

Information regarding being an exhibitor at LEGO Festival of Play - Sweden 2023

LEGO Festival of Play is a commercial exhibition arranged by LEGO Nordic in order to give (especially) 6-12 years old kids a great experience with LEGO.

LEGO Nordic has asked Swebrick (The Swedish RLUG) to be a part of the Gallery. Swebricks members together with fans from other countries will be a part of the children's experience and to show what AFOLs can build with LEGO.

There is room for a maximum of 25 exhibitors. This number includes everyone working in the gallery area. As we are running on a tight budget for accommodation, the actual number of exhibitors may be lower.

LEGO Nordic is providing compensation to the exhibitors:

- Accommodation is available in shared rooms, for those that are considered to have a need during Thursday to Monday. (From Wednesday for exhibitors from very far away)
- Free meals from Thursday to Sunday. Breakfast is included only for them granted accommodation.
- One memory plaque.
- LEGO Festival of Play t-shirts.
- Parking at Friends Arena for exhibitors.
- Two boxes of assorted LEGO bricks to each exhibitor.

For this, Swebrick LEGO Festival of Play committee and LEGO Nordic are expecting that the exhibited models are MOC:s and the quality is high. We also expect you to be available to talk with the visitors.

To have some sort of relationship between the expenses LEGO Nordic is paying for the exhibitors and what is exhibited, you should be able to bring at least something in the size of 6 modular houses (15 000 bricks), but this is not an exact limit. Larger community layouts will also need to have the similar proportions to the amount of exhibitors to go with it.

The Exhibition:

The committee will rate every model offered for the exhibition. The committee will try to match the models to give the best possible exhibition for the visitors in terms of quality, variety and presentation of the models. Due to this, we might have to decline even very good models if we think the presentation will be wrong or they will not fit in together with the rest.

It is not possible to give any indication about a certain theme that will be chosen in the exhibition, as it will depend on the models offered for the exhibition.

The models being exhibited must follow the guidelines set down in The LEGO Brand Manual.

This means that military and offensive material is not allowed.

The committee will do the final choice of models together with LEGO Nordic.

Duties:

LEGO Festival of Play will be open for 25.5 hours and you should expect to be on duty for 20 hours. Everyone will get a half day off, to be able to see the rest of the LEGO Festival of Play.

There will be a duty roster arranged so that all models will have someone keeping an eye on them at all times. You can expect to be standing close to your model most of the time, and someone else will be scheduled to keep an eye on your model during your breaks.

Taking down:

Absolutely no models should be taken down before Sunday 18.00. Everyone is expected to help to take everything down. Everything is expected to be finished at 21.00.

Application:

You must be a member of a RLUG (Recognized LEGO User Group) and 18 years of age at the time of the exhibition.

The application system is found at fop-gallery.com, if your pictures are available online, you can submit a link, otherways the pictures can be sent to pictures@fop-gallery.com. The models must be finished or very nearly finished when you apply. This is to guarantee that the model actually is finished and has the requested quality when LEGO Festival of Play opens.

In the application you will also be requested to fill in your arrival time to Solna. We will require everybody to be there no later than at 13:00 Thursday.

Please inform us if you have other models available at home.

Models with movement are much appreciated!

We do not publish applications that are not selected, it is something between the submitter and the committee.

The committee can give you some advice if your model fits the LEGO Festival of Play exhibition, but no guarantees can be given towards the model actually being selected.

The world's first LEGO Festival Of Play will be at Friends arena, Stockholm, 3rd to 5th of November 2023.

The setup will start in the morning of Thursday, 2th of November. Come early, no later than one o'clock.

Last day to apply is the 13th of August 2023 23:59 (CEST)

We hope that most of the exhibitors will be informed by the beginning of September.

Swebrick LEGO Festival of Play committee:

Andreas Kvant, Anders Lindgren, Mattias Hjelmgren