



CONVERSATIONS
are POWERED here



Date: 29 - 30 January 2024



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

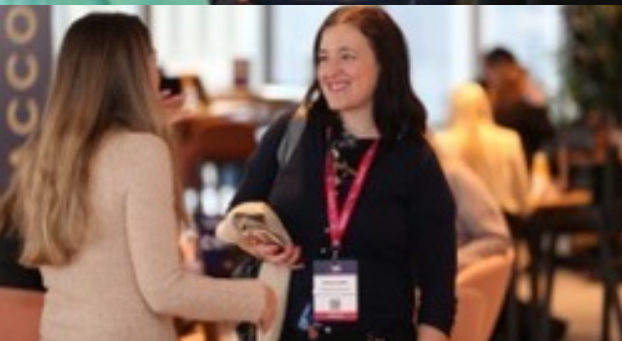
In this time of continued uncertainty, standing still is not an option.

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 2023

280

buyers

70%
agency

30%
corporate

25

countries
represented

112

international
suppliers

2004

appointments

15

content
sessions

5000

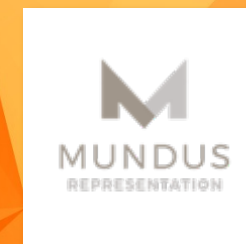
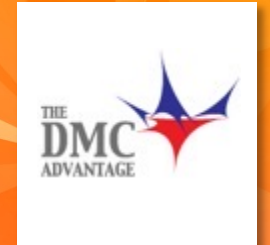
e-business cards
exchanged

With this positive momentum behind us and a wave of new ideas and fresh thinking, 2024 will be even better.



[2023 VIDEO HERE](#)

Just some of the exhibitors and buyers who attended EXPO in 2023



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 EXPO24...

micebook EXPO



29 – 30 January 2024



Convene - Liverpool Street, London



Your 360-degree event experience

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 2024

Meet the best UK corporate and agency buyers across two days to kick off 2024 with a bang.



Audience

From newbies, seasoned eventprofs 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 2024

1 supplier 1 diary £3,950 £3,950 (per supplier) Single Table	2 suppliers 1 diary £6,000 £3,000 (per supplier) 2 suppliers 2 diaries £7,000 £3,500 (per supplier) Shared Table	4 suppliers 4 diaries £11,000 £2,750 (per supplier) Petit Zone	6 suppliers 6 diaries £15,900 £2,650 (per supplier) Moyen Zone	8 suppliers diaries £20,000 £2,500 (per supplier) Grande Zone
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- 5%

5% micebook member discount. All stand partners would need to be members to qualify for the member price.
5% early bird discount by 30 September 2023

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 20 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 #mbexpo24 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 29th January 2024

Exclusions

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



29 - 30 January 2024



Convene
Liverpool Street, London

Exclusive Sponsorship Opportunities

BRONZE PACKAGE

£5,000 £3,000*

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 dedicated push announcement 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

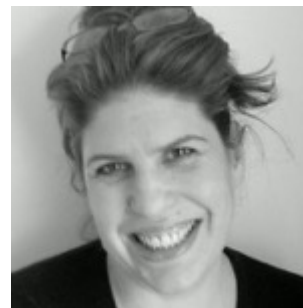
- 1 dedicated push announcement to registered buyers
- 150 word exhibitor spotlight in EXPO mailers to send out to our database of 16K
- 1 x Departure lounge article to use within 3 months after EXPO (worth £1,500)
- 1 x Departure lounge banner (worth £750)
- £2000 media advertising credit with micebook.

* Special rates on event sponsorship if confirmed by 30th September 2023



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Get in touch!



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