

MUSEUM TRADE DAYS

The exhibition for the museum industry



Thursday 24th and
Wednesday 25th May
2016

Evluon
Noord Brabantlaan 1A
5652 LA Eindhoven



THE MUSEUM TRADE DAYS

The first ever professional trade fair for the Dutch and Flemish museum industry was organised in May 2015. Around 80 companies specialised in the setting up, building, maintaining, designing and securing of museums presented themselves to the museum world. The incredibly popular walk-in lectures devoted attention to matters like: marketing, social media, fundraising, subsidies and volunteers. This first edition was a major success, with over 3000 visitors, 2983 of whom took the time to register.

Location

A meeting with all parties resulted in the decision that the second edition of the Museum Trade Days was going to be organised in the Evoluon in Eindhoven again, on Tuesday 24th and Wednesday 25th May 2016. This retro-futuristic design by Louis Kalff and Leo de Bever, which has been built as the Philips museum, was assessed as being the absolute perfect location by the visitors.

Walk-in Lectures & Workshops

The Museum Trade Days are more than just a trade fair. A large number of interesting walk-in lectures will be organised on the exhibition floor. Plus there will be plenty of workshops and demonstrations too. Exhibitors can provide their own contributions to the walk-in lectures, if they so wish.

Promotion

An impressive advertising campaign is being planned for the Museum Trade Days. All museums in the Netherlands and Flanders will receive a personal invitation. Irrespective of whether it concerns the Rijksmuseum in Amsterdam or the smallest museum in Belgium in Melle – everyone in this industry can expect a free invitation. The exhibitors will also receive an unlimited number of free client invitation cards.

Participation will be a matter of course if you supply all of your products and/or services to this industry. However, if you do not yet supply products and/or services, then the Museum Trade Days can be an excellent start.



EXHIBITORS

The costs don't need to be a stumbling block

The organisers have opted for a uniform stand construction, in order to keep the costs as low as possible for the participants. This allows us to offer you a professional and affordable ready-made solution, without the need for you to worry about the organisational aspects of a stand construction.

Efficiency

Did you know that special interest trade fairs enjoy the highest possible efficiency in relation to the invested budget? A trade fair therefore certainly offers a great deal more than other marketing instruments. The added value offered by the physical contact with the target group and the experience. Sight, hearing, taste and touch are all stimulated at the same time.

The organisation

Expolaan BV has taken the organisation of The MUSEUM TRADE DAYS upon itself. Expolaan BV is looking after the organisation of the Museum Trade Days. This agency has more than 40 years of experience in organising both trade and consumer fairs in the Netherlands and Belgium. The organisation guarantees an intensive promotion, professional guidance for the exhibitors and a fantastic welcome for all visitors.



PLANNING & BOOKING

PLANNING

Location



EVOLUON
Noord Brabantlaan 1A
5652 LA Eindhoven

Date : Tuesday 24th and Wednesday 25th May
Opening times : Both days from 10.00 am to 17.00 pm

Stand construction : Monday 23th May from 08.00 am to 20.00 pm

Stand dismantling : Wednesday 25th May from 17.00 pm to 23.00 pm

STAND HIRE & TARIFFS

- Stand construction
- White system walls measuring 2.5m in height
- Carpeting
- Lighting
- White fascia with company name
- Mention on the website
- Waste costs
- Unlimited number of client invitation cards

MODULE CONSTRUCTION

- Module construction unit of 3 x 2 m for € 1600,- excl. VAT
- Module construction unit of 5 x 2 m for € 2100,- excl. VAT
- Module construction unit of 5 x 3 m for € 2700,- excl. VAT
- Other unit measurements possible by prior consultation with the organisation

INFORMATION & BOOKING

For information and bookings, please contact:



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