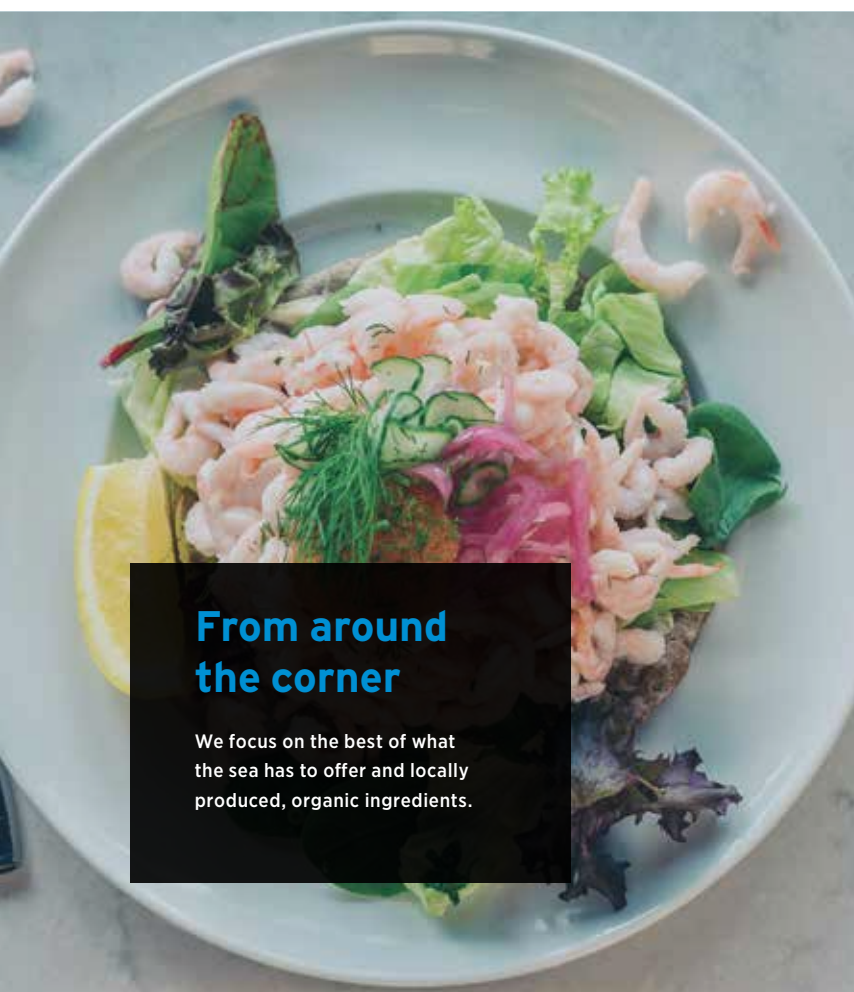
But there is more to the overnight experience. Welcome to explore the Upper House Spa. Pamper yourself with a luxurious treatment or take a daring swim in the outdoor glass bottom pool on the 19th floor.





Do you dare?

Take a swim in the outdoor glass
bottom pool on the 19th floor.



From around the corner

We focus on the best of what the sea has to offer and locally produced, organic ingredients.





A DREAM FOR FOODIES

Please feel invited to a culinary journey. Choose one stop or many, all under the same roof.

Upper House Dining

With unbeatable views over beautiful Gothenburg, Upper House Dining offers you a unique experience for all your senses.

Heaven 23

Food, wine and cocktails with a view. Enjoy modern cuisine based on seasonal produce with sweeping views over Gothenburg through the seasons.

West Coast

A bistro vibe, Sunday dinners and selected swedish beers. All good reasons for meeting up with friends in our hotel lobby.

Ristoria

A dazzling restaurant, bar and meeting place. Food made with love inspired by Italy.

Twentyfourseven

A welcoming hum and a homelike buzz of activity greet you in our hotel lobby café, deli and bar.

Or why not arrange a dinner event at **Imagine**, on the top floor of Tower 3, or a 1000 people banquet in any of our function halls.

Welcome & enjoy!



Enjoy sky-high gastronomy or grab a bite on the run. We're here for you on every occasion.



What's the secret to organising world class events? Every event is different. However, by applying proven methodologies alongside our creativity and innovation, we ensure the success of every event.



In the modern world of digital media, it has become all the more important for live events to offer an exceptional experience.



Our exhibition portfolio is very diverse. Everything from major exhibitions attracting 100,000 visitors to niche meetings for highly specialised and demanding delegates.



EXHIBITIONS MEANS BUSINESS

The Swedish Exhibition & Congress Centre is the largest organiser of exhibitions in the Nordic region. We have been organising exhibitions since 1918. Offering all the experience and skills needed to make an event an absolute success. We help to grow business, deepen relationships, showcase innovation and inspire customers through the power of personal interaction and live experiences.

Some 30 of the exhibitions we organise are our own branded events, such as Elfack, EuroHorse, Scanpack, The Göteborg Book Fair and the Gothenburg Boat Show. We also co-organise joint enterprise exhibitions in conjunction with external bodies and trade associations. Exhibition and meeting activities are divided into four areas: Society, Industry, Lifestyle & Education, and Culture & Media. Each area maintains close ties with the relevant industry and promote business and meetings on issues that affects industry, society and lifestyles in northern Europe.



THERE IS MORE...

THE THEATRE WHAT A SHOW

Believe it or not, you can have a night out, without leaving the congress centre. The Theatre is our in-house show arena designed for experiences beyond the ordinary. Enter a world of entertainment, gourmet food, good company and attentive service.



THE GALLERY

Top the treat in the Gallery, the art space of Gothia Towers, featuring both established as well as new artists. Then take a stroll on The Avenue, our in-house passage for shopping, relaxing and dining.

On top of Tower 2 we have our own organic rooftop garden including bees producing honey for our restaurants. Could not be more locally produced!



COMMITTED TO SUSTAINABILITY

- MAKING ROOM FOR A BETTER WORLD

The Swedish Exhibition and Congress Centre and Gothia Towers, is highly committed to sustainability, proven in its daily operations and in a number of international certifications. We are for example certified according to the ISO 20121, an international management system standard for the events industry - activities, products and services. The 2012 Olympic Games in London was the first major test of this standard. We are also certified according to BREEAM, Building Research Establishment Environmental Assessment Method, which is the world's most widely used environmental classification system for buildings.

However, The Swedish Exhibition & Congress Centre and Gothia Towers commitment to sustainability extends far beyond the hotel and exhibition.

Gothenburg is the most sustainable meeting destination in the world according to the Global Destination Sustainability Index 2016, 2017 and 2018.

There is a strong passion for sustainability, and global corporations and universities side by side with innovative entrepreneurs. This is reflected in several sectors, from culture, gastronomy, and entertainment to transport.

100 YEARS OF EXPERIENCE

- AND WAY FORWARD

People have come here to meet, socialise, and do business since 1918. We are keeping it up, only now aiming at becoming Europe's most attractive venue by offering the best overall experience. We continue developing and are laying exciting plans for years to come.



WELCOME TO A GLOBAL MEETING POINT IN THE HEART OF SCANDINAVIA

- Europe's largest, fully integrated hotel, exhibition and congress facility, and one of Europe's five biggest hotels
- 2 million visitors a year
- Several restaurants and bars, everything from grab'n'go to fine dining, and several function rooms
- 1200 hotel rooms and suites
- 60 meeting rooms for 2 to 3,000 delegates
- Congress hall for 1500 people
- Hundreds of congresses & meetings every year
- Festivities & banquets for up to 7000 guests
- 30 exhibitions & 8000 exhibitors every year
- 41000 square meters of exhibition & congress space
- The Theatre – a flexible show arena for everything from international stars to televised events
- Upper House, a five-star hotel within the hotel
- Exclusive 3-floor spa with an outdoor glass bottom pool on the 19th floor

AND MORE

**WANT TO KNOW
EVEN MORE?**

SCAN THIS CODE:

