Prepare for your participation at Personal & Chef 2027

Everything you need to know, including key dates, ahead of your participation at the event.

Time to start planning your stand with Nordic Expo Service

The visitor registration is opening

Digital exhibitor meeting

The official invitation is sent to your customers

Last day to order from Nordic Expo Service before prices increase

Oct | **Dec** | **Jan**

Set up your digital profile

- Complete your exhibitor profile in **MyEasyfairs** to appear in the exhibitor list
- Upload your products and news
- **12 min guide:** Set up your profile

Be part of the official invitation to the event

- Upload your customer database to MyEasyfairs so we can create the official event invitation for your customers
- Promote your participation – use your personal registration link
- **4 min guide:** Invite your network using the official event invitation

Register your stand staff and Smart Badge readers

- Register your stand staff and make sure they activate the event app and VisitConnect
- Manage your Smart Badge readers to collect leads
- **5 min guide:** Register stand staff and manage Smart Badge readers

Promote your participation

- Add the event banner to your email signature
- Share your participation on social media using your personal registration link
- Find the materials under "View documents" in **MyEasyfairs**

Final preparations for the event

- Stand staff meeting
- Let your sales contact know if you plan to move in late
- Order lunch vouchers for your stand staff

Your checklist for Personal & Chef 2027

We recommend setting calendar reminders for all the dates listed

October - november

6 Oct

Complete your exhibitor profile in MyEasyfairs. Visitors are now looking for information about exhibitors. 12-minute guide: Set up your profile

19 Oct

The visitor registration is now open

11 & 12 Nov

Join the exhibitor meeting on Teams for practical information and guidance on MyEasyfairs. An invitation will follow.

17 Nov

Upload your customer list to MyEasyfairs and we'll send the official event invitation on your behalf. Share your personal registration link with your network too. **4-minute guide: Invite your network using the official event invitation.**.

December - january

1 Dec

Register your stand staff and manage your Smart Badge readers. **5-minute guide: Register stand staff and manage Smart Badge readers.**

8 Dec

Promote your participation: add the event banner to your email signature and post on social media. You'll find the materials under "View documents" in **MyEasyfairs.**

15 Dec

Last day to upload your customer list before the official invitation is sent. **4-minute guide: Invite your network using the official event invitation.**

15 Jan

Last day to order from Nordic Expo Service before prices increase by 30%.

18 Jan

Book your stay at Voco Hotel at a discounted rate.

19 Jan

Last day to link your Smart Badge readers to a specific product in **MyEasyfairs.**

January - february

26 Jan

Order lunch vouchers for your stand staff through KM Company.

27 & 28 Jan

Stand staff meeting via Microsoft Teams. An invitation will follow. We'll cover our lead capture tools and the Easyfairs Nordics event app.

8 Feb

Move-in: 07:00–20:00. Show your entry ticket at the door to receive your exhibitor badge. Enter via the loading dock at Vågögatan 3, 164 40 Kista.

9 Feb

Event day 1: Open 09:00–17:00. Access via the loading dock from 07:00. All stand staff must be at the event by 08:30.

10 Feb

Event day 2: Open 09:00–16:00. Access via the loading dock from 07:00. Move-out: 16:30–22:00. Empty packaging can be collected once the aisle carpets have been removed. Enter via the loading dock at Vågögatan 3, 164 40 Kista.

Come prepared

Useful links to keep handy:

- MyEasyfairs
- Set up your profile in MyEasyfairs – 12-minute guide.
- Order lunch vouchers and catering from KM Company.
- Nordic Expo Service: Order additional furniture and design services for your stand.
- Invite your network using the official event invitation – 4-minute guide.
- Register stand staff and manage Smart Badge readers – 5-minute guide.
- Important information ahead of your participation.
- Step-by-step guide to the MyEasyfairs exhibitor portal.



Preparations

Essential information for exhibitors at the event

Additional visibility

Book additional visibility in the event catalogue using the link **here.**

My Easyfairs

Activate your profile in **MyEasyfairs.** Stand out in the exhibitor list by uploading your products and news. **12-minute guide: Set up your profile.**

Promote your news

Do you have any news, product launches or activities we could promote? **Get in touch with us.**



personal.chef@easyfairs.com

Questions? Send an e-mail to personal.chef@easyfairs.com

Orders

Order everything you need for your stand – including water, three-phase power and drainage – from Nordic Expo Service.

Prices increase by 30% on 15 January – order before then

Order now

STANDARD STAND

What's included?

- Floor space
- 230V power socket
- Carpet – grey
- Cleaning
- One spotlight per 4 m²
- White walls

NORDIC EXPO SERVICE

EASYFAIRS

Your one-stop provider for events

- A complete range of hire equipment and custom-designed stands.
- Order easily and directly through the website.
- In-depth knowledge of the event and your stand.

View prices and order

HA

Elin Svahn

Technical project manager

076 768 06 84

kista@nordicexposervice.com

From a standard stand to a custom-designed one

Choose the stand that best suits your needs – order it yourself with ease, or let us create a fully custom-designed stand for you.

Order directly from the online shop

One of the Nordic region's largest ranges of stand equipment – easy to order online.

- **A wide selection of carpets in different colours**
- **A wide range of furnishings in a variety of styles**
- **Customisable graphics to make your stand your own**

Tailored to the event setting and your specific venue.

Custom-designed stand

A unique stand, designed and built by our experts.

- **A unique design created specifically for you**
- **Guidance throughout the entire process**
- **Production, installation and dismantling**
- **Storage between events, if needed**

A complete solution so you can focus on the event.