



Action24 - A joint celebration of Denmark's 75-year membership in NATO.

On April 4, 2024, NATO can celebrate its 75th anniversary, and on this occasion, we wish, together with you, to invite the Danish Population to the first and largest total defense fair in 25 years.

Together with the defense forces, including the home guard, emergency services, police, healthcare, defense, space and security industries, as well as companies from selected sectors, over three days we will focus on Denmark and NATO's ability to ensure our collective safety and security.

The Russian attack on Ukraine has made it clear that we cannot take peace in our part of the world for granted. Our politicians have responded by expanding the Defense with a historic addition of 155 billion kroner for an improved and larger Danish defense within the coming years.

We have a skilled and competent defense - we just have too little of it! Therefore, we want to give the Danish population an insight into what Denmark's combined Total Defense can do now and should be able to do in the future.

The goal cannot be reached without a competent defense industry that actively and energetically contributes to create and develop our common security. Therefore, we invite everyone to participate in Action24 – over three days from April 19 to April 21, 2024 - when we open the doors to the first and largest total defense fair in 25 years and show the more than 25.000 guests what you can do.

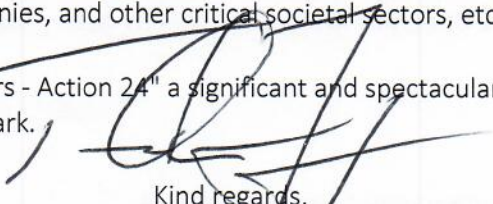
This is your company's opportunity to:

- Show how you work on developing unique technologies and taking on the task of our common (and others') security.
- Present your company to future employees and partners.
- Meet representatives from the total defense and Denmark's allies.
- Contribute to a fair that gives the Danes a unique insight into why Denmark needs a solid defense and emergency preparedness.

The Total Defense Fair "NATO75 - Action24" is your opportunity to show the Danish people what you can do and how you contribute to securing Denmark.

We want to show what Denmark has of existing capabilities, both inside and outside the fence – and show what is under development. Both within the Defense, the civilian emergency preparedness, the Danish defense and space industry companies, and other critical societal sectors, etc.

Let's together make "NATO 75 years - Action 24" a significant and spectacular people's festival that can attract visitors from all over Denmark.


Kind regards,
Torben Ørting Jørgensen
Chairman of Folk & Sikkerhed (People & Security)

Facts and practical information for exhibitors about "NATO75 – Action24"

NATO75 - Action24 will stand on three pillars:

1. A three-day fair
2. A concert
3. A conference

The fair takes place in MesseC in Fredericia. Here we fill the +40,000m² indoor areas with gear, gadgets, people, dogs, drones, robots, tanks, helicopters, snowmobiles, parachutes and make demonstrations with dogs, music corps, horses, and much, much more.

Outdoor areas are freely available for demonstrations. If you want to give demonstrations, etc., just let us know later. The driving technical facility is not available during the daytime on Friday.

- Expected number of visitors: +30,000 spread over three days.
- In Fredericia Harbor, there will be both Danish and allied naval ships.
- Participants and exhibitors from the total defense, including home guard, emergency services, police, volunteer associations.
- +300 trade stands for companies and industry

Within the framework of Action24, a Security and Defense Policy Conference will also be held, where themes of significance to the industry will be addressed and themed. Information about this will be sent separately.

General Program:

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY
SETUP 8 – 18	SETUP 8 - 22	Fair 9 - 18	Fair 9 - 18	Fair 9 - 16 Dismantling: CLOSED until 22	DISMANTLING 8 - 18
		Conference 10- 16	Conference 10- 16	Conference 10- 14	
			COncert (TBC) (Eksercerhuset kl. 20- 00)		
		OPEN SHIP (TBC)	OPEN SHIP (TBC)	OPEN SHIP (TBC)	

The harbor will be included in the fair, and shuttle buses will be deployed between the harbor and Messe C. There will be signage from the train station to both the harbor and the fair center, including between the harbor and the fair center.

Outdoor Demonstrations: There will be the opportunity to make demonstrations in and on the harbor if it requires water. There will be the opportunity to make demonstrations on the driving technical facility. There will be the opportunity to make demonstrations on the grass area behind MesseC.

Indoor Demonstrations: There will be a screened stage in Hall A and likewise a screened stage in Hall D, both stages are approximately 36m² and equipped with sound, where you can book time if you want to do something special, hold a lecture or demonstrate some smaller gear, gadget, cyberattack. Live hackathons or something entirely different.

DEADLINES & BOOKING:

- Deadline for booking trade stands: February 28, 2024.
- Registration of participants, etc.: March 15, 2024.
- Trade stands can be booked here via link: <https://folkogsikkerhed.dk/action24/>

All companies will be located in halls D & E.

Trade Stand Categories:

	M2	price excluding VAT	Discount
Category A	9	9000	0
Category B	18	17.100	5%
Category C	36	32.400	10 %
Category D	+36m ² *	+36m ² * 32,400 + (extra m ² * 850)	
<p>*All trade stands are indoors. **Up to 150m² can be booked. ***All prices exclude costs for electricity, water, etc., which are booked directly with MesseC. If you want an outdoor trade stand, please contact Folk & Sikkerhed to hear about the options.</p>			

For an overview, see the annex.

Sponsorships There is the possibility of sponsorship for:

- One of the two stages that will be set up and which will frame a wide range of demonstrations and presentations.
- Ticket access packages for school classes and educational institutions and thereby enter into direct dialogue with the students.
- Full- and half-page ads and articles in the fair brochure.
- Main sponsor of Action24 or the concurrent conference.
- The concert in the Exercise House in Fredericia on Saturday evening.

If you want to sponsor Action24, interested parties should contact Folk & Sikkerhed as outlined below.

Need for a closed/fenced outdoor area. An area will be made closed for equipment/horses/dogs, which do not necessarily participate in the static exhibition but are used in demos if needed.

Tickets: Exhibitors will, of course, get free access and be issued special access cards. We will do what we can to get sponsor-financed tickets that can be distributed to employees from participating authorities and veterans. There will still be a need for these tickets to be issued against the provision of the name and address of the recipient.

Economy: When booking, a confirmation and an invoice for the booked number of m2 will be sent. Once the invoice is paid, the company's details are forwarded to MesseC. From there, an overview of additional services, e.g., lights, walls, carpets, etc., that you have the opportunity to order will be sent. This is settled directly with MesseC.

Contact Information and Questions Messe C: For practical questions regarding Messe C, contact Charlotte Buus: 2777 0046 / cbu@messec.dk Folk & Sikkerhed Other questions should be directed to Ann-Christina H. Salquist, project manager, 2329 7604, acs@folkogsikkerhed.dk

Annex:

1. Overview drawing of all the halls HALL ACDE, where each square is 1 m² and numbers on the gates.
2. Description of ceiling height and size of the gates (hall setup).
3. Map of outdoor areas 1
4. Map of outdoor areas 2
5. List of accommodation options