

Elektrotechniek

2011 JAARBEURS UTRECHT

EXTRA EXPOSURE POSSIBILITIES

More than 33,000 trade visitors means a multitude of face-to-face meetings. This is an excellent opportunity to reach your exhibition goals. Before, during and/or after the exhibition. We can offer you useful and effective promotional opportunities.

Do you want to get the most out of your participation? Combine your stand with extra exposure and achieve more direct contact with your target audience. All prices are excluding production costs.



MONDAY 3
- FRIDAY 7
OCT. 2011

J A A R B E U R S U T R E C H T
W W W . E L E K T R O T E C H N I E K - O N L I N E . N L

TRADE SHOW FOR INSTALLER AND INDUSTRY

 **vnu** exhibitions
europe

ITEMS INTERNET / E-MAILMARKETING

LEADERBOARD ON THE EXHIBITION WEBSITE

With a leaderboard, 728 x 90 pixels, you always feature prominently on the exhibition website. Before and during the exhibition, the site is visited by 75,000 visitors, viewing 400,000 pages. And with the pre-registration link behind the leaderboard, you are guaranteed extra traffic during the exhibition.

Reach:	75,000 visitors of the website
Price*:	€ 70.00 cpm (costs per 1000 page views)

SKYSCRAPER ON ALL PAGES OF THE EXHIBITION WEBSITE

With your skyscraper, 120 x 600 pixels, on all pages of the exhibition website you are seen by 75,000 visitors before, during and after the exhibition. With a pre-registration link behind your skyscraper, you are guaranteed extra traffic during the exhibition.

Reach:	75,000 visitors of the website
Price*:	€ 55.00 cpm (costs per 1,000 page views)

LOGO IN THE DIGITAL CATALOGUE

The digital catalogue is one of the most popular pages on www.elektrotechniek-online.nl. Make sure your entry in the catalogue stands out by adding your company logo. The digital catalogue will remain online for one year.

Availability:	unlimited
Reach:	75,000 visitors of the website
Price*:	€ 250.00

LOGO IN VISITOR MARKETING E-MAIL

Three weeks prior to the exhibition, we will send out an e-mail to our database with thousands of potential visitors. With a logo and a link to your pre-registration module or your website, you will increase the number of visitors that end up in your visitors database or on your website.

Availability:	3
Reach:	80,000 potential visitors
Price*:	€ 2,150.00

LOGO ON THE VISITOR CONFIRMATION E-MAIL

Every visitor who pre-registers receives an e-mail confirming his or her registration. Add your logo to this e-mail to let the visitors know you are exhibiting.

Availability:	3
Reach:	54,000 pre-registered visitors
Price*:	€ 4,750.00

*Attention! All prices are excluding 19% VAT and production costs.



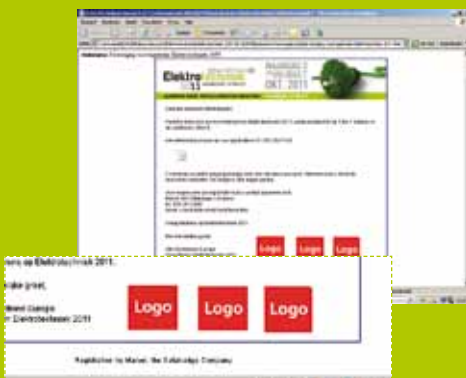
Leaderboard on the exhibition website



Seen by 75,000 visitors



Logo in visitor marketing e-mail



Logo on the visitor confirmation e-mail



EXPOSURE IN THE HALLS, ON THE EXHIBITION FLOOR

FLOOR STICKERS

Place a row of floor stickers from the hall entrance (after the entrance gates) to your stand. The best and easiest way to show visitors where to find you. Price per 10 floor stickers (1m x 1m) with logo and stand number or your own design.

Availability:	5 companies
Reach:	over 33,000 visitors
Price*:	€ 1,250.00

LOGO ON EXHIBITION MAPS

Large floor plans will be placed at the entrance and at strategic locations. Visitors can orientate themselves by checking these floor plans. Increase your visibility by placing your logo on the floor plans.

Availability:	±10
Reach:	over 33,000 visitors
Price*:	€ 550.00

HANDING OUT FLYERS

Hand out your promotional material on the exhibition floor (after the entrance gates) and invite every visitor personally to come and visit your stand.

Availability:	on request
Reach:	over 33,000 visitors
Price*:	€ 325.00 per day per person

PROMOPOINT ON THE EXHIBITION FLOOR

On strategic places on the exhibition floor you can place a promopoint. It generates extra exposure for your product or company. The minimum size is 1 sq.m and the location is on request.

Reach:	over 33,000 visitors
Price*:	€ 700.00 per sq.m
Minimum size:	1 sq.m

*Attention! All prices are excluding 19% VAT and production costs.



Logo on floor stickers



Logo on exhibition maps



Handing out flyers

Elektrotechniek 2011 JAARBEURS UTRECHT



EXCLUSIVE ITEMS

Do you want exclusiveness? With the items below you create unique exposure for your company.

HANDING OUT LANYARDS

You have the option of handing out lanyards (for the visitor badges) with your company logo at all the entrances (after the entrance gates) during one of the exhibition days.

Availability:	1 per day
Reach:	over 33,000 visitors
Price*:	€ 2,500.00 (per day) or € 10,000.00 (throughout the exhibition)

DISTRIBUTING BAGS AT THE ENTRANCE

Distribute bags with your company name to visitors at the hall entrances (after the entrance gates).

Availability:	1
Reach:	over 33,000 visitors
Price*:	€ 7,500.00

SWEATSHIRTS REGISTRATION STAFF

Your company or brand name is printed on the uniforms (± 40) of staff manning the registration desks at the entrance to the exhibition.

Availability:	1
Reach:	over 33,000 visitors
Price*:	€ 3,500.00

LOGO ON VISITOR BADGES

By placing your company logo on the visitors badges, you are featured prominently and seen by everyone pre-registering for Elektrotechniek 2011. You can't be more visible than this, because all visitors will be wearing their badge.

Availability:	1
Reach:	over 33,000 visitors
Price*:	€ 7,500.00

SOLD

*Attention! All prices are excluding 19% VAT and production costs.

MORE INFORMATION:

For questions about participation and exposure opportunities at Elektrotechniek 2011, contact one of our

SALES & ACCOUNT MANAGERS:



Burnie Buijssen

E burnie.buijssen@vnuexhibitions.com

T +31 (0)30 295 2882



Harold Mol

E harold.mol@vnuexhibitions.com

T +31 (0)30 295 2910



Susanne Pater

E susanne.pater@vnuexhibitions.com

T +31 (0)30 295 2787

VNU Exhibitions Europe

Postbus 8800

3503 RV Utrecht

www.elektrotechniek-online.nl

WWW.ELEKTROTECHNIEK-ONLINE.NL