



Meet&Greet

Meetings for networking and knowledge sharing

Medicon Village is a vibrant meeting point facilitating knowledge sharing, networking, and community building.

One of our business meeting concepts is 'Meet&Greet', tailored for event hosts seeking opportunities to promote products or services, build brand, and enhance visibility towards Medicon Village businesses and organizations, their employees, and other life science professionals.



Specialist
Recruitment

Hæger & C
EXECUTIVE SEARCH
Experts in Life Science

4 great reasons to host an event at Medicon Village

No matter if you're out for an elevator pitch to our robust innovation cluster, or a high-profile seminar attracting international VIPs, we provide the competence, network and facility to make it worthwhile.

Having arranged 100 hosted and well attended events in 2024, we feel confident in providing you with proper service for efficient events with strong impact, great reach, and high attendance.

- **IMPACT** by leveraging our position as the largest value-driven science park in Scandinavia dedicated to life science, as a platform for your business development. We are part of a robust innovation cluster, within walking distance from Lund University, Skåne University Hospital, Max IV, European Spallation Source (ESS), and more.
- **REACH** in South Sweden as part of Medicon Valley, one of Europe's strongest life science clusters. Our database, network, and +14,000 followers on LinkedIn, together with promotion in our weekly newsletter (+6,000 subscribers), ensure that your event will attract both regional, national and international attention.
- **ATTENDANCE** by qualified guests in proper numbers (ask for statistics!), using our experience of what works, together with our communication channels to reach out. We attract guests both from outside and within our village – 2,800 scientists, entrepreneurs, and facilitators in 180 businesses/organisations.
- **EFFICIENCY** with you bringing a presentation, while we handle the rest (bookings, catering, marketing, registration, and more) at a cost beneficial to your budget.

For more information, contact:
dimitra.manou@mediconvillage.se
+46 (0)73-512 91 76

Meet&Greet – exhibition concept for promotion and brand building

The Meet&Greet concept is designed for event hosts seeking opportunities to promote products or services, build brand, and enhance visibility towards Medicon Village businesses and organizations, their employees, and other life science professionals. To support bringing ideas into finished products and services, Medicon Village also provides other conceptual event concepts, like Science for Breakfast, Science for Lunch, Academy, and Science After Work.



Examples of Meet&Greet events at Medicon Village.

Location Inspira, right in the middle of Medicon Village.

Format Host decides when to be present. Booking for more than one consecutive day is possible. Two venues offered:

- 1.) Inside Inspira: host offered a standing table (ø60 cm) placed where all guests to restaurant and café pass by (400-700 a day). Max two roll-ups can be placed near the table, or other display solutions as agreed upon. Lunchtime 11am to 1pm weekdays suggested.
- 2.) Outside Inspira or The Spark: showtruck/van. Electrical outlet available (up to 32A).

Marketing To attract a proper audience in terms of both quality and quantity, a collaborative effort between the host and MV is crucial, especially concerning event marketing:

- Event promotion on MV's 20 wall screens.
- Just before the event, a dedicated LinkedIn post is published by MV (+16,600 followers).
- Host invitations to key stake holders, clients, prospects and others.

Budget Post event, MV will invoice host (excl. VAT) SEK 5,000-8,000 (depending on inside or outside location). Event inside location is free of charge to MV members, and to be discussed outside.

Major host benefits: Qualified life science professionals in proper numbers
+ Efficient communication promoting your event and brand to decision makers