



ABOUT NORDIC MICE EXPO

Nordic Mice Expo also known as NOMX is a new B2B-event for the MICE industry, taking place in Stockholm on Friday the 10th of September 2021 at Stockholmsmässan in Älvsjö.

Our event is focused on connecting buyers and sellers of corporate travel, events and meetings. NOMX will inspire the MICE industry to deliver exceptional meetings and events for their customers.

WHY PARTICIPATE

Relevant visitors:

Quality rather than Quantity. We only invite proven buyers within the industry. Our visitors lists has been created through many years of executing MICE related fairs and events.

Time and cost-effective participation:

Pre prepared 3 x 2 m exhibition area equipped with a table, carpet and electricity, and you complete the area the same morning with content as per your own needs.

Face-to-face interaction

Networking is the master stroke when it comes to marketing your business, and nothing can beat connecting with your audience personally.



ABOUT US

EXPERIENCE - The Nordic Mice Expo is produced by Action Fairs, a company well known within the Nordic MICE industry. We have produced and executed fairs and events for the meeting and travel industry for the last ten years.

BUSINESS RELATIONS - *Action Fairs AB* is a part of the company group La Prensa AB. We benefit from our relations with corporate buyers of meetings and events in the Nordic region mostly through our companies *Blick* (corporate event producer) and *Konferenspoolen Sweden AB* (booking service for the MICE industry).



MARKETING - Our group of companies also include a media publishing house with three titles:

- *Affärsresenären*; a magazine for business travelers distributed on Swedens major airports.
- *Kick Off*; focusing on meetings, conferences and events.
- *Premium Magazine*; a high end life style magazine.



PARTICIPATION FEES

SINGLE COMPANY: 2 500 EURO

Includes 3 x 2 m exhibition area equipped with a table, carpet, electricity and lunch for two persons.

ADDITIONAL CO-EXHIBITOR: 1500 EURO

Includes additional 1 x 2 m area and lunch for two persons (co-shared destination or similar).

SPONSORSHIP BRONZE: 3 800 EURO

SPONSORSHIP SILVER: 6 800 EURO

SPONSORSHIP GOLD: 9 800 EURO

More information about the sponsorship packages follows on the next pages.





SPONSORSHIP **GOLD** | 4-MONTH TIMELINE

| INCLUDES | MAY-JUNE-JULY | AUGUST | SEPTEMBER |
|---|---------------|--------|-----------|
| 1) Productions - content | | | |
| 2) Advertorials and printed ads - 4 + 1 full page | | | |
| 3) Web campaigns - advertorial online | | | |
| 4) Web campaign - stand alone newsletter | | | |
| 5) 30 minutes presentation on the stage | | | |
| 6) Extended stand area 6 x 2 metres | | | |
| 7) Your brand on our marketing communication | | | |
| 8) Access to private meeting area | | | |
| 9) Participation as sponsor during after work | | | |

SPONSORSHIP GOLD
PRICE: 9800 EURO








SPONSORSHIP **SILVER** | 4-MONTH TIMELINE

| INCLUDES | MAY-JUNE-JULY | AUGUST | SEPTEMBER |
|---|---------------|--------|-----------|
| 1) Productions - content | | | |
| 2) Advertorials and printed ads - 2 + 1 full page | | | |
| 3) Web campaigns - advertorial online | | | |
| 4) Extended stand area 4 x 2 metres | | | |
| 5) Access to private meeting area | | | |
| 6) Your brand on our marketing communication | | | |
| 7) Participation as sponsor during after work | | | |

SPONSORSHIP SILVER
PRICE: 6800 EURO



SPONSORSHIP **BRONZE** | 4-MONTH TIMELINE

| INCLUDES | MAY-JUNE-JULY | AUGUST | SEPTEMBER |
|--|--|--------|-----------|
| 1) Printed advertisement - 2 x full page |  | | |
| 2) Web campaign - banner online |  | | |
| 3) Extended stand area 4 x 2 metres |  | | |
| 4) Access to private meeting area |  | | |
| 5) Your brand on our marketing communication |  | | |

SPONSORSHIP BRONZE
PRICE: 3800 EURO

SEPTEMBER 10, 2021

NOMX

NORDIC MICE EXPO STOCKHOLM 2021

FOR BOOKINGS OR INQUIRIES CONTACT OUR PROJECT MANAGER:

JOEL DEAN:

PHONE: **+46-766-39 63 41**

MAIL: **JOEL.DEAN@ACTIONFAIRS.SE**

FOR ACCOMMODATION AND TRAVEL ARRANGEMENTS FEEL FREE TO
CONTACT OUR SUBSIDIARY COMPANY KONFERENSPOLEN SWEDEN AB:

TEL: **+46-8-21 61 00** OR SEND A MAIL TO: **INFO@KONFERENSPOLEN.SE**

SUPPLEMENTARY TERMS

Regarding the Covid-19 situation

SAFE MEETING PLACES IN UNCERTAIN TIMES



RESTRICTIONS AND REGULATIONS

The Covid-19 pandemic affects travels, accommodations, and other activities in Sweden, Together with Stockholmsmässan we follow the restrictions and recommendations set by the Swedish authorities.



CANCELLATION TERMS

We will notify the customers no later than 10th of August 2021 if the event is called off or postponed. Our first option is to offer a rebooking on an alternative date, Otherwise Action Fairs will refund the payment.



TERMS OF PAYMENT

Participation fees are to be payed no later than 60 days before the start of the event. Sponsorships are to be paid in two parts. First fee at the start of the marketing campaign and the second fee 60 days ahead of the event.

APPLICATION FORM

☐

Sponsorship Gold

☐

Sponsorship Silver

☐

Sponsorship Bronze

☐

Single Company

☐

Co-Exhibitor



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Company name

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VAT number

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Address

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Postal address and zip-code

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Country

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E-mail address for PDF invoices

.....
Reference number on the invoice (if needed)

.....
Contact person

.....
Phone

.....
E-mail address

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This application is legally binding and the undersigned company agrees to be bound by the terms and conditions printed above and also the Terms and Conditions on the order confirmation.

.....
Place

.....
Date

.....
Company

.....
Legal signature

FOR CO-EXHIBITORS ONLY



.....
Co-exhibitor (name)

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VAT number

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Address

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Postal address and zip-code

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Country

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E-mail address for PDF invoices

.....
Reference number on the invoice (if needed)

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Contact person

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Phone

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E-mail address

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This application is legally binding and the undersigned company agrees to be bound by the terms and conditions printed above and also the Terms and Conditions on the order confirmation.

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