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# **EXPO** *RE-ENGINEERED*

Date: 12 – 13 January 2022

Location: Mondrian Shoreditch, London

After the success of the micebook V Awards, the launch of nineteen, our exclusive Agency Leaders group and continued work aimed at supporting the events industry through inspiring content and valued connections (live and virtual), we are proud to now be launching the

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**EXPO**  
**RE-ENGINEERED**

# Introducing micebook EXPO re-Engineered

The micebook brand has a reputation for outside-the-box thinking and delivering events a little against the norm.

The micebook EXPO is re-Engineered to follow suit and we aim to deliver yet another fantastic event; boutique-style and with a twist to the standard expo format, we will be celebrating the growth and return of three key industry sectors: Virtual, LIVE, Incentive



# What can you expect

Two-days full of inspiring content and connections aimed at re-building confidence which includes:

## **Networking:**

One-to-one meetings  
Free flow connections  
Evening Party

## **Content:**

Virtual/Hybrid – Learnings from the winners of the V Awards  
International and Incentive business in 2022  
Nineteen Agency Leaders meeting

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# Sample format

## Day 1

AM – One 2 One meetings and content sessions

PM – General free flow connections and content sessions

PM – Evening networking party

## Day 2

AM – One 2 One meetings and content sessions

PM – General free flow connections and content sessions

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# Mondrian Shoreditch

Marking the brand's return to London, this is Mondrian's sixth hotel in the global portfolio and a European flagship.

The 120-room property sits in the heart of Shoreditch, London's creative and cultural hub.

sbe has established several of its signature food and beverage brands at Mondrian Shoreditch London, including a culinary experience by world-famous chef Dani García.

Mondrian Shoreditch also hosts Christina's, an all-day café and cocktail bar that highlights local suppliers and brands with social impact.



# Packages

Package	Presence	Description	Early Bird Price*/Cost per stand**
Table for One	2m table – 1 supplier	Table, WIFI, electricity, appointment diary and ticket to the evening party.	£1,500/£1,500
Table for Two	2m table – 2 suppliers	Table, WIFI, electricity, appointment diary and tickets to the evening party.	£2,000/£1,000
Petit Zone	2m x 4m and fill to fill with up to 4 suppliers	Table, WIFI, electricity, appointment diary and tickets to the evening party.	£5,500/£1375
Grande Zone	4m x 4m and fill to fill with 8 suppliers	Table, WIFI, electricity, appointment diary and tickets to the evening party.	£11,000/£1375

\* Early bird is invoiced and paid before 15 October

\*\* 10% micebook member discount. All stand partners would need to be members to qualify for the member price.

## Notes

- Limited availability
- All packages will include supplier promotion on social, newsletters, podcasts and through ‘talks’
- Prices exclude VAT
- Prices exclude any stand experience activation costs
- Preference given to micebook members



# Sponsorship Opportunities

If you wish to sponsor or engage in this event through activity or content, then please get in touch. Sponsor packages from £1500.

Options include:

- Content
- F&B
- Branding
- Evening Party
- Nineteen Leaders meeting
- Headline
- Guest experiences



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**CONTACT**  
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