# Before your participation at Nordic Agro Summit

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

EASYFAIRS

*Time to start planning your stand with Nordic Expo Service*

*Visitor registration opens*

*Digital exhibitor meeting*

*Final order date via Nordic Expo Service before the price increase*

*The official invitation is sent to your customers*

## September

### 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

## October

### Be part of the official event invitation

- Upload your customer database in **MyEasyfairs** so we can invite your customers
- Promote your participation using your personal invitation link
- **4- minute guide:** Invite your network through the official invitation

## November

### 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.

## December

### Promote your participation

- Share your personal invitation link on social media
- All materials are available under the "View Documents" tab in **MyEasyfairs**

## January

### Final preparations before the fair

- Stand personnel meeting
- Inform your sales representative in case of a late move-in
- Order lunch vouchers for your stand personnel

# Event Checklist

We recommend that you add calendar reminders for all dates.

## September - December

### 15 Septmeber
The visitor registration officially opens.

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

### 26 November
Attend the exhibitor meeting via Teams (practical information + **MyEasyfairs**). Invitation to follow.

### 3 December
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.

### 10 December
Register your stand staff and manage your Smart Badge reader. **4-minute guide:** Register stand staff & manage Smart Badge readers.

## December - January

### 15 December
Promote your participation by adding a banner to your email signature and posting on social media. Materials are available under the "View Documents" tab in **MyEasyfairs.**

### 16 December
Final order date via Nordic Expo Service before a **30% price increase.**

### 18 December
Final day to upload your customer list before the official invitation is sent. **4-minute guide:** Invite your network via the official event invitation.

### 4 January
Book your hotel at a discounted rate at the Best Western.

### 4 January
Last day to link a reader to a specific product in **MyEasyfairs.**

### 5 January
Book lunch tickets for your stand staff with the event restaurant.

## January

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

### 22 january
Inform your sales representative if you will move in after 15:00.

### 26 january
Move-in 07:00–20:00. Show your entry ticket at the door to receive your exhibitor badge. Access via the loading gate at Mässgatan 6, 215 32 Malmö.

### 27 january
Event day 1: open 09:00-17:00. Access via the loading gate from 07:00. Everyone must be on site no later than 08:30.

### 28 January
Event day 2: open 09:00-16:00. Move-out 16:30-22:00 (Empty packaging after carpet removal).
Access via the loading gate at Mässgatan 6, 215 32 Malmö.

Quick access

# Useful links for exhibitors

- 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



Preparations

# Important information for exhibitors

## Additional visibility

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



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## 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, product launches or activities that we can promote? **Contact us.**



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# Orders

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

**Prices increase by 30% on 14 April – 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

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

View prices & order


JI

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# Two ways to fit out your booth

Choose the solution that suits you best – from self-service ordering to a fully bespoke booth.

EASYFAIRS

## Option 1

### 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.

Order now

## Option 2

### 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.