

micebook.

EXPO *RE-ENGINEERED*

Date: 12 – 13 January 2022

Location: Mondrian Shoreditch, London

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 to 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



Expected 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.

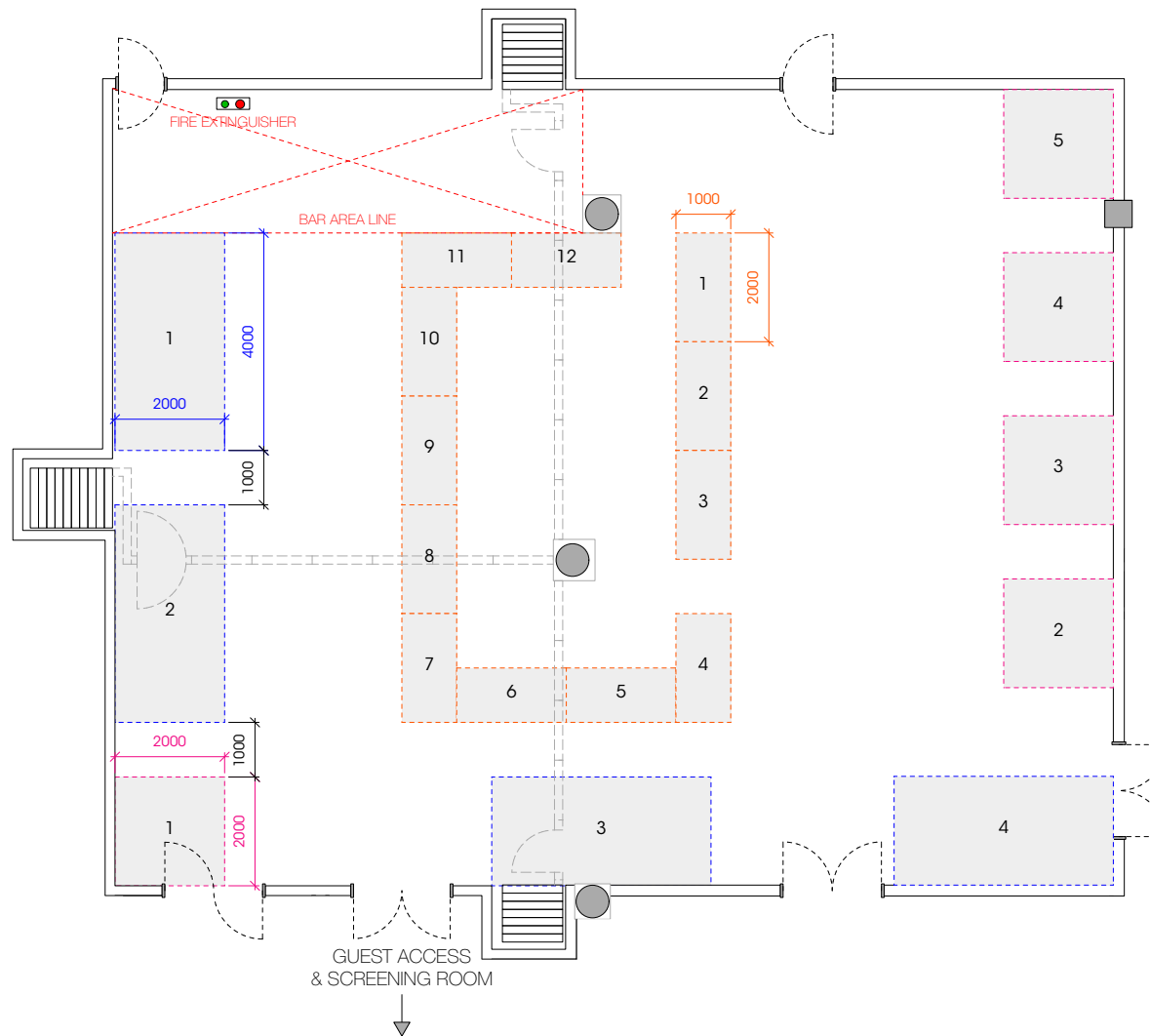
The 120-room property sits in the heart of Shoreditch, London's creative and cultural hub.

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.



Mondrian Ballroom Layout



Exhibitors:

RIXOS
Fairmont
DMC Advantage
Explore Edmonton
Cvent
Iconic Luxury Hotels
Lore Group
Rocco Forte

*Places are limited and filling up fast
so book early to avoid any
disappointment.*

*Floor plans are subject to change
and an indication only*

Packages

Individual Stand	Shared Stand	Petit Zone	Grande Zone
1m x 2m space	1m x 2m space	2m x 2m space	2m x 4m space
1 supplier	2 suppliers	up to 4 suppliers	up to 8 suppliers
1 x trestle table, 1 chair	1 x trestle table, 2 chair	4 x trestle table, 4 chair	8 x trestle table, 8 chair
WiFi Access	WiFi Access	WiFi Access	WiFi Access
£2,000	£2,500	£6,000	£11,500

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

Not included

Food & Beverage*

Accommodation

**must be purchased from hotel. Food & Drink supplied during the evening reception

Stand Guidelines

Branding: Suppliers can brand within their space

Giveaways: With the aim of creating a paperless event, we ask that exhibitors refrain from bringing giveaways and printed materials, unless they promote sustainable events.

Added Value

- Appointment Diary with 24 appointment slots over 2 days*
- Listing on exhibitors hub and app with logo, company description and social media links
- Listing in Expo Directory along with stand number and website address
- Logo image appearing on main screen along with other exhibitors
- Supporting posts on social media when you sign up to take a stand
- Supporting Exhibitor promotion on Departure Lounge newsletter**
- Access to evening reception on 12th January 2021

** micebook will be promoting the EXPO through content and social channels, including exhibitor promotion, however exhibitors are responsible for filling their diaries.*

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AGENCY LEADERS SPONSOR

- Exclusive sponsorship of micebook's nineteen Agency Leaders meeting
- Branding on-screen and off-screen for Agency Leaders
- Pre-meeting networking and welcome drink
- Opportunity for welcome speech and introduction of keynote speaker
- Branding on marketing, advertising and promotional activity generated for the EXPO
- Opportunity to host agency leaders overnight with private breakfast meeting *accommodation cost excluded

£3,500

CORPORATE PLANNER SPONSOR

- Exclusive sponsorship of corporate planner meeting
- Branding on-screen and off-screen for corporates
- Pre-meeting networking and welcome drink
- Opportunity for welcome speech and introduction of corporate panellists
- Branding on marketing, advertising and promotional activity generated for the EXPO

£3,500

HEADLINE SPONSOR FOR EVENING BASH

- Exclusive sponsorship of EXPO evening networking party
- Expected guests at 200
- Option to announce the band / entertainment on stage
- Opportunity for welcome speech and introduction of keynote speaker
- Branding on marketing, advertising and promotional activity generated for the EXPO, highlighting your company as the exclusive entertainment sponsor

£5,000

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CONTACT
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