

Report on

## **22nd World Olympic Collectors Fair in Gothenburg, Sweden - 2016**



by

**Lars Rive**

*Project Manager - 22nd World Olympic Collectors Fair*

and

**Hans Elbel**

*Manager - Gothenburg Sports Museum*

|       |     |  |
|-------|-----|--|
| Page: | 2-3 | Details about the 22nd World Olympic Collectors Fair |
|       | 4-5 | Background and implementation                        |
|       | 6   | Registered table holders                             |
|       | 7-9 | Merchandise and other products                       |

Report on

# 22nd World Olympic Collectors Fair in Gothenburg, Sweden

## Location and date

Kviberg Park in Gothenburg, Sweden.  
May 13-15, 2016



## Organizer

Gothenburg Sports Museum,  
Member of the Olympic Museums Network (OMN)

## Numbers Attending

106 booked tables by 67 individuals or dealers (companions not included) from 21 nations, was registered as table holders. (see page 6 for more details).

## Opening Ceremony

The Deputy Mayor of Gothenburg, Mr. David Lega, inaugurated the 22<sup>nd</sup> World Olympic Collectors Fair. Speeches were held by Mr. David Lega, Ms. Stephanie Coppex (IOC), Mr. Roman Babut (AICO) and Mr. Lars Rifve (Project Manager). Also Ms. Yasmin Meichtry and Patricia Reymond from the IOC were present.

## Social Events

- (a) Welcome Cocktail and distribution of accreditations: This was held at the Kviberg Park Hotel & Conference.
- (b) Official Dinner: Held at the Kvibergs Kantin Restaurant, nextdoor neighbor to the Sports Museum. The Swedish Olympic Committee was represented by Vice-President Ms. Mervi Karttunen and Press Officer Mr. Björn Folin who gave a speech and welcomed the participants of the Fair. Youth of the gymnastics club "GF Energo" performed a gymnastics program.
- (c) Guided tours at the Sports Museum.
- (d) Guided bus tour in the city of Gothenburg.

## **Silent Auction**

A silent auction was held before the dinner and raised EUR 2000, of which EUR 1100 went to the organizer and the remainder to private submitters to the auction (percent of submitted items). Several of the items auctioned had been donated by the Olympic Museum, some items were donated by the Gothenburg Sports Museum and some items were donated by individual collectors.

## **Photos**

For photos of the 22<sup>nd</sup> World Olympic Collectors Fair, please see the PowerPoint presentation “wocf2016”

## **Satisfaction Survey**

All table holders were provided with a survey form to provide their views on the Fair. Without exception the Fair was rated very good to excellent.

## **Merchandise and other products**

500 pins in three (3) variations, numbered on back.

2150 postcards in twenty (20) variations.

1 Cancellation stamp.

Brochure. poster tickets and accreditations.

(See page 7-9 for pictures).

## **Background and implementation.**

The idea of organizing the IOC World Olympic Collectors Fair was born in 2013, when some persons linked to the Museum were in Bø, Norway, in 2013 on that fair. The issue was raised in the development team a year later. A suitable time was before the next summer Olympics in 2016. Hans Elbel submitted a preliminary request to the IOC and OMN (International Olympic Committee and Olympic Museum Network). In autumn 2015 we received positive indications that the Sports Museum in Gothenburg would be suitable organizer and a decision came in November 2015. The timing of the 3-day event was planned to 13-15 of May 2016.

A smaller core team was put together, consisting of Hans Elbel, Lars Rifve, Gunnar Claeson, and Christer Tingvall. The same people who have been in Bø a few years earlier. A few more people were involved in the organizing committee, Stefan Tolinsson, Ewa Orrensjö and Elisabeth Östberg. The project manager roll were appointed Martin Araya. The Organizer Committee began work with the possible facilities, accommodations and activities in conjunction with the fair. After a few months, Martin Araya have to unfortunately leave the project because of personal matters and Lars Rifve was appointed as the new project manager instead.

The aim of the exhibition was defined and contained four parts:

- 1) A high quality Collectors Fair for exhibitors and visitors.
- 2) Positioning of the Sports Museum internationally, nationally and locally.
- 3) Recruit new young collectors.
- 4) A financially sustainable Fair, ie no deficit in the financial result.

The project created an organization and recruitment of leaders and volunteers began. A website was developed and launched with features such as being able to book exhibition tables and pay them directly online. Weekly reporting to the organizing committee started. The former sports journalist, Cege Berglund, with 16 Olympic games in his back pocket, adopted the mandate as press officer. Responsible for the Exhibition Hall was Gunnar Claesson and Christer Tingvall. Responsible for contacts with the IOC and AICO was Hans Elbel, responsible for contacts person with the Swedish Olympic Committee was Lars Rifve. A budget was established, a volunteer plan was prepared, duty description and working hours were completed.

A variety of contacts with Swedish Olympic medalists began, to have them as guests at the Fair signing autographs. Profile products were developed, such as pins, autograph cards, memory postmark (cancellation), posters, accreditations and tickets. Leases was signed with the Exhibition Hall in the close area to the Sports Museum, with Serneke Arena (accommodation), Kviberg Hostel (accommodation) and Kvibergs Kantin Restaurant (banquet and supplier to the coffee shop and refreshments to volunteers).

Marketing of the Fair was made in a variety of channels, including Facebook, Sports Museum members, philately clubs and dealers, numismatics clubs and dealers, autograph

clubs and dealers, ads in newspapers, press releases was sent out on two occasions (at the start of organizing and a few days before the fair) with posters both in Gothenburg and in Stockholm, mailings to past exhibitors etc.

The biggest event organizer in Gothenburg "Göteborg & Co" had the Fair in their web calendar, also helping us with two days of electronic signage in Gothenburg arterial roads.

The big auction houses in the world who specialize in Olympic memorabilia were invited. Swedish Philately Youth were invited to attract young people to collect Olympic stamps. Two themed exhibitors were invited. The Swedish Olympic Committee were invited to tell about Rio Olympics at the banquet. Engaged a total of 19 Swedish Olympic medallists to sign autograph cards during the Fair. The international organization AICO would also hold its annual meeting during the days for the Fair.

Deputy Mayor David Lega inaugurated the World Olympic Collectors Fair and gave a speech. Speeches were also held by, among others, Stephanie Coppex (IOC), Roman Babut (AICO) and Lars Riffe (Project Manager).

Guided bus tour was organized for the exhibitors and guided tours of the Sports Museum were also on the program. On Saturday evening a banquet was held with 80 participants, including representatives from Swedish Olympic Committee. The evening began with a so-called silent auction with over 20 items that participants could bid on. Then conducted the youth of the gymnastics club "GF Energo" a much appreciated gymnastics program to music.

The whole event went very well and no incidents could be reported. Unfortunately, the number of visitors is not so great, but for those who were exhibitors and the visitors who came - a very popular show.

All participants and organizer employees received a diploma from the IOC after the closure of the fair.

To briefly summarize, we succeeded on all four points.

- 1) The fair was very high quality and was well executed according to all the feedback we received.
- 2) The museum was visited during the fair of the IOC, AICO, exhibitors – international as well as Swedish.
- 3) A dozen young collectors was registered and the Sports Museum will continue to work together with them.
- 4) Finally, the fair shows a small economic profit.

A positive side effect of the fair is that there are probably a number of volunteers that may be set up for the Sports Museum in different contexts in the future. Some of the volunteers were included from previous arrangements the Sports Museum has provided.

## Registered Table holders

| Name                            | Country     | Tables |
|---------------------------------|-------------|--------|
| U.I.C.O.S                       | Italy       | 1      |
| Mario Capuano, Concetta Cernera | Italy       | 2      |
| Pasquale Polo                   | Italy       | 2      |
| Markus Osterwalder              | Switzerland | 1      |
| Pertti Nurmi                    | Finland     | 1      |
| Raimo Miettunen                 | Finland     | 1      |
| Jonathan Becker                 | USA         | 1      |
| Shlomi Tsafirir                 | Japan       | 1      |
| Peter Wade                      | USA         | 1      |
| AGON - Wolfgang Fuhr            | Germany     | 3      |
| Ingrid O'Neil                   | USA         | 1      |
| Catherine Salaun                | France      | 3      |
| Claude Renard                   | France      | 3      |
| Gunnar Rolland                  | Norway      | 3      |
| Åke Andersson                   | Sweden      | 2      |
| Frank Neubauer                  | Germany     | 1      |
| Georgios Stylianos              | Greece      | 2      |
| Christian Fyhr                  | Sweden      | 1      |
| Helge Bråthen                   | Norway      | 3      |
| Arno Aspbäck                    | Sweden      | 2      |
| Tonny Aardal                    | Norway      | 2      |
| Berth Ahlström                  | Luxembourg  | 3      |
| Johan Ditlev-Simonsen           | Norway      | 2      |
| Eivind Dahle                    | Norway      | 1      |
| Nova Frimärken AB               | Sweden      | 6      |
| Michael Bowlby                  | USA         | 1      |
| Philippe Lapointe               | France      | 1      |
| Thomas Lippert                  | Germany     | 1      |
| Dag Ekdahl                      | Sweden      | 5      |
| Robert Prat                     | Monaco      | 1      |
| Piotr Dębski                    | Polen       | 1      |
| Scott Reed                      | USA         | 2      |
| David Feldman S.A.              | Switzerland | 1      |
| Konstantin Borodin              | Russia      | 2      |

| Name                  | Country     | Tables |
|-----------------------|-------------|--------|
| Irina Dzigiguri       | Russia      | 1      |
| Vladimir Nabokov      | Russia      | 1      |
| Stanislav Rudenko     | Russia      | 1      |
| Vladimir Anfinogenov  | Russia      | 1      |
| Sergey Vinogradov     | Russia      | 1      |
| Leonid Novozhilov     | Russia      | 1      |
| Sergey Volkov         | Russia      | 1      |
| Göran Fredrikson      | Sweden      | 2      |
| Mats Taxén            | Sweden      | 3      |
| Zhou Lili             | China       | 2      |
| Robert Bravender      | USA         | 1      |
| Ulf Ström             | Sweden      | 1      |
| The Card Cabinet AB   | Sweden      | 3      |
| Aleksei Dmitrijev     | Russia      | 1      |
| William Grage         | Switzerland | 1      |
| Christian Alstad      | Norway      | 1      |
| Rimantas Dziautas     | Lithuania   | 1      |
| Geir Stefansen        | Norway      | 1      |
| Oleg Vorontsov        | Spain       | 1      |
| Yang Huimin           | China       | 1      |
| Josef Koci            | Czech Rep.  | 1      |
| Branislav Delej       | Slovakia    | 1      |
| Jonathan Rosenthall   | Great Br.   | 1      |
| Andreas Olsson        | Sweden      | 1      |
| Jeff Kolkman          | Norway      | 1      |
| Domenico Di Pinto     | Italy       | 2      |
| Sara Szepanski        | Sweden      | 1      |
| SFU                   | Sweden      | 3      |
| Per Bunnstad          | Sweden      | 1      |
| Bo Lundquist          | Sweden      | 1      |
| Sports Museum         | Sweden      | 1      |
| Press - Cege Berglund | Sweden      | 1      |
| Per Leon Jørgensen *  | Denmark     | 1      |
|                       |             |        |

|         |     |
|---------|-----|
| Tables: | 106 |
|---------|-----|

\* Registered but didn't use table, planning for Olympic museum in Denmark



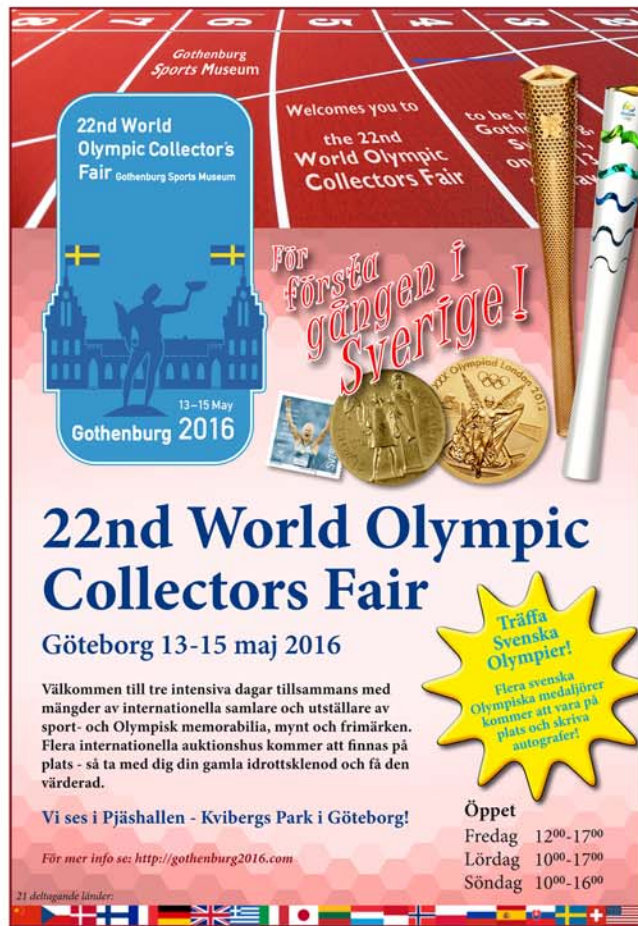
3 different pins - Organizer (20 pcs), Participant (130 pcs), visitor pin (350 pcs).



Cancellation stamp.



Tickets



Poster



Accreditation

# Complete set of postcards

22nd World Olympic Collector's Fair

|  |  |   |   |   |
|--|--|---|---|---|
| <p>22nd World Olympic Collector's Fair<br/>Östersund 2016</p>  | <p><b>LARS-ERIC LUNDVALL</b><br/>Olympic Silver - Innsbruck 1964</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Lars Eric Lundvall</i></p>  | <p><b>THERESE TORGERSSON</b><br/>Olympic Bronze - Athens 2004</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Therese Torgersson</i></p>  | <p><b>VENDELA ZACHRISSON</b><br/>Olympic Bronze - Athens 2004</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Vendela Zachrisson</i></p>                      | <p><b>HAKAN ALGOTSSON</b><br/>Olympic Gold - Lillehammer 1994</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Hakan Algotsson</i></p>     |
| <p><b>ERIK Sandbäll</b><br/>Olympic Silver - Barcelona 1992<br/>Olympic Silver - Atlanta 1996<br/>Olympic Silver - Sydney 2000</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Erik Sandbäll</i></p> | <p><b>BERT JOHANSSON</b><br/>Olympic Gold - Montreal 1976</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Bert Johansson</i></p>   | <p><b>ANNA-CARIN AHLQUIST</b><br/>Paralympic Gold - London 2012<br/>Paralympic Silver - London 2016</p> <p>Specialty invited Swedish Paralympic medalist for the WOCCF 2016</p> <p><i>Anna-Carin Ahlquist</i></p> | <p><b>GUNNAR LARSSON</b><br/>Olympic Gold - Munich 1972<br/>Olympic Gold - Munich 1972</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Gunnar Larsson</i></p> | <p><b>TORBJÖRN KORNBÄCK</b><br/>Olympic Bronze - Barcelona 1992</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Torbjörn Kornbäck</i></p> |
| <p><b>WILLIAM THORESSON</b><br/>Olympic Gold - Helsinki 1952<br/>Olympic Silver - Melbourne 1956</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>William Thoreson</i></p>                            | <p><b>DAVID LEGA</b><br/>was awarded the "Young Paces Club Achievement Award" in Athens 1996 Paralympics "for who has brought the spirit of the Games and inspire and excite the world!"</p> <p>Specialty invited Swedish and member of the WOCCF 2016 Organizing Committee</p> <p><i>David Lega</i></p> | <p><b>PELLE PETTERSSON</b><br/>Olympic Bronze - Tokyo 1964<br/>Olympic Silver - Munich 1972</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Pelle Pettersson</i></p>              | <p><b>RONNIE SUNDIN</b><br/>Olympic Gold - Turin 2006</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Ronnie Sundin</i></p>                                   | <p><b>GUNNAR JERVILL</b><br/>Olympic Silver - Munich 1972</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Gunnar Jervill</i></p>          |
| <p><b>KJELL BÄCKMAN</b><br/>Olympic Bronze - Squaw Valley 1960</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Kjell Bäckman</i></p>   | <p><b>VANJA BLOMBERG</b><br/>Olympic Gold - Helsinki 1952</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Vanja Blomberg</i></p>   | <p><b>MAGNUS CATO</b><br/>Olympic Silver - Barcelona 1992</p> <p>Swedish Olympic Medalist, special guest at the 22nd WOCCF 2016</p> <p><i>Magnus Cato</i></p>   | <p><b>JONNY NILSSON</b><br/>Olympic Gold - Innsbruck 1964</p> <p>Specialty invited Swedish Olympic medalist for the WOCCF 2016</p> <p><i>Jonny Nilsson</i></p>                                | <p><b>GERT BLOMÉ</b><br/>Olympic Silver - Innsbruck 1964</p> <p>Specialty invited Swedish Olympic medalist for the WOCCF 2016</p> <p><i>Gert Blomé</i></p>                |



**22nd World Olympic Collector's Fair** Gothenburg, May 13-15, 2016

Gothenburg Sports Museum

WELCOME to Kviberg Park and Gothenburg Sports Museum

Gothenburg 2016

13-15 May

In cooperation with the Culture and Olympic Heritage Commission and ARO

During the annual meeting of the Culture and Olympic Heritage Commission, which took place in Lausanne, Switzerland, on 12 November 2015, the Members and Experts of the Commission granted the Gothenburg Sports Museum the organization of the 22nd World Olympic Collectors Fair in Gothenburg, Sweden, on 13-15 May 2016.

Gothenburg Sports Museum - member of the Olympic Museums Network

**World Olympic Collectors Fair 1994-2016**

|  |  |
|--|--|
| XXII World Olympic Collectors Fair 2006 Gothenburg - Sweden, 13-15 May     | XXI World Olympic Collectors Fair 2005 Lausanne - Switzerland, 13-15 May |
| XXI World Olympic Collectors Fair 2005 Lausanne - Switzerland              | X World Olympic Collectors Fair 2004 Lausanne - Switzerland              |
| XX World Olympic Collectors Fair 2004 Lausanne - Switzerland, 23-25 May    | IX World Olympic Collectors Fair 2003 Lausanne - Switzerland             |
| XIX World Olympic Collectors Fair 2003 Lausanne - Switzerland, 23-25 May   | VIII World Olympic Collectors Fair 2002 Lausanne - Switzerland           |
| XVIII World Olympic Collectors Fair 2002 Lausanne - Switzerland, 23-25 May | VII World Olympic Collectors Fair 2001 Seoul - Korea                     |
| XVII World Olympic Collectors Fair 2001 Lausanne - Switzerland             | VI World Olympic Collectors Fair 2000 Lausanne - Switzerland             |
| XVI World Olympic Collectors Fair 2000 Lausanne - Switzerland, 16-18 April | V World Olympic Collectors Fair 1999 Lausanne - Switzerland              |
| XV World Olympic Collectors Fair 2000 Beijing - China, 14-18 October       | IV World Olympic Collectors Fair 1998 Rio de Janeiro - Brazil            |
| XIV World Olympic Collectors Fair 2000 Warsaw - Poland, 28-31 June         | III World Olympic Collectors Fair 1997 Lausanne - Switzerland            |
| XIII World Olympic Collectors Fair 2002 Beijing - China, 22-24 June        | II World Olympic Collectors Fair 1994 Lausanne - Switzerland             |
| XII World Olympic Collectors Fair 2006 Lausanne - Switzerland, 02-04 June  |  |

**Kviberg Park** area for the collector's fair

1) Gothenburg Sports Museum  
2) Exhibition area  
3) PSA Hotel  
4) Kviberg Hostel  
5) Indoor skiing and many other sports at PSA  
6) Indoor climbing at "Klätterdansen"  
7) Indoor beach volleyball

**Schedule for the 22nd World Olympic Collector's Fair**

**Thursday 12th of May**  
18.00-20.00 Registration of early arriving exhibitors, welcome cocktail at Prioritet Serneke Arena.

**Friday 13th of May**  
08.00 - 10.00 Free tour for all participants at the Gothenburg Olympic Museum.  
10.00 - 12.00 Registration & set-up of participants stands  
12.00 - 17.00 Fair open to general public  
12.00 - 14.00 Autograph session with Swedish Olympic medallists.  
15.00 - Opening Ceremony  
19.00 - Sightseeing tour of Gothenburg

**Saturday 14th of May**  
08.00 - 10.00 Free tour for all participants at the Gothenburg Olympic Museum.  
09.00 - 10.00 Fair open to exhibitors  
10.00 - 17.00 Fair open to general public  
12.00 - 14.00 Autograph session with Swedish Olympic medallists.  
19.00 - 23.00 Dinner, official banquet at the Restaurant Kviberg Kantin

**Sunday 15th of May**  
09.00 - 10.00 Fair open to exhibitors, Presentation of participants' diplomas  
10.00 - 16.00 Fair open to general public  
12.00 - 14.00 Autograph session with Swedish Olympic medallists.

*A limited edition of 1000 postcards per (autograph signing) Olympian, has been produced for the fair!*

Logo of the 22nd World Olympic Collector's Fair

Design by Karl Colerikad  
Cedrikah Cedrikah & Fredrik AB

Gothenburg 2016

The greek god Poseidon is a famous statue in Gothenburg, standing on the top of the Avenue Street, here combined with the building of Gothenburg Sports Museum.

The pins are made by your local sports prize supplier: VasaHallen AB

postal cancellation  
visitor pin 350 issued (numbered)

participant pin 130 issued (numbered)

organizer pin 30 issued (numbered)

**One hour of skiing!**  
**An offer for Fair participants.**

Nordic Wellness Skidome is a unique establishment with 1.2 kilometres of cross-country skiing tracks - indoors. The temperature is always -2 degrees Celsius, which makes Skidome the snowiest place in Scandinavia!

**One hour of skiing: 160 SEK**  
the relaxation area afterwards is included

**Skiing equipment: 149 SEK for two hours\***  
(skis, boots and poles)  
*\*One hour of skiing, one hour to put on and take off the equipment*

Remember to take a lot of photographs and send it to us at: [info@gothenburg2016.com](mailto:info@gothenburg2016.com) so we can put them on the Facebook page of the fair. Thank!

**Kvibergers Kaserner - an old military area**

On October 1, 1895, Kvibergers Kaserner was inaugurated and the "Göta Artillery Regiment" became the first guests. Since the 1990s, when the last military regiment moved from Kviberg the area is focusing on sports, club activities, culture and is home to a variety of activities.

**Gothenburg Sports Museum**

opened in 1983 and is an old fashioned museum with large collections from primarily Swedish sports personalities.

Member of the OLYMPIC MUSEUMS NETWORK

Gothenburg Sports Museum is since 2013 a member of The Olympic Museums Network.

**J. Sigfrid Edström**

During the 1912 Summer Olympics in Stockholm, the International Amateur Athletics Federation (IAAF) was established, and Edström was elected its first president. He became a member of the International Olympic Committee (IOC) in 1929 and its 4th President in 1945 (1942).

**Ingemar Johansson**

The whole collection of the Swedish boxer and former heavyweight champion of the world.

**Eric Lemming**

Olympic gold medalist 1906, 1908 and 1912 in javelin throw.

The Sport's Hall of Fame in Gothenburg is run by the Sports Museum. Over 150 sports stars have been elected since 1999. They are all presented at the museum.

**"Handball Player of the Century" - Magnus Wislander**

**Hall of Fame**

Since 1986, the museum has published a yearbook - *Idrottsarvet (Sports Legacy)*

**Lars Hindmar**

If you are lucky you will meet Mr. Lars Hindmar at the museum. Lars took part in the Olympic Games in 1952 and 1956, and has ever since been a collector of Olympic memorabilia. You will find his collection in his own room at the museum. This year, on December 11, Lars has his 95th birthday.

Gothenburg Sports Museum  
IDROTTSMUSEET  
ÖVRE KASERNGÅRDEN 12  
415 28 GÖTEBORG  
SWEDEN  
TEL: +46 31 72 66 180

**Regular opening hours:**  
Monday 10.00-16.00  
Tuesday 10.00-16.00  
Wednesday 10.00-16.00  
Thursday 10.00-16.00  
Friday 10.00-16.00  
Saturday last Saturday each month 10.00-14.00

**Opening hours during the Collector's Fair**  
Friday (13/5) 10.00-13.00  
Saturday (14/5) 10.00-13.00  
Sunday (15/5) 10.00-13.00

<http://gothenburg2016.com>  
[info@gothenburg2016.com](mailto:info@gothenburg2016.com)

**GOTHENBURG SPORTS MUSEUM**  
[www.idrottsmuseet.se](http://www.idrottsmuseet.se)