

Att.:

Hamburg Convention Bureau & Partners

Kgs. Lyngby, 24 August 2023

Proposal - Optimeet marketing activities & media 2024

Optimeet is a media channel and marketing advisory company in Denmark targeting the meeting industry. Our role is to help conference and meeting venues and MICE destinations - to market their facilities toward the Danish meeting and event planners. Please find enclosed a presentation of all our products.

OPTIMEET DAY

Optimeet Day is a speed-meeting workshop that makes it possible for industry suppliers to meet meeting and event planners at concentrated and intensified personal meetings. **Optimeet Days** are held in a new and exciting venue every time. Each **Optimeet Day** is accompanied by an inspiring lecture.

These events are very much in demand and only a limited number of places are available.

The event constitutes a Speed Meeting workshop, where you participate with a table of your own and can present your product to meeting and event planners at pre-booked meetings with a duration of 15 minutes each. The industry suppliers and the meeting and event planners get plenty of options for networking and creating personal relationships.

Price pr. meeting table pr. Optimeet Day - Copenhagen: DKK 7.950

Price pr. meeting table pr. Optimeet Day - Kolding and Aarhus: DKK 7.250

One meeting table = 1 venue.

Dates and venues for 2024 will be available from October 2023.

Location will be Copenhagen, Copenhagen surroundings, Kolding and Aarhus

Content

- Participation for 2 persons with dinner in the period from 2 pm to 8 pm.
- Meeting table white tablecloths, sign and 4 chairs, Wi-Fi
- Networking with meeting planners
- Possibility of up to 10 pre-booked meetings with interested meeting planners
- Guest list with contact data

All you have to do

- Bring PC / Tablet and some table decorations / eye-catchers (no Roll-ups or signs)
- Possibly a Giveaway and a little competition at your table
- Two days before the event, you can see who you are meeting with, and thus prepare yourself

OPTIMEET MAGAZINE

Optimeet Magazine is a professional and inspirational magazine targeting the Danish meeting and event planners. The magazine is written by experts and journalists with a special interest in the industry. The purpose of the magazine is to inspire meeting and event planners with good ideas, inform them of the newest trends in professional meeting and event planning as well as bring news, announcements and notices from venues, conference centers and other suppliers in the meeting and event industry.

The Magazine is issued 4 times a year in a stylish “lifestyle format” and is shipped to some 9.500 designated meeting and event planners in Denmark. The target reader is very specific and focused, as we consistently target meeting and events buyers and planners. Printing: 10.000 copies.

Optimeet Magazine is also issued in an **E-paper edition**, which is available on Optimeet.dk and send to 10.000 readers of Optimeet News.

Edition	Theme 1	Theme 2
No. 4 2023 6 November	Plan 2024 New Venues - kick-off Q1 Trends & Tendencies	Northern Europe Denmark's neighboring countries - Incentives – Reasons to go
No. 1 2024 26 February	Optimeet Fair Copenhagen 2024	T.b.c.
No. 2-4 2024	T.b.c.	T.b.c.

Special prices for HCB Partners in Optimeet Magazine 2023 & 2024.

Format	Normal Price	German Price
1/1 page	DKK 15.000	DKK 9.000
1/2 page	DKK 8.500	DKK 5.500

All prices are per ad insertion and excl. vat.

Advertorial in Optimeet Magazine

- ✓ Present your advertisement in the form of an article in the Optimeet Magazine.
- ✓ Optimeet will assume all costs for the journalist and graphic designer in connection with the production.
- ✓ All you have to do is provide high resolution photos.

Price for 1 page Advertorial: DKK 13.000 (Normal price DKK 16.000)

OPTIMEET FAIR - COPENHAGEN

Optimeet Fair Copenhagen 2024 will be held on 20 March 2024 in Forum, CPH from 9am to 5.30 pm.

Optimeet Fair Copenhagen is a meeting and event fair and provides you with the best opportunity for your company to establish unique contacts and industry networking with Danish meeting and event planners and buyers of meetings, conferences, events, Incentives.

More than 1.400 guests who specifically work within purchasing and planning of meetings, courses, conferences, events, team building, business travel, company parties, etc. attend the fair each year.

The fair consists of 200+ exhibitors such as conference and event venues, event agencies, AV suppliers, MICE Destinations and various suppliers of teambuilding, interior design, etc.

Please read more here [Optimeet Expo Copenhagen 2024](#)
Website and stand plan with stand types and prices will follow in English.

Stands & Prices

B-Stand 3 x 2,5 m

B-Stand: DKK 21.500

B-stand rental includes:

Assembled stand frame with white back wall (2.5 m high)

White sidewall alongside neighboring stand (1 m high)

1 power outlet 220 V (2.3 kW)

2 spots mounted on backwall

Wireless Internet

Anthracite grey carpeted stand floor

Max. 3 people on the stand.

D-Stand 6 x 2,5 m

D-Stand: DKK 31.500

D-stand rental includes:

Assembled stand frame with white back wall (2.5 m high)

White sidewall alongside neighboring stand (1 m high)

1 power outlet 220 V (2.3 kW)

6 spots mounted on backwall

Wireless Internet

Anthracite grey carpeted stand floor

Max. 5 people on the stand.

Exhibitor scanner App

For German exhibitors we include the exhibitor scanner App in above rates.

With the app, you can scan the visitors' nameplates, and you can attach a comment to each lead.

Subsequently you can download the list of leads in an Excel sheet.

OPTIMEET PARTNER AGREEMENT WITH PROFILE ON OPTIMEET.DK

An **Optimeet Partner Agreement** at **Optimeet.dk** ensures your venue broad visibility towards meeting and event planners throughout Denmark. **Optimeet.dk** is an effective marketing platform that creates visibility and creates leads and inquiries from potential customers.

Optimeet Partner Agreement Germany 2023-2024 contains:

- Profile on **Optimeet.dk** in the period 01 November 2023 - 31 October 2024
- Start-up and creation of profile in October
- Marketing and visibility targeted meeting and event planners
- Profile contains your contact data, so customers can contact you directly
- Category: Meeting and conference venues
- Country: Germany
- Possibility of extra visibility in additional category: Congress venues (min. 300 pers. in one room), Castles & Manors, Spa & Wellness meeting places, Unconventional meeting and conference places
- Optimeet.dk Bookingservice

Statistiks

- 170.000+ visitors per years on **Optimeet.dk**
- 250.000+ views per years on **Optimeet.dk**

Optimeet.dk Booking Service

- Receive booking inquiries via Optimeet Booking, which is in telephone dialogue with all meeting and event planners who contact the booking team for time help and guidance to find the right venue that is adapted to their event.
- Booking inquiries against 10% commission on orders placed via Optimeet Booking (not on additional sales directly from the customer)

Special price for Optimeet Partner Agreement HCB 2023-2024: 670 € pr. venue

Period for Optimeet Partnership Agreement: 1 November 2023 – 31 October 2024.
(Normal Price for 12 month: 2.140€)

As soon as your profile on **Optimeet.dk** is active, we will bring a presentation of your meeting place in our News Mail "Optimeet News".

Please do not hesitate to contact me, should you have any question or if you need any further information. All above marketing activities & media can be booked from your Partners directly through me.

I am looking forward to being hearing from you.

Best regards

Optimeet

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