

micebook.

**EXPO**



**CONVERSATIONS**  
are **POWERED** here



Date: 30 - 31 January 2023



Location: Convene, Liverpool Street, London

# micebook. the definitive inspiration hub for event planners

Through our digital platform, we blend content publishing with a calendar of live events to inspire our global community of over 24,000 eventprofs.

We provide a continuous stream of industry news, innovation and inspiration to give progressive event planners everything they need to navigate change and stay ahead of the curve.

Free of boundaries or borders, with a firm belief that we're better together, we're committed to serve at the heart of the industry by staying true to our values: creative, disruptive, inclusive and dynamic.

# micebook EXPO where conversations happen

In this time of continued uncertainty, standing still is not an option.

You're seeking connection with the people that matter most. You're looking for ideas, inspiration, a competitive edge. You want to stand amongst our industry's brightest minds and boldest thinkers.

micebook EXPO is our flagship annual event. Now in its second year, this exhibition offers a unique 360 experience that will give you everything you need to inspire, educate and empower you to future proof success in your business.

Expect meaningful connections. powerful content, and a thriving community, together with a warm micebook smile.

**Want to be part of it? Join us.**





# Flashback to EXPO 2022

**400**  
buyers



**70%**  
agency

**30%**  
corporate

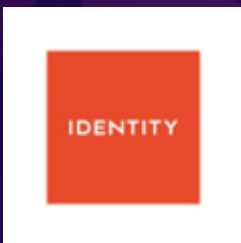
**25**  
countries  
represented

**80**  
international  
suppliers

**13**  
content  
sessions

With this positive momentum behind us and a wave of new ideas and fresh thinking, 2023 will be even better.

# Just some of the exhibitors and buyers who attended EXPO in 2022



# Here's what they thought . . .

"What's made micebook EXPO different is the really friendly informal setup - it's about organic connections, catching up with people – which has been amazing"

**Rachael Boraston**  
**London and Partners**

"I think micebook are creating some great events within our industry - I personally liked the flexibility of selecting the sessions, exhibitors I met and also the choice to attend either day."

**Matthew Franks**  
**DPRG**

"Really enjoyed the relaxed format, it was good to bring the team too"

**Sam Trevenna**  
**Goose Live Events**

"Consistently micebook attract the right audience, which will engage meaningful, purposeful dialogue and genuinely create opportunity for those that attend"

**David Heron**  
**Yellowfish**





Now for EXPO23...

micebook EXPO



30 - 31 January 2023



Convене - Liverpool Street, London



# Your 360-degree event experience

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We'll connect you with the people that matter most in your business and give you everything you need to navigate change and stay ahead of the curve.

## **Connection & Community**

Like minded influential buyers ready to have meaningful conversations and build relationships.

## **Inspiration & Innovation**

Your fabulous product showcased in one arena to attract progressive eventprofs in a format that works for today's challenging market.

## **Knowledge & Education**

Inclusive content for all that hits at the heart of the issues and creates FOMO.

# Why exhibit at micebook EXPO 2023

Meet the best UK corporate and agency buyers across two days to kick off 2023 with a bang.



## Audience

From newbies, seasoned evenprofs and leaders - the right people in the right place



## Inclusive

Appealing to all, engage together through meetings, content and fun



## Promotion

Amplify your brand using the power of the micebook marketing machine



## Networking

Multiple opportunities throughout the event – pre-booked meetings, content, lunches and evening reception



## Flexibility

Take the barriers down and involve the community to manage their time their way



## Content

Inspiring content to attract the best talent in the sector



# Exhibitor Rates 2023

<b>1 supplier</b> 1 diary  <b>£3,000</b>  £3,000 (per supplier)	<b>2 suppliers</b> 1 diary  <b>£4,000</b> £2,000 (per supplier)	<b>4 suppliers</b> 4 diaries  <b>£8,000</b>  £2,000 (per supplier)	<b>6 suppliers</b> 6 diaries  <b>£12,000</b>  £2,000 (per supplier)	<b>8 suppliers</b> diaries  <b>£16,000</b>  £2,000 (per supplier)
<b>Single Table</b>	<b>Shared Table</b>	<b>Petit Zone</b>	<b>Moyen Zone</b>	<b>Grande Zone</b>

**- 5%**

5% Early bird discount - Stand contracted and invoiced before 30 Nov 2022

5% micebook member discount. All stand partners would need to be members to qualify for the member price.

## Exhibition Inclusions

- A 2-day 360 micebook EXPO experience.
- Appointment diary with 24 appointment slots over 2 days for you to preschedule buyer meetings. Each meeting will last 15 minutes and your diary will be accessible through the event platform.
- Outside of the appointments it is free flow connections as buyers walk the floor
- Furniture and WIFI.
- Promotion as an EXPO exhibitor through micebook media channels:12K social media followers, 18K subscribed database and homepage promotion on website with 30K pageviews per month.
- Booking appointments is buyer-led and we recommend that you reach out to Buyer contacts personally with your dedicated link and use social media with #mbexpo23 to encourage them to book a meeting with you.
- [Access to buyers from our enhanced Hosted Buyer programme\\*](#)

## Branding

- Your company profile, logo, pictures of attendees, company information, including pictures, in the EXPO event platform, which all the attendees will have access to.
- Your company logo on the website.
- Your company logo will be displayed by micebook to identify your stand. Your stand will also be marked upon the floor plan of the EXPO and displayed at the registration desk and on the Buyers app.

## Content

- [Opportunity to attend all plenary content sessions, along with all attendees for each of the two days\\*](#)
- [Added opportunities to promote your brand with micebook trailers \(see sponsorship packages\)\\*](#)

## Networking

- [Lunch and coffee breaks over the 2 days \\*](#)
- Ticket to the Networking Reception on 30th January

## Exclusions

- Prices exclude VAT
- Prices exclude any stand branding and experience activation costs (can be purchased separately through our AV partner)



30 - 31 January 2023



Convene  
Liverpool Street, London

New for 2023

# Exclusive Sponsorship Opportunities

## BRONZE PACKAGE

£5,000 £2,500\*

### EXPO additions

- Showcase your brand with a 3 minute micebook trailer before a content session

### Branding

- Listing as a sponsor with direct links to your profile
- Branding/Listing as Bronze sponsor

### Promotion

- 150 word exhibitor spotlight in EXPO mailers to send out to our database of 16K eventprofs

## SILVER PACKAGE

£10,000 £5,000\*

### EXPO additions

- Showcase your brand with a 3 minute micebook trailer before a content session

### Branding

- Listing as a sponsor of the content session with direct links to your profile
- Branding/Listing as Silver sponsor

### Promotion

- 1 bespoke mailer to registered buyers
- 150 word exhibitor spotlight in EXPO mailers to send out to our database of 18K
- 1 x Departure lounge article to use within 3 months after EXPO (worth £1,500)
- £1,000 media advertising credit with micebook

## GOLD PACKAGE

£20,000 £10,000\*

### EXPO additions

- Showcase your brand with a 3 minute micebook trailer before a content session
- Sponsorship of nineteen Agency Leaders
- Opportunity for welcome speech at evening reception

### Branding

- Listing as a sponsor of the content session with direct links to your profile
- Branding/Listing as Gold sponsor

### Promotion

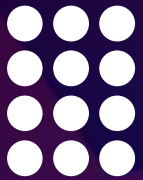
- 1 bespoke mailer to registered buyers
- 150 word exhibitor spotlight in EXPO mailers to send out to our database of 16K
- 1 x Departure lounge article to use within 3 months after EXPO (worth £1,500)
- 1 x Departure lounge banner (worth £750)
- £2000 media advertising credit with micebook.

\* Special rates on event sponsorship if confirmed by 30<sup>th</sup> November 2022



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EXPO



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# Get in touch!



**Charlotte Weston**

[charlotte@micebook.com](mailto:charlotte@micebook.com)

+ 44 7491 464822



**Mizrob Vasiev**

[mizrob@micebook.com](mailto:mizrob@micebook.com)

+ 998 88 391 4645



**Chetan Shah**

[chetan@micebook.com](mailto:chetan@micebook.com)

+ 44 7739 542 383