BEFORE YOUR PARTICIPATION

Everything you need to know and key dates ahead of your participation in the event.

FFCR by EASYFAIRS

Time to start planning your stand with Nordic Expo Service

Visitor registration opens

Digital exhibitor meeting

The official invitation is sent to your customers

Final order date via Nordic Expo Service before the price increase

September | October | November | December | January

Set up your digital profile

- Complete your exhibitor profile in **MyEasyfairs** so that you appear in the exhibitor list
- Upload your products and news items
- **11-minute guide:** Complete your profile

Be part of the official event invitation

- Upload your customer database in **MyEasyfairs** so we can invite your customers
- Book hotel nights at a discounted rate at Voco Hotel + book lunch vouchers for your stand personnel.
- **4- minute guide:** Invite your network through the official invitation

Register stand personnel & manage Smart Badge readers

- Register your stand personnel and make sure they activate the event app and Visit Connect
- Manage your Smart Badge readers to collect leads
- **4- minute guide:** Register your stand personnel, activate the event app, and manage Smart Badge readers.

Promote your participation

- Add the event banner to your email signature and share your participation with your personal registrationlink on social media
- The official invitation is sent to your customers
- Final order date via Nordic Expo Service before **30% price increase**

Final preparations before the fair

- Stand personnel meeting
- Inform your sales representative in case of a late move-in

FFCR CHECKLIST

We recommend that you add calendar reminders for all dates.

October

5 october
The visitor registration officially opens.

12 october
Complete your exhibitor profile in MyEasyfairs (visitors are now searching for information about exhibitors). **11-minute guide:** Set up your profile.

21 october
Attend the exhibitor meeting via Teams (practical information + **MyEasyfairs**). Invitation to follow.

December - January

14 december
Register your stand staff and manage your Smart Badge reader. **4-minute guide:** Register stand staff & manage Smart Badge readers.

16 december
Book a hotel room at a discounted rate at Voco Hotel.

17 december
Boka lunchkuponger till monterpersonal via KM Company.

18 december
Promote your participation by adding a banner to your email signature and posting on social media.

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

11 january
Final order date via Nordic Expo Service before **30% price increase.**

January cont. - February

13 january
Last day to link readers to products in **MyEasyfairs.**

27 january
Stand staff meeting via Microsoft Teams, invitation to follow. Review of our lead generation tools and the event app.

28 january
Inform your sales representative if you will move in after 15:00 den 2 feb.

1-2 february
Move-in 07:00-20:00. Show your entry ticket at the door to receive your exhibitor badge. Access via the loading gate at Vågögatan 3, 164 40 Kista.

3 february
Event day 1: Open 10:00–18:00. Access via the loading gate from 07:00. Everyone must be on site no later than 08:30.

4 february
Event day 2: Open 10:00–17:00. Move-out 17:30–22:00 (Empty packaging after carpet removal).
Access via the loading gate at Vågögatan 3, 164 40 Kista.

USEFUL LINKS FOR EXHIBITORS

Quick access

- MyEasyfairs
- Set up your profile in MyEasyfairs - 11-minute guide
- Order lunch vouchers for your stand staff
- Nordic Expo Service - Order additional furniture and stand design
- 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
- Step by step guide for the exhibitor portal My Easyfairs

Questions? Email us at: support.ffcr@easyfairs.com

IMPORTANT INFORMATION FOR EXHIBITORS

Preparations

ADDITIONAL VISIBILITY

Curious about how you can stand out at the fair? Email us at:

support.ffcr@easyfairs.com

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.

PROMOTE YOUR NEWS

Do you have any news, launches or activities that we can help promote? Get in touch with us.

Email: jessica.karlberg@easyfairs.com

Questions? Email us at: support.ffcr@easyfairs.com

ORDERS

All booth-related orders: water, three-phase power or drainage are placed with Nordic Expo Service.

Prices increase by 30% on 11 January – order before then!

Order now

STANDARD BOOTH

WHAT'S INCLUDED?

- Floor space
- White walls
- Carpet - Graphite grey
- Power outlet 230V
- Spotlight / 4 sqm
- 1 Standing table
- 2 Bar stools
- Cleaning

NORDIC EXPO SERVICE

YOUR FULL-SERVICE PARTNER FOR TRADE FAIRS AND EVENTS

FFCR by EASYFAIRS

- Complete range of rental materials and custom designed stands
- Easy ordering directly via the website
- Extensive expertise in the event and your stand

View prices & order

HA

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Technical Project Manager

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FROM A STANDARD SOLUTION TO A CUSTOM-MADE BOOTH

Choose the stand solution that best suits your needs – simply place your order yourself or let us create a fully customized stand for you.

Order everything yourself

One of the largest ranges of booth materials in the Nordics - order easily yourself.

- Large selection of carpets in various colours
- Wide range of furnishings across multiple styles
- Customisable print for a personalised booth

Tailored for event environments and your specific venue.

Custom-designed booth

A unique booth, designed and produced by our experts.

- Unique design created specifically for you
- Guidance throughout the entire preparation
- Production, installation and dismantling
- Storage between events when needed

A complete solution so you can focus on the event.