

# MUSEUM TRADE DAYS

## THE EXHIBITION FOR THE MUSEUM INDUSTRY

WEDNESDAY 18<sup>TH</sup> & THURSDAY 19<sup>TH</sup> APRIL 2018  
EVOLUON EINDHOVEN, THE NETHERLANDS

BROCHURE



museum  
vakdagen



3<sup>RD</sup>  
EDITION

## MUSEUM TRADE DAYS THE EXHIBITION FOR THE MUSEUM INDUSTRY

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 third edition of the **Museum Trade Days** was going to be organised in the Evoluon in Eindhoven again, on **Wednesday 18<sup>th</sup> and Thursday 19<sup>th</sup> April 2018**. 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 AND 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.







## 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 COSTS DONT 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.





## ADVERTISING

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.

## PARTNERS

Museum Trade Days partners



ACMC · [www.acmc.com](http://www.acmc.com)



STICHTING LCM · [www.museumconsulenten.nl](http://www.museumconsulenten.nl)



DEPOTWIJZER.BE · [www.depotwijzer.be](http://www.depotwijzer.be)



## 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.



## CONTACT

For information and bookings, please contact our office

### Address

Expolaan BV  
Klinkstraat 6d  
4731 DM Oudenbosch, The Netherlands  
+31 (0) 165 39 30 01  
info@museumvakdagen.nl

### Opening hours

Monday till thursday  
Friday

09:00 AM - 05:30 PM  
09:00 AM - 01:00 PM

## GENERAL INFORMATION

### Date and opening hours

Wednesday 18<sup>TH</sup> april 10:00 AM - 05:00 PM  
Thursday 19<sup>TH</sup> april 10:00 AM - 05:00 PM

### Location

Evoluon Eindhoven  
Noord Brabantlaan 1a, 5652 LA Eindhoven, The Netherlands

## CONSTRUCTION AND DISMANTLING

### Stand construction

Thursday 17<sup>TH</sup> april 08:00 AM - 08:00 PM  
Wednesday 18<sup>TH</sup> april 08:00 AM - 10:00 AM

### Stand dismantling

Thursday 18<sup>TH</sup> april 05:00 PM - 11:00 PM

## STANDMODULE

### Walls

System walls white  
Height 2.5m  
White fascia with company name

### Various

Mention on the official Museum Trade Days website  
Unlimited number of client invitation cards  
Waste costs

### Carpeting

Grey

### Lighting

Lighting (two spots each 6 sqm)







Museum Trade Days

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