

Promotional packages



Monday February 7
> Saturday February 12
Jaarbeurs Utrecht
www.bouwbeurs.nl

**Together
we build**

Internationale BouwBeurs 2011

Promotional packages

The Internationale BouwBeurs brings the construction industry together. More than 100,000 trade show visitors means a multitude of contact moments. This is an excellent opportunity to press home your trade show goals.

Before, during and after the trade show. Do you want to get the most out of your participation?

Combine your stand with a promotional package and achieve more contact with your target audience.

Promotional package 1: Online Top

> Leaderboard at the top of all www.bouwbeurs.nl web pages	€ 5,000
• Banner with hyperlink to your pre-registration module or website	
• Size: 728 x 90 pixels, maximum 49 Kb	
> Choose from:	€ 2,500
• Banner in two visitor marketing e-mails	
Logo with hyperlink to your pre-registration module or website	
Size: 100 x 50 pixels	
Available for 3 advertisers	
• Banner in the visitor confirmation e-mail	
Logo with hyperlink to your pre-registration module or website	
Size: 200 x 100 pixels	
Available for 3 advertisers	
> Extra: Logo in the online catalogue	€ 125
> Total	€ 7,625
> Package discount	€ 500
> Package price	€ 7,125

5% extra early booking discount when you book before July 15, 2010.

Promotional package 2: Online Medium

> Skyscraper to the right on all www.bouwbeurs.nl web pages	€ 4,000
• 100,000 pageviews at € 40 per 1,000	
• Banner with hyperlink to your pre-registration module or website	
• Size: 120 x 600 pixels, maximum 49 Kb	
> Choose from:	€ 2,500
• Banner in two visitor marketing e-mails	
Logo with hyperlink to your pre-registration module or website	
Size: 100 x 50 pixels	
Available for 3 advertisers	
• Banner in the visitor confirmation e-mail	
Logo with hyperlink to your pre-registration module or website	
Size: 200 x 100 pixels	
Available for 3 advertisers	
> Extra: Logo in the online catalogue	€ 125
> Total	€ 6,625
> Package discount	€ 450
> Package price	€ 6,175

5% extra early booking discount when you book before July 15, 2010.





Promotional package 3: Badge sponsoring (exclusive for 1 advertiser)	
> Logo on visitor badges Your logo on the visitor badges (circulation approx. 100,000)	€ 12,500
> Choose from	€ 1,500
• Floor stickers, per 5 including costs of production and placement	
• Promopoint on the trade show floor, 2 sq.m.	
• Flyers on the trade show floor during the 6 days of the trade show*	
> Extra: Logo in the online catalogue	€ 125
> Total	€ 14,125
> Package discount	€ 1,000
> Package price	€ 13,125
5% extra early booking discount when you book before July 15, 2010.	
Promotional package 4: Shirt sponsoring (exclusive for 1 advertiser)	
> Shirt sponsoring Your company name on the uniforms of the registration staff	€ 7,500
> Choose from	€ 1,500
• Floor stickers, per 5 including costs of production and placement	
• Promopoint on the trade show floor, 2 sq.m.	
• Flyers on the trade show floor during the 6 days of the trade show*	
> Extra: Logo in the online catalogue	€ 125
> Total	€ 9,125
> Package discount	€ 625
> Package price	€ 8,500
5% extra early booking discount when you book before July 15, 2010.	
Promotional package 5: Flyers on the trade show floor	
> Flyers on the trade show floor For one person during the 6 days of the trade show*	€ 2,100
> Choose from	€ 1,500
• Floor stickers, per 5 including costs of production and placement	
• Promopoint on the trade show floor, 2 sq.m.	
• Flyers on the trade show floor during the 6 days of the trade show by an extra person*	
> Extra: Logo in the online catalogue	€ 125
> Total	€ 3,725
> Package discount	€ 250
> Package price	€ 3,475
5% extra early booking discount when you book before July 15, 2010.	
Basic promotional items	
> Logo on the trade show maps	€ 750
> Floor stickers Place floor stickers from the hall entrance to your stand. Size 1 x 1 m, with logo and stand number. Rate per 5 floor stickers, including production and placement costs. Location in consultation.	€ 1,500
> Flyers on the trade show floor* Hand out your promotional material on the trade show floor and invite visitors to your stand. Rate per person per day, personnel expenses excluded.	€ 350
> Promo point Strategic locations on the trade show floor where you can advertise a product or set up an unmanned presentation. Location in consultation. Minimum size is 1 sq.m. Price per sq.m.	€ 350
> Exclusive: Your logo on all visitor badges	€ 750
> Exclusive: Visitor badges are sent or handed out to all visitors to the trade show	€ 12,500
> Exclusive: Shirt sponsoring registration staff Your company name on the uniforms of the registration staff, production costs included (shirts and printing)	€ 7,500

* This concerns the right to hand out flyers on the trade show floor, excl. hiring promotional staff, location in consultation.

Online items

- > Leaderboard at the top of all www.bouwbeurs.nl web pages
 - 100,000 pageviews à € 50 per 1,000
 - Banner with hyperlink to your pre-registration module or website
 - Size: 728 x 90 pixels, maximum 49 Kb
- > Skyscraper to the right on all www.bouwbeurs.nl web pages
 - 100,000 pageviews à € 40 per 1,000
 - Banner with hyperlink to your pre-registration module or website
 - Size: 120 x 600 pixels, maximum 49 Kb
- > Banner in the visitor marketing e-mail
 - Logo with hyperlink to your pre-registration module or website
 - Size: 100 x 50 pixelsAvailable for 3 advertisers
- > Banner in the visitor confirmation e-mail
 - Logo with hyperlink to your pre-registration module or website
 - Size: 200 x 100 pixelsAvailable for 3 advertisers
- > Logo in the online trade show catalogue

NEW: Top A-locations from 30 sq.m

Do you want maximum visibility? This is possible on the Internationale BouwBeurs 2011 with a Top A-location from 30 sq.m. These locations are available on several strategic positions on the trade show floor. A Top A-location is offered as a complete package; stand space, A-location surcharge, basic package, comfort package and promotional items included.

Content Top A-location Package

- Stand space in the A-location zone
- Stand construction package Ideal
- Promotion-item of choice: 1 promopoint of 1 sq.m, 5 floor stickers on the trade show floor or logo on floorplans
- Logo in online trade show catalogue
- Basic package incl. badge reader

Top A-locations Packages	Total value	Package price	Your discount
Stand 30 sq.m.	€ 10,500	€ 9,975	€ 525
Stand 40 sq.m.	€ 13,060	€ 12,400	€ 660
Stand 50 sq.m.	€ 15,620	€ 14,850	€ 770

All-in participation rates when booking before July 15, 2010

More information?

If you have any questions about the promotional possibilities, please contact your account manager. All contact details can be found to the right.

Promotional items Faircom

There are several possibilities outside the complex, all organized by Faircom Media. They offer different opportunities to distinguish yourself in a creative manner. And there are options for every advertising budget. You can make your presence known using promotional staff, billboards, big boards, barrier advertising, flags, banners, centre sign posters inside/outside, promopoints, displays in revolving doors, golf cart sponsorship, toilet advertisements, sponsorship of the entire corridor between East and West, Zeppelin and large advertising screens.

For more information, please contact Tony Rebergen, t.rebergen@faircom.nl, tel: +31 (0)20 462 08 80 or visit www.faircom.nl

Online Top A-locations

€ 5,000
€ 4,000
€ 2,500
€ 5,000
€ 125



Contact your accountmanager for more information:

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