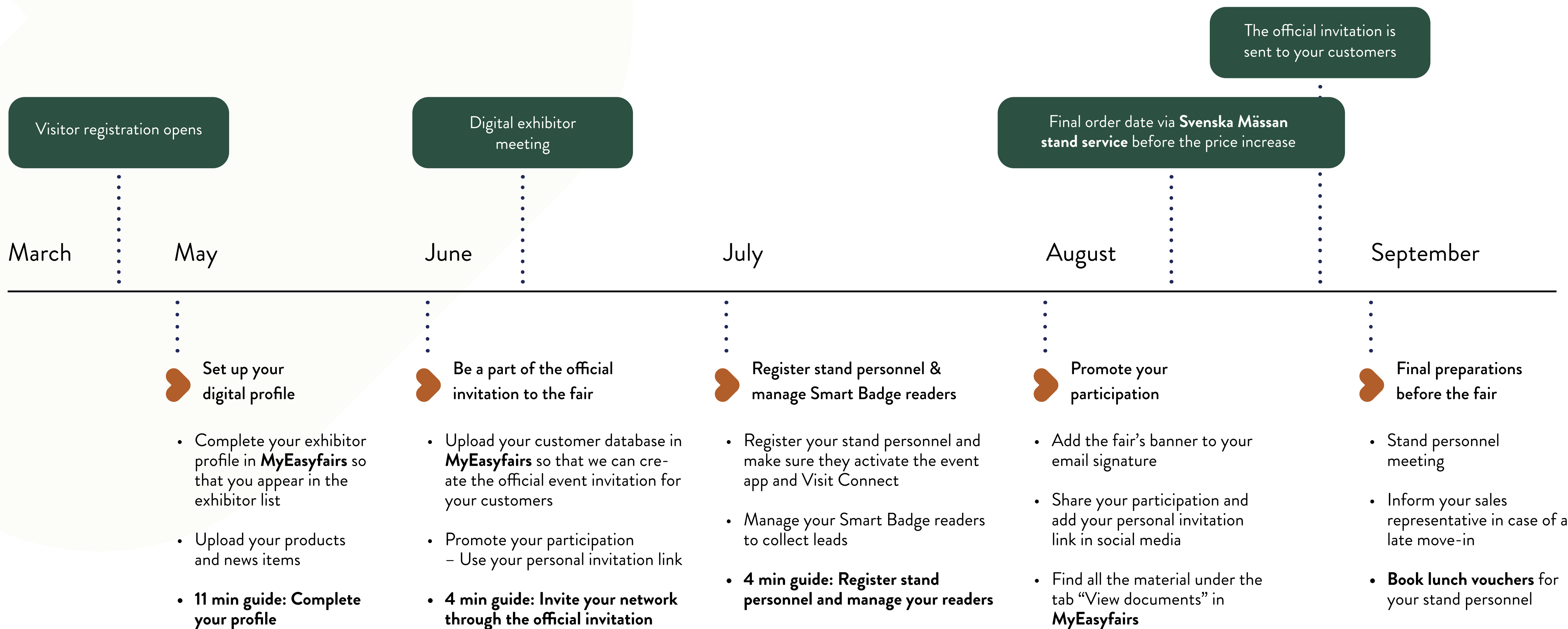


BEFORE YOUR PARTICIPATION AT FFCR

Everything you need to know and key dates ahead of your participation



CHECKLIST FOR FFCR

We recommend that you add calendar reminders for all dates

May - June

- 25 may**
 - Complete your exhibitor profile in MyEasyfairs (visitors are now searching for information about exhibitors).
11-minute guide: Set up your profile.
- 15 june**
 - Attend the exhibitor meeting via Teams (practical information + **MyEasyfairs**).
- 18 june**
 - Upload your customer list to **MyEasyfairs**. We will send the official invitation on your behalf. Share your personal registration link to increase attendance.
4-minute guide: Invite your network via the official event invitation.
- 20 june**
 - Register your stand staff and manage your Smart Badge reader. **4-minute guide:** Register stand staff & manage Smart Badge readers.

August - September

- 13 august**
 - Promote your participation: add a banner to your email signature and post on social media (materials available under "See documents" in **MyEasyfairs**).
- 18 august**
 - Final order date via **Svenska Mässan Stand Service** before a **50% price increase**.
- 21 august**
 - Final day to upload your customer list before the official invitation is sent. **4-minute guide:** Invite your network via the official event invitation.
- 24 august**
 - Book your hotel at a discounted rate at Gothia Towers.**
- 3 september**
 - Last day to link a reader to a specific product in **MyEasyfairs**.
- 4 september**
 - Book lunch vouchers for your stand staff** via Svenska Mässan. Can also be booked at the fair.

September - continued

- 7 september**
 - Stand staff meeting via Microsoft Teams, invitation to follow. Review of our lead generation tools and the Easyfairs Nordics event app.
- 8 september**
 - Inform your sales representative if you will move in after 15:00 on 14 September.
- 13-14 september**
 - Move-in Sunday 13 Sep 10:00–18:00, and Monday 14 Sep 08:00–20:00. Show your entry ticket at the door to receive your exhibitor badge. Access via Entré 1 (walk passage from Focus).
- 15 september**
 - Event day 1: open 10:00–18:00. Access via Entré 1 (Focus) from 07:00. Everyone must be on site no later than 08:30. Book a stand for 2027 if not already done (4 weeks money back policy).
- 16 september**
 - Event day 2: open 10:00–16:00. Move-out 16:00–22:00 (empty goods once the aisle carpets have been removed). Access via Entré 1 (walk passage from Focus).

IMPORTANT LINKS TO KEEP TRACK OF

Come prepared

- MyEasyfairs
- Set up your profile in MyEasyfairs - 11-minute guide
- Order lunch vouchers for your stand staff
- Svenska Mässan Monterservice - Order additional furniture and design for your stand
- Invite your network via the official event invitation - 4-minute guide
- Register stand staff & manage Smart Badge readers - 4-minute guide
- Important information before your participation

Questions? Email: support.ffcr@easyfairs.com



BEFORE YOUR PARTICIPATION AT FFCR

Other important information

PREPARATION

General important information as an exhibitor at the fair

Orders

All orders regarding your stand, such as water, 3-phase electricity or drainage, are placed with Svenska Mässans Monterservice. **Place your order HERE** before prices increase by 50% on 18 of August. See below what is included in a standard stand.

Additional visibility

Book additional visibility during the event. Contact sales, see below contact information.

My Easyfairs

Activate your profile in MyEasyfairs **here**. Stand out in the exhibitor list by uploading your products and news. **11-minute guide – Set up your profile.**

Pre-Booking

Reserve a booth space for FFCR 2027. Contact sales.

+46 704 34 45 25
pia.roosborjeson@easyfairs.com

+46 704 34 45 14
kristoffer.horn@easyfairs.com

Showcase your news

Do you have an activity at your stand you would like to promote? Do you need personalized marketing materials? Contact our marketeer.

+46 727 52 05 14
jessica.karlberg@easyfairs.com

STANDARD STAND

What is included in a standard stand?

- Floor space
- White walls
- Carpet
- One 230 V power socket
- One spotlight per 4 sqm
- 1 high table
- 2 bar stools
- Cleaning