



All about
Nordic Dairy Congress
2025



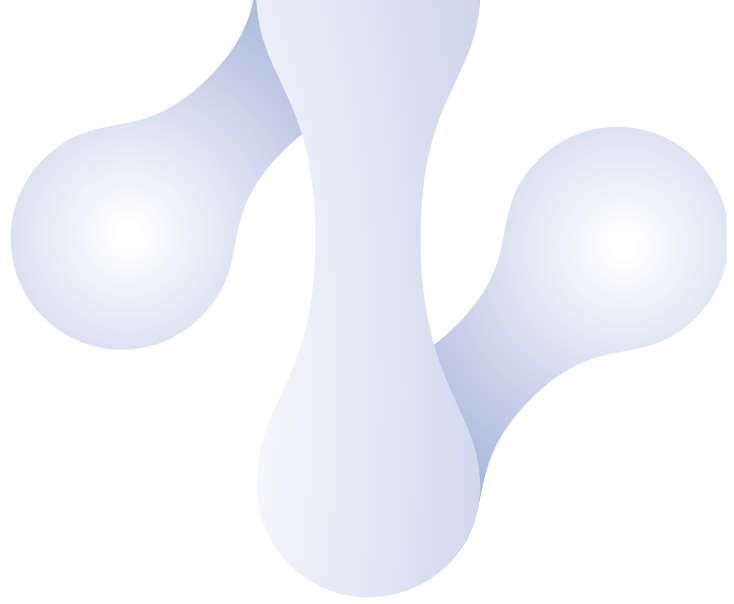
Venue: Hilton Reykjavik Nordica, Iceland
[Link to online information about the hotel](#)

Sponsor guide

**NORDIC DAIRY
CONGRESS**

2025





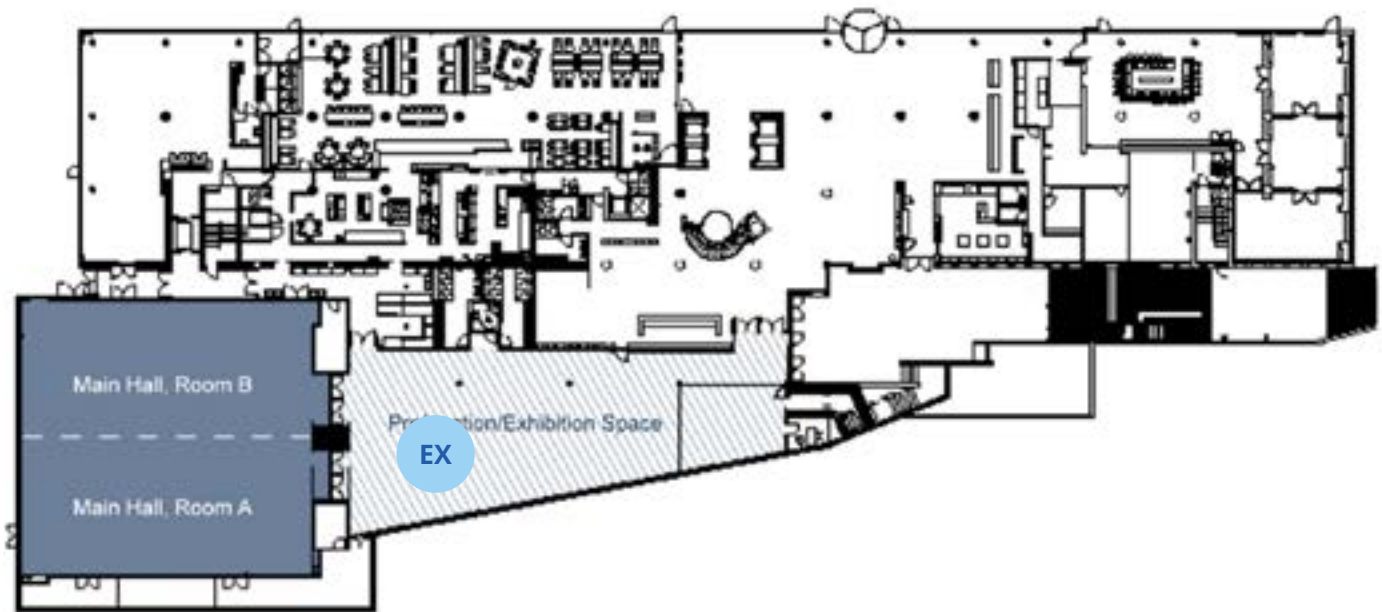
CONTENT

- 1 Conference area**
- 2 Booth**
- 3 Sponsor events and open space**
- 4 Your free entrance(s)**
- 5 Your arrival and goods**
- 6 Optional sponsor promotion**
- 7 Practical information**
- 8 Promotion of NDC 2025**
- 9 Sum up dates and your deliveries**

**If updates are made to
this sponsor guide, they
can be found her**

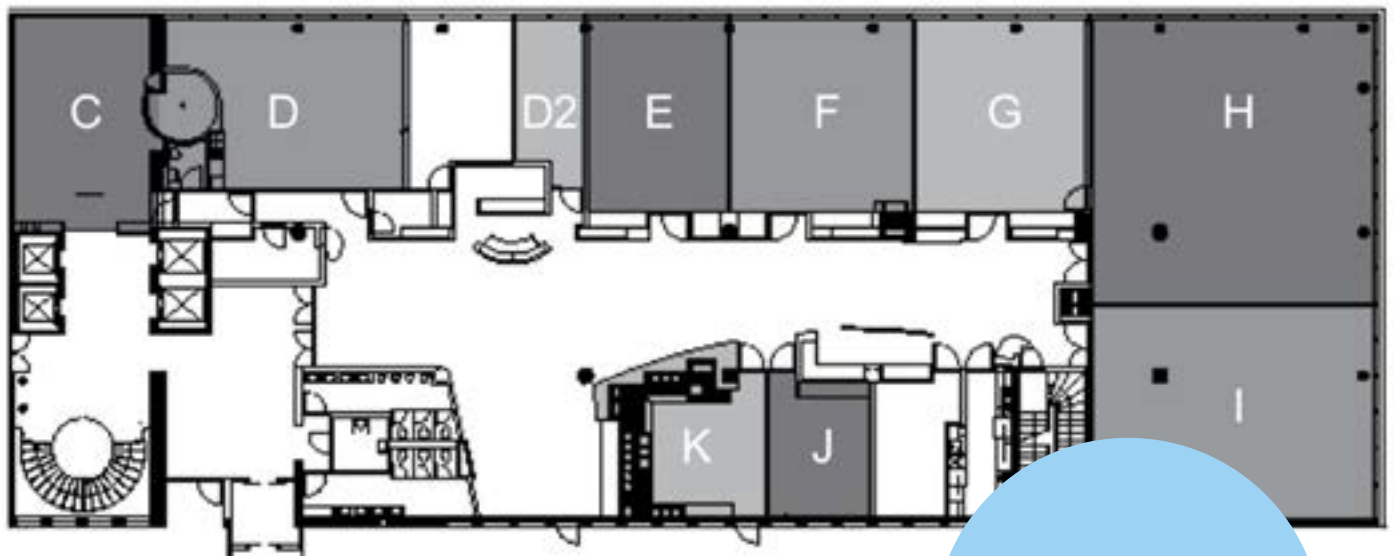
1

Conference area



First floor

Conference (AB)
Exhibition EX



Second floor

Tuesday afternoon sponsor programme and
session Wednesday and Thursday (HI)

In both conference
areas (AB and HI) there
will be digital and/or
physical promotion of
sponsor logos.

2 Booth



Placement and dimensions

Size of your booth (walls on 3 sides)

Gold 4*2 meter

Silver 3*1 meter

Bronze 2*1 meter

Placement - See overview on next page

Wall decorations are included. Please refer to the style shown in the photo on this page. Note that in your case, the sidewalls (silver and bronze) are one meter, unlike what is depicted in the photo.

You have the option to decide on the wall decorations. Please provide a PDF with the dimensions for your booth size (see below)

Please add 50mm bleed on all sides and save as PDF Adobe version 16 or higher.

Please ensure delivery before 21 April to avoid additional costs.

1 x 2 m/Bronze			BRONZE
	Width	Height	
Back wall 2 m width X 2,5 m high	1993mm	2483 mm	
Side walls 1 m width X 2,5 m high	1013 mm	2483 mm	

1 x 3 m/Silver			SILVER
	Width	Height	
Back wall 3 m width X 2,5 m high	2973 mm	2483 mm	
Side walls 1 m width X 2,5 m high	1013 mm	2483 mm	

2 x 4 m/Gold			GOLD
	Width	Height	
Back wall 4 m width X 2,5 m high	3953 mm	2483 mm	
Side walls 2 m width X 2,5 m high	1013 mm	2483 mm	

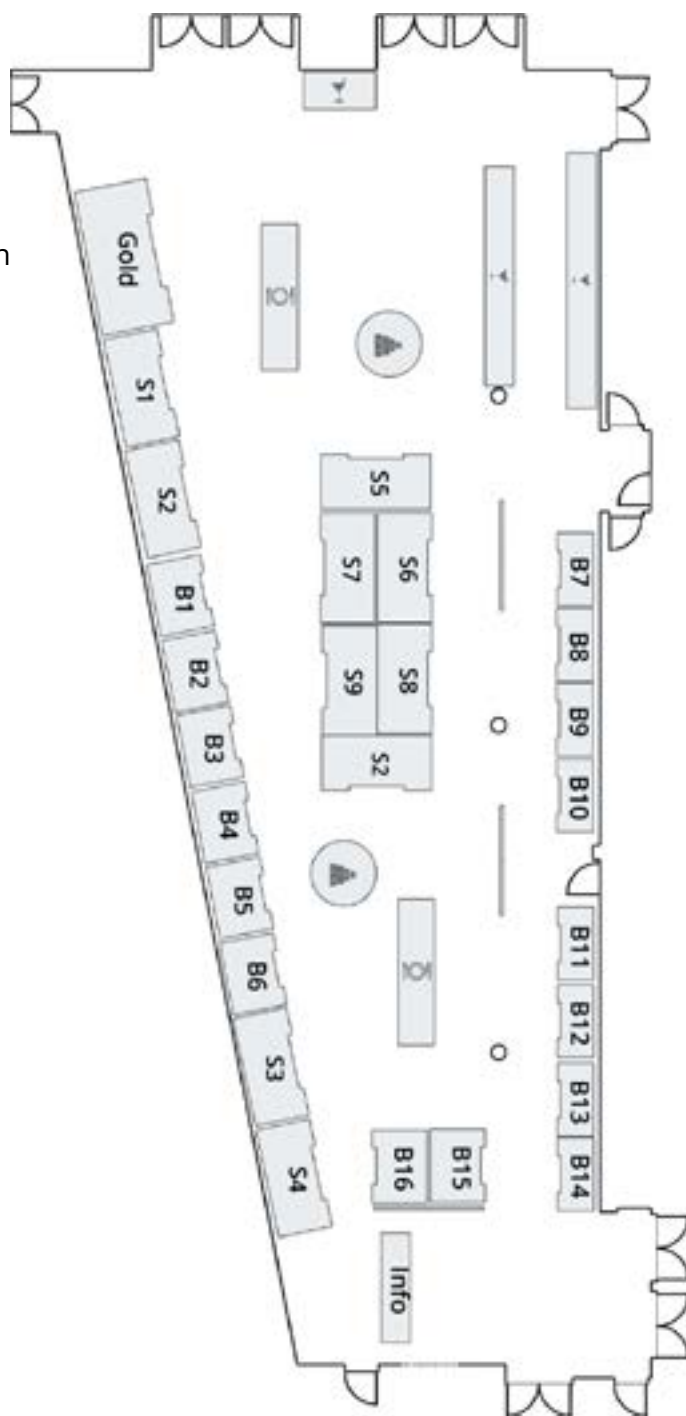
Power is available at each booth: you need to bring your own power split box and extension cord.

Please inform/ask us about any special needs e.g. power for coolers etc.

2 Booth

Outline sponsor's booths

Stand	Sponsor
Gold	GEA
S1	Novonesis
S2	MS Iceland Dairies - Mjólkursamsalan
S3	Bentley Instruments
S4	SIG Combibloc AB
S5	Tetra Pak
S6	dsm-firmenich
S7	Kersia
S8	Zentis
S9	Greiner Packaging AG SVISS
B1	MMS Nordic
B2	Au2mate
B3	Complete Filtration Resources
B4	Qlip
B5	NIRAS
B6	FH Scandinox
B7	Svalinn
B8	ColloidTek Oy
B9	Trepko
B10	SPX
B11	Q-Interline
B12	Primodan
B13	IFF
B14	C.M.T.



2 Meters

2 Booth

Furnishing

Included

All sponsors will have:

- A counter - dimension: 60x60x100cm
- A bar stool

Gold and Silver sponsors will have extra stools

- Gold: 3 stools (+ one extra counter)
 - Silver 2 stools
-

Additional purchase

Additional equipment

- Order promotional material from the provider (link below)
- See options and prices on next page

Desk decoration:

- Order foam print from the provider (link below)
- See options and prices on next page.

Order by writing e-mail to Recon (www.recon.is);
Aðalsteinn H. Sverrisson, adalsteinn@recon.is

*The booth will be ready and available for you to setup
from 12:00 to 17:00 Tuesday, 20 May*

FURNITURE AND EXTRAS

BARSTOOLS



BRERA - Light Grey - 70€



SHOWCASES

100w x 50d x 110h - 190€

Showcase 100w x 50d x 110h
with vinyl print on front - 250€

Showcase tower 50 x 50 x 210 - 245€



BROCHURE STAND

A4 - 52€

TABLES

Ypsilon bar - White - 52€



Ypsilon low - White - 47€



CHAIR

Volt Light Grey
39€



COUNTERS

60 x 60 x 100 White 95€

60 x 60 x 100 with foam print
on 3 sides - 240€

REFRIGERATOR

120L - 150€



TELEVISIONS



32" HD - 175€



43" HD - 275€



55" UHD 4K - 380€



65" SUHD 4K - 465€

Furniture options are not limited to what is indicated above - please contact adalsteinn@recon.is for further information. All prices are in euros excl. VAT.

GOLD

3

Tuesday, 20 May - 14:00 – 15:30

Gold sponsor! GEA “Dairy beyond the ordinary”

The event is located on the second floor in room H1.
GEA and NDC can access the room starting at 8:00 AM.

The atmosphere in the room is cozy and informal, featuring a mix of high tables and groups of chairs.

Pop-up walls and roll-up displays are permitted, and the presence of two large screens facilitates digital promotions.

Available refreshments and beverages included:
Small sandwiches and fruit
Soft drinks
Coffee and tea



3

Tuesday, 20 May - 15:45 – 17:15
Silver stage



The event will continue in HI, ensuring a seamless transition from the GEA event.

From 15:30 - 15:45 silver sponsors are allowed to set up items such as roll-up banners or other smaller promotional materials.

Coffee will be available for attendees.

Each silver sponsor has the opportunity to present from the stage for approximately 7 minutes. The presentations must be forwarded to the secretariat no later than 2 May 2025. E-mail to info@nordicdairycongress.com

The Silver stage setup allows silver sponsors to introduce a specific theme, which attendees can explore further by visiting the sponsor's booth during the open space sessions at the congress.

We highly recommend avoiding presentations that focus solely on company promotions or sales pitches and instead use this opportunity to provide attendees with valuable insights on how the sponsor can support in their companies' development.

3

Tuesday, 20 May - 17:30 – 19:00
Tetra Pak - Get-together

Tetra Pak invites to a Get-together gathering for all attendees in the exhibition area located on the first floor. This event will take place immediately after the conclusion of the Silver stage.

Tetra Pak will provide refreshments and drinks for the guests.

All booths will operate during this event.



3 Open spaces and sponsors competition

The sponsor area is placed at the heart of the venue. Throughout the congress, participants will mingle around during coffee and lunch breaks. Special exposure is guaranteed during the Tuesday's get-together and for one hour following the conclusion of the conference programme Wednesday afternoon.

The diagram below highlights in blue all segments of the matrix where sponsors will be showcased. It is essential for the booth to stay open and active (excluding the GEA Event and Silver stage).

Tuesday, 20 May 2025

Morning		
Golf tournament at Keilir Golf Course (optional)	Sightseeing tour Golden Circle, Thingvellir and Geysir etc. (optional)	Visit M5 Dairy Selfoss and Skyland (optional)
Afternoon		
Gold sponsor event GEA - Dairy beyond the ordinary		
Silver stage		
Get together, sponsored by Tetra Pak		

Wednesday, 21 May 2025

Plenary session	
Opening session The Dairy Industry in Iceland	
Break	
Plenary session	
Dairy as part of a sustainable future	
Healthy and sustainable diets: Political strategies for implementation in the Nordic dairy sector How dairy can address climate change while feeding a growing population Consumers health concerns around the globe How much dairy and meat should we eat? Panel debate	
4x3 min pitches by young researchers	
Lunch and open space: - visit sponsors' booths - posters	
Parallel sessions	
Nutrition throughout life	Towards zero product waste
A gut perspective on probiotics, prebiotics, and postbiotics	Fresher for longer with bio-protective cultures: Biosolutions to tackle
Calcium consumption from dairy and supplements and various health outcomes	Ambient stable dairy products - challenges and opportunities
Break	
Milk polar lipids: Towards joint effects on lipid metabolism, intestinal health and gut microbiota	From waste to value - examples from Arla Foods Ingredients' journey towards driving food waste reduction all the "whey"
Effects of intact and disrupted milk fat globule membrane on postprandial metabolic response	No deposits. Our path to zero food waste
Open space: - visit sponsors' booths - posters	

Thursday, 22 May 2025

Plenary session	
Elevate the nutrition game in dairy	
Broad perspective on dairy and nutrition	
Short break	
Parallel sessions	
Dairy's contribution to future diets	Sustainable process technologies
The dairy matrix and its role in future diets	Converting high-energy processes to green energy processes
Protein quality in relation to a sustainable diet	Cleaning of membranes: Advancing towards optimized strategies through fouling insights
Dairy nutrition value as part of LCA calculations and sustainable diet	Path to net-zero by 2024: Decarbonizing the dairy industry
The impact of dairy products on the healthy lifespan of people living in Denmark	Value in water from other industries
Lunch and open space: - visit sponsors' booths - posters	
Plenary session	
Unlock the POWER OF DAIRY for people and the planet	
A panel of business profiles from each area; processing, ingredients, technology, dairy and farmer will provide their insights on this topic	
Panel debate	

To encourage attendees at the congress to visit your booth, a competition will take place from Tuesday (20 May) when the booths opens until Wednesday (May 21) at 17:15.

Purpose?

To motivate participants to engage with sponsors at their booths.
To allow sponsors to showcase their business or key products and interact with attendees.

What should you do?

You should determine what to highlight in the competition and/or at your booth. We recommend promoting a new product, insight, or business opportunity. For silver sponsors, this will likely align with the theme presented during the Silver stage.

Prepare a brief teaser about your theme (no more than 150 words). All teasers will be compiled in a [small booklet](#) from NDC 2022, which will be distributed as a hard copy to all participants.

During the congress?

The competition will run from Tuesday afternoon until Wednesday at 17:15.

Participants must visit at least six booths and talk to the sponsors to obtain a mark or stamp on a coupon from the booklet.

After collecting six marks, participants can enter the competition by submitting the coupon in a designated box.

Open space on Wednesday

Attendees are invited to visit the booth and as a conclusion to Wednesday, 21 May, refreshments (wine, beer, etc.) will be served for one hour after the presentations conclude.

[Link to Sponsor event NDC 2022](#)

Lottery

Winners of the competition will be selected by lottery. The number of winners will depend on the gifts provided by sponsors and purchased by the NDC-organizer.

4

Your free entrances

Silver sponsors receive 2 complimentary entries.

Bronze sponsors receive 1 complimentary entry.

Please provide us by e-mail: info@nordicdairycongress.com as soon as possible with the name(s) and e-mail adress(es) of the person(s) from your company who will use your complimentary entry(ies). Once we receive your information we will send a link for free registration directly to your attendee(s).

A significant number of rooms have been pre-booked and are available for individual booking at the Hilton Reykjavik Nordica. The prebooking period runs until 23 February. To ensure availability we encourage you to book your rooms before this date. Link to NDC-prebooked rooms at Hilton will appear at your confirmation order after registering for the congress (independent whether for free or paid).

5

Your arrival and goods

Goods send to Hilton

If you need to ship any goods to Hilton Reykjavik Nordica, please follow the instructions from the hotel below:

For the deliveries, please make sure that the paperwork for the shipment is done correctly, thus avoiding Icelandic customs issues and VAT charges from them. The shipment must be sent clearly marked with 'marketing material, no monetary value'. If you put any value on it in the shipping papers, the customs will calculate a 24% VAT charge, admin charges and other import charges and the hotel will not accept such cost. It is very important that all paperwork is marked DDP (Duty Delivery Paid) and as a temporary import.

As Hilton has very limited storage space, larger packages/shipping of pallets etc. must be coordinated with the NDC secretariat. Goods must arrive before the congress.

Shipping Address smaller packages

HILTON REYKJAVÍK NORDICA
Kt. 999999-9999- (Very important that this number is used)
Suðurlandsbraut 2,
108 Reykjavík Iceland
Contact person at hotel:
SIGRÚN JÓNA NORÐDAHL
Manager Sales Operation
Nordic Dairy Congress

Leaving your booth

After the congress the material has to be prepared for return and all papers handed over to Hilton conference staff if they are asked to oversee the pick up from the shipping company. Package along with all paperwork can be left at the exhibitor booths. The hotel will request a confirmation from each booth if they will leave any packages behind before the event is finished.

The exhibitor is responsible for any damage caused to the exhibition area.

Safety and Security

Helium balloons are not allowed. It is not allowed to light candles, cause heat, smoke or steam within the structure. Smoking prohibited at Hilton Reykjavik Nordica.

6

Optional sponsor promotion

You have additional options to promote your business.

You can:

- Contribute with a gift for the Golf Tournament
- Provide a gift for the Sponsors Competition
- Supply conference bags
- Include your promotional item in the conference bag.

Kindly inform us about your preferred promotional items coordinating with the NDC-secretariat to avoid too many similar sponsor gifts (e.g. 10 pens or USB-sticks).



7

Practical information

Staying Informed:

Download the Conference app. To access information of the Nordic Dairy Congress in the app, you first need to register. You may find the link to the app in the confirmation e-mail after registration, or you can access [HERE](#) directly.

This app will facilitate communication throughout the congress, and you will be able to view the programme, a list of participants (only those who have consented to be included), maps, and your own registration details within the app.

Briefing for Sponsors:

On Tuesday, 20 May, you are invited to a sponsor briefing. Please let us know who you would like us to invite to this session.

If you need to contact the organizers during the congress, please visit the information desk or reach out via call/SMS at +45 29 99 42 81 or +45 51 72 60 98.

Featured Sponsors:

While the primary focus of the Congress is on the programme content, we have designed a schedule that allows you to engage with participants. Below is a summary of the breaks and the anticipated guest attendance at your booth (See also page 11):

Tuesday

17:30 - 19:00 Tetra Pak Get-together – all sponsors' booths will be open.

Wednesday

08:30 - 09:00 Arrival and registration

10:00 - 10:30 Coffee break

12: 30 - 14:00 Open space and mingle lunch (located in the sponsors' area)

15:00 - 15:30 Coffee break

16:30 - 17:30 Open space

Thursday

08:30 - 09:00 Arrival

10:00 - 10:30 Coffee break

12:30 - 13:45 Open space and mingle lunch (in the sponsors' area)

8

Promotion of NDC 2025

SoMe, signatures, etc.

Social Media and Online Presence

Website: www.nordicdairycongress.com (homepage)

Facebook: [Link](#) We encourage you to share or like/link from your company's Facebook profile to increase followers.

LinkedIn: [Link](#) Please share or like/link from your company's LinkedIn profile to enhance follower engagement.

Hashtags: #nordicdairycongress; #dairycongress; #NDC

Signature/Banner

If you can utilize a signature or banner on your website or social media, please find an attached sponsor banner/signature. Note that it does not contain a link – you will need to create a link to www.nordicdairycongress.com

The more you promote the congress, the broader our outreach to potential participants will be.

[Downloads](#)

Your Contribution

We hope this kit of materials will assist you in promoting NDC 2025 and your sponsorship. Should you require additional materials or information, please reach out to the secretariat.

8 Promotion of NDC 2025

Promotional highlights

Planned highlights for SoMe.

Please provide us with the # you want us to tag you with:

send to info@nordicdairycongress.com

Week 6	Early bird "Unlock the power of dairy for people and the planet" – presentation of the congress and the overall subject	Week 14	Spot on Wednesday's panel debate and opening
Week 7	100 days to kick-off NDC Included in the conference fee	Week 15	Get-together (networking and social events – golf, dairy visits, golden circle tour)
Week 8	Last change for early bird Presentation of Gold sponsor	Week 16	One Month left Spot on programme (speakers and subjects)
Week 9	3 good reasons to attend NDC The four topics of the parallelsessions	Week 17	Last chance next week
Week 10	Spot on programme Social highlights	Week 18	Spot on Silver stage One day left for registration
Week 11	Spot on Thursday's panel debate (Nordic Dairies Business Profiles) Young researchers presentations	Week 19	Tetra Pak Get-together highlights
Week 12	Spot on Programme Committee: 3 things you look forward to	Week 20	Spot on programme and take aways
Week 13	Highlight on GEA's event	Week 21	Spot on number of participants and practicalities

9

Sum up dates and your deliveries

ASAP: Please provide us with your SoMe# for promotional purposes on LinkedIn and Facebook. Please e-mail to info@nordicdairycongress.com

20 February: Please e-mail name & e-mail addresses for those using your free entrance(s) to info@nordicdairycongress.com

15 March: Please fill in the sponsor feedback form: [LINK](#)

21 April: Please deliver your pdf - decoration of your booth

2 May: Silver sponsor - please e-mail your presentation (ppt.file) for Silver stage to info@nordicdairycongress.com

