Every year you have only one chance to make a lasting impression with your business to all relevant decision makers in the Dutch (steel) construction market.

The National Steel Construction Day is the annual information event for construction professionals who are decision makers in real estate and project development companies, architectural firms, engineering firms, construction companies, steel companies, but also by governments, universities and research institutions.

They visit the National Steel Construction Day to gain knowledge about the latest trends and developments in ordering, designing and building with steel. To this end, the organizer Bouwen met Staal provides a versatile program with a full day plenary conference and practical seminars for specific target groups.

And they come for you, as an exhibitor at the National Steel Construction Day. To personally meet with your company and your products/services for the design and construction with steel. Sometimes staying in orientation or purchase consideration, but more often to no longer postpone the purchase. Because maybe just your product or service is the answer to their question in the design or concept, detailing, execution, management and maintenance of project management, operations and quality assurance.

VISITORS PROFILE
The National Steel Construction annually attracts more than 1,300 visitors and those are the real decision-makers in national construction. Think of directors, executives, department heads and project managers for professional clients, architects, consultancy and engineering firms, construction companies and steel construction companies. In addition to, like previous years, some 300 civil engineering students and engineering (TU, HBO, MBO) expected.

EXHIBITOR PROFILE
Companies and organizations in the field of metallurgy, surface treatment, welding, fasteners, flooring, roofing and facade materials, fireproofing materials, construction, software, engineering, research and training, and employ-secondment.
MEET YOUR NEW CUSTOMERS
At the Expo of the National Steelconstruction Day, there are many decision makers on the purchase of goods and services. Many decision makers you probably do not even know and they want to meet you. Perhaps your company has the product or service where they have been looking forward to...

RETAIN YOUR EXISTING CLIENTS
Customers like to keep in personal contact with their supplier. And what is more pleasant than keeping in touch with satisfied customers. Participating in the Expo is an opportunity to strengthen the good relationship, to confirm the customer in their previous choice for your product, and (who knows) again to do business.

MEET YOUR PARTNERS
The Expo is the venue for all disciplines in the national construction. Therefore, as an exhibitoryou will find not only your new and existing customers. Also, visitors or fellow exhibitors who are ‘in’ for cooperation with your company, for example a building project, concept development, product innovation and market introduction. The chance to use the business skills differently or better and put your business even more firmly on the map as a cooperative, initiating, flexible and innovative business partner.

BROAD PARTICIPATION OPTIONS
Wide showcases with a large, private booth or sponsorship. More low budget, but effectively secure its presence with a small, uniform stand either collectively with one partner on a ProjectPlace. It’s all possible at the National Steel Construction.

HIGH IMPACT
No matter in what way you’re participating in the National Steel Construction Day, you always get a return on your investement. At the Expo, you have a lot of contact opportunities, discussions and follow-up appointments with potential customers and existing clients, so that the cost per contact is negligible. And the quality of those one-on-one contacts is almost impossible to express in euros.

YOU’RE NOT ALONE
At the Expo your company belongs to the club of some 60 renowned companies and organizations in the (steel) construction industry. F.a. last year: Movares, Materia, Tata Steel, Iv-Groep, PPG, ArcelorMittal, Arup, KCI, TNO Diana, and others. They fully intend to be back exposing in 2017. You too?
BOOTH EXPOSURE POSSIBILITIES
(TARIFS ARE EXCLUDING VAT)

<table>
<thead>
<tr>
<th>BOOTH</th>
<th>SILVER SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>PLATINUM SPONSOR</th>
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<tr>
<td>€ 3.100</td>
<td>€ 5.000</td>
<td>€ 10.000</td>
<td>€ 15.000</td>
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3x3 meter booth with custom made wall to your own design and low sidewalls

Including power and lighting

Your company name in a lightbox on the side of your stand

Your logo and company name in the magazine Bouwen met Staal August edition

Logo and company name on nationalestaalbouwdag.nl (2,600 visitors a month)

Your logo is displayed on the big screen in the Conference hall as Sponsor

Logo in the magazine of Bouwen met Staal (special)

You become Sponsor of the Coffee/Tea

Your logo at the catering (Staalbouwplein)

Your logo printed on all 6,000 cups for coffee, tea, etc

Your logo or company name is mentioned in all communications of Bouwen met Staal (magazine, newsletters, press releases, websites). 12,000 people are repeatedly reached directly by Bouwen met Staal

Your logo on the welcome banner above entrance

Your logo on large format on the screen in the congress hall, during the presentations of the all (keynote) speakers!

Banner and company profile on website Staalbouwdag (always on spot)

1/1 page company profile in the magazine Bouwen met Staal August (5,300 pcs)

PLATINUM SPONSOR
The Main Sponsor aka Platinum Sponsor of the National Steelconstruction Day is exclusive for one company that really want to extract and to leave a excellent impression. You will understand that the Main Sponsorship is an exclusivity so that customization is concerned. Hopefully the above gives you an idea what options are available. Of course we are open to other ideas. On top of this package, you can sponsor the keynote speaker, your name will be linked to his lecture, your logo is shown all time on the big screen during the presentation of the keynote lecture. Perhaps your customers want to shake the hand of the keynote speaker on your stand and have a chat with him over a drink?

SILVER EN GOLD SPONSOR
The Silver and Golden Sponsorships at the National Steelconstruction Day offers your company the opportunity to distinguish yourself in the steelbuilding market. Partly as a result of this partnership, you will not only increase your brand awareness: the National Steelconstruction Day is a perfect marketing tool for who you are, what you are doing and where you stand for (PR, HR, product, service, core values, vision, etc).
LANYARDS / LANYARDS € 4,000 - All visitors receive this lanyard at the registration desk. And if they all walk around with your businessname on their chest and shoulders...

OUTDOOR EXPO € 500 (EXHIBITOR) AND € 2,000 (NOT EXHIBITOR) - Do you have something big to exhibit? Advertise your truck or crane with your logo outside at the entrance. When booking a booth, you invest only € 500.

SPONSORING SPECIAL GUEST - Your logo on the white screen behind the keynote speaker and Special Guest? Ask for the possibilities.

SPONSORING 2 GROTE BILLBOARDS IN DE ZAAL € 5.000 - Op de beursvloer komen twee grote billboards met een flinke lichtspot te hangen met daarop uw logo e/o reclameboodschap. Bezoekers kunnen hier niet meer om heen.

SPONSORING TV COMMERCIAL € 4.000 - Exclusivly your logo/TV commercial between the congress and seminarprogramms on seven big TV screens throughout the expo floor.

SPONSORING LUNCH € 3.000 (WITH OTHERS) - Off course, lunch at any show cannot be missed. Besides the broadcasters ‘offered by’, your logo is shown at the cateringpoint at the Bouwen met Staal square. Your name will be seen several times, depending on how often a visitor eats and drinks. For example, you can insert your own sponsored napkins.

SPONSORING DRINKS € 3.000 - This is the moment in which all decision makers in the Steelconstruction industry and your potential clients toast and reflect on the economic developments & your company. Besides the broadcasters ‘offered by’, your logo is shown at the Bouwen met Staal square. A huge exposure which all visitors toasting on you!

SPONSORING FOOD & BEVERAGE SPECIAL € 2.000 - Bring your own F&B product to all visitors? For example, bottled water with your logo, etc

SPONSORING A LA CARTE - Do you have other fresh ideas to show on the National Steel Construction Day?
MARKETINGCOMMUNICATION
Over 12,000 persons and organizations are personally invited by Bouwen met Staal, both through print and digital. Additionally, we reach another 100,000 persons/organizations through various journals, associations, websites, newsletters, social media, etc. (indirectly). Think about contractors (o.m. NVB Building Netherlands), consultants, architects (BNA), investors (IVBN), building physics advisors, constructors (KIVI / NIRIA and Fabricator Register), services & Public Works provinc. traffic / transport, Public Works, (project) developers (NEPROM and NVB), clients, producers, project managers (COMOG, GBS and FMN), editors of journals, websites, newsletters (approximately 200 different media), steel construction companies, steel traders, design offices and suppliers.

SIGN IN
If you want to reserve a booth at the Expo or receive more information, please contact Erik de Jong via erik@bouwenmetstaal.nl or call to tel +31 (0)23 737 07 96 of mobile +31 (0)6-24685225.

GENERAL INFORMATION
Tuesday 10 October 2017, 09.30 – 18.30
Kromhouthal, Gedempt Hamerkanaal 231, Amsterdam
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Illustrations: Pieter Kers, beeld.nu