Before your participation in the event

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

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

November | January | February | March | April | May

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

Invite your clients

- Promote your participation using your personal invitation link

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 fair's banner to your email signature
- Share your personal invitation link on social media
- All materials are available under the "View Documents" tab in **MyEasyfairs**

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.

November - December

23 November
The visitor registration officially opens.

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

12 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.

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

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

April - May

1 April
Exhibitors get 15% off Scandic Hotels stays from 25–28 January 2027 when booking at scandichotels.com with code: UTS

15 April
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**.

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

23 April
Final order date via Nordic Expo Service before a **30% price increase**.

10 May
Last day to link a reader to a specific product in **MyEasyfairs.**

May - continued

1 May
Book lunch tickets for your stand staff via KM Company.

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

24 May
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.

25 May
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.

25-26 May
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 Vågögatan 3, 164 40 Kista.

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**.

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.**

Hanna Lindquist
hanna.lindquist@easyfairs.com

Orders

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

Prices increase by 30% on 23 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

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

HA

Hanna Andersson
Technical Project Manager
08-506 650 00
kista@nordicexposervice.com
hanna.andersson@nordicexposervice.com

Three ways to fit out your booth

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

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.

Option 2

Plus Booth ready-made package

Give your standard booth an easy upgrade with our most popular products.

- **Ready-made package with our most popular products**
- **Adapted to match your visual identity**
- **Suitable for both small and large booth spaces**

Perfect when you want to save time and stay on budget.

Option 3

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.