

MEET 1,600 LEADING PROFESSIONALS IN (STEEL) CONSTRUCTION

nationale
STAALBOUWDAG

3 OCTOBER 2018

LOCATION: TATA STEEL IJMUIDEN

The National Steel Construction Day is the annual information event for construction professionals who are in charge of property and project development companies, architectural firms, engineering firms, construction companies, steel construction companies, but also government agencies and educational and research institutions.

ORGANIZATION

Building with Steel stimulates and supports the use of steel in construction. As a national, independent knowledge organization, Bouwen met Staal facilitates all parties in the construction industry in the choice and application of steel for constructions and cladding of buildings and civil works.

To this end, Bouwen met Staal conducts research for the quality improvement of steel construction products and for design and construction processes with steel and contributes to regulations for steel applications. In addition, Bouwen met Staal provides the promotion, information and education for a broader and better use of steel.

The products and services include courses and courses, Eurocode study books, design tools, Helpdesk, seminars and project visits, the bi-monthly trade journal Bouwen met Staal, the biennial National Steel Prize and the annual National Steel Construction Day.

Building with Staal also has an association: the connecting platform for the various sections of steel construction: industry, trade and supply, design and consultancy firms, construction companies, steel construction companies, governments, research institutions and education.

The association has over 400 company members and 21 Gold Members. Association activities include: evening sessions and excursions, study days and the annual StudentsSTEEL Prize.

**“BOUWEN MET STAAL:
MORE THAN 50 JAAR FOR
BUILDING WITH STEEL”**



STEEL CONSTRUCTION DAY

This year Bouwen met Staal organizes the National Steel Construction Day on Wednesday 3 October at Tata Steel in IJmuiden. The National Steel Construction Day 2018 forms an (independent) part of a series of festivities in the context of '100 Years of Steel in the IJmond'. With this, Tata Steel celebrates that this year exactly 100 years ago the Royal Dutch Hoogovens and Steelworks (now: Tata Steel) - was founded.

The National Steel Construction Day is the annual trade event for all decision-makers in the broad Dutch (steel) construction: from clients, architects and constructors to contractors, steel builders and suppliers.

They come to the National Steel Construction Day to meet each other, to take note of the important, current themes and trends in steel construction and to get acquainted with your company. With this, the National Steel Construction Day offers the stage to present your company personally to 1,600 visitors.

What does the visitor want?

For the decision makers in (steel) construction, the National Steel Construction Day is the informative day out: gather new knowledge, share insights, meet fellow professionals, establish new relationships and invest in new products and services.

They are interested in:

- Automation of design and production
- New types, qualities and applications of steel
- Sustainability and circular economy
- Constructive safety and fire safety
- Innovative concepts and methods in architecture and structural design and
- New products and services for designing and building with steel

Who are the visitors?

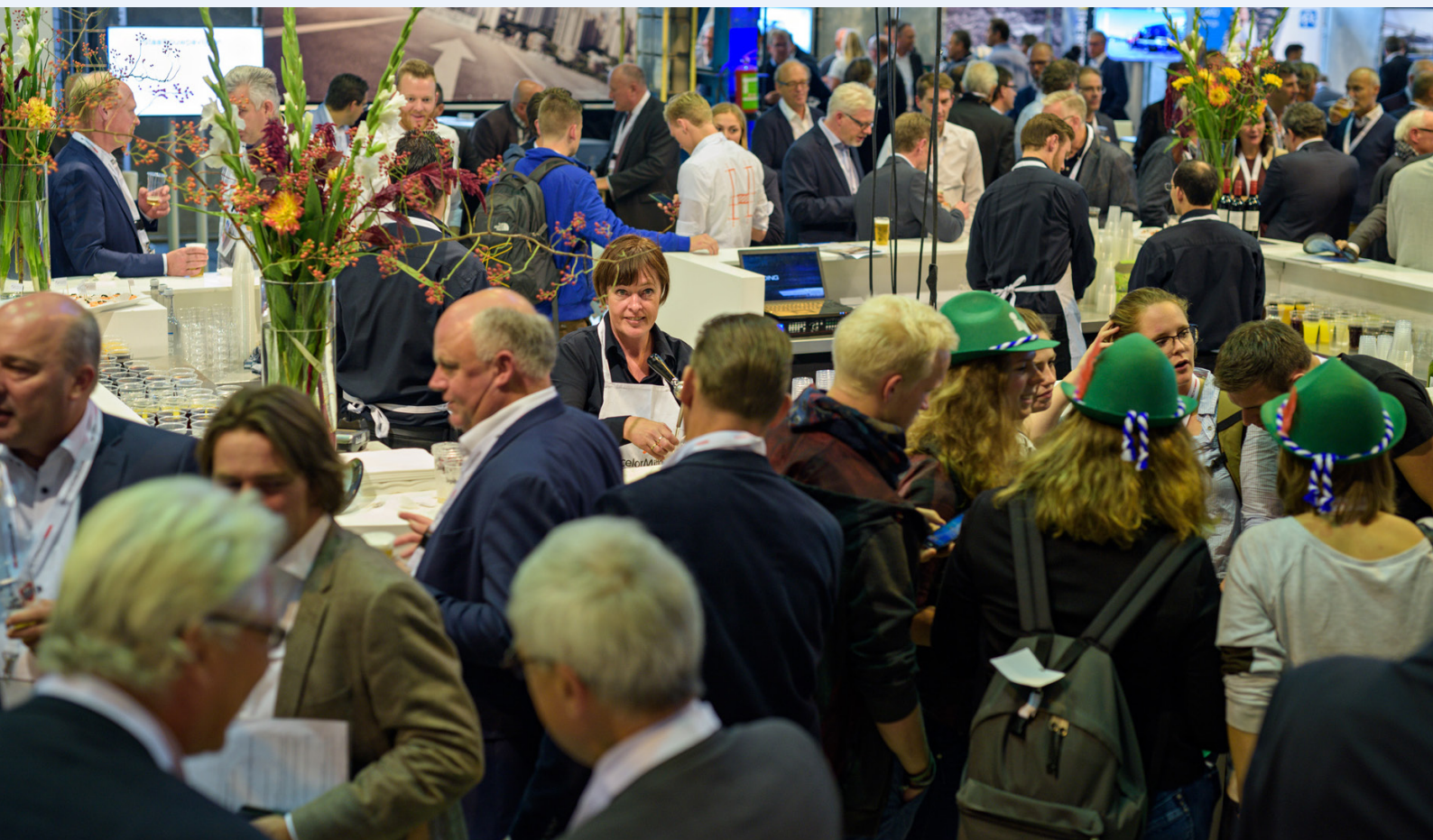
Directors, staff officers, department heads, purchasers, consultants and project managers at architectural firms, consultancies, engineering firms, construction companies, steel construction companies and professional assignments.

Focused on the customer markets:

- steel processing and processing
- surface treatment
- connecting, welding and fasteners
- floor systems and roof & facade materials
- fire-resistant materials
- steel semi-finished products
- construction equipment
- design and calculation software
- engineering services
- research and training
- recruitment and selection

The program of the National Steel Construction Day 2018, including the plenary conference and the presentation of the National Steel Award 2018, will be announced on www.staalbouwdag.nl

For information about '100 Year Steel in the IJmond': www.100jaarstaal.nl



WHY PARTICIPATE?

The National Steel Construction Day is the domain of decision makers, influencers and seasonings in Dutch (steel) construction. They also expect to see you there. As a participant in the trade fair you can welcome them as a (potential) customer.

The National Steel Construction Day supports you in achieving your participation objectives.

This support is based on 4 pillars

1. Create new business
2. Relationship management & networks
3. Showcase and demonstrate products, services, applications and solutions
4. Increase brand awareness and strengthen reputation

You can do business with the Steel Construction Day!

How does Staalbouwdag contribute to your success?

Once a year, the professionals from the different sections of construction meet: on the National Steel Construction Day.

1,600 in total, always appreciating the program offering of the National Steel Construction Day with a 8 (out of ten). These figures alone are reason enough to be with the company, as an exhibitor or sponsor, on the National Steel Construction Day. Moreover, the 2018 edition of the National Steel Construction Day promises to be made compelling: with a renewed concept and on the cradle of steel production, the company site of Tata Steel in IJmuiden!

A renewed concept, with naturally proven ingredients such as a fascinating congress program, instructive parallel seminars and a full-day trade fair with the introductions, presentations and demonstrations of innovative products and services for steel construction and all the maximum opportunities for networking and meeting many old and new acquaintances.

- **Unique! This is the only professional event in the Netherlands for designing and building with steel**
- **More than 66% is a real decision maker (!)**
- **Increase your brand awareness and build on your reputation**

- **Strongly interested and focused target group(s)**
- **Meet new & existing relationships (an average of 22 clients and 7 new customers)**
- **Excellent opportunity for lead generation**
- **Meet the entire (steel) construction in 1 day**

Below you will find the average visitor profile in numbers of the past 3 years:

discipline	No
architect	191
architectural	46
teacher / professor	18
constructor	158
project manager	105
consulting engineer	41
student mbo / hbo / tu	367
technical advisor	76
draftsman	13
function	No
director	342
department head	76
manager / staff officer	93
different	13

branch	No
contractor	132
consultancy firm	98
architectural firm	189
engineering firm	171
client	52
supplier	105
education	422
government	58
producer	32
project developer	51
steel builder	213
steel trader	36
different	19
total average number of visitors	1.578

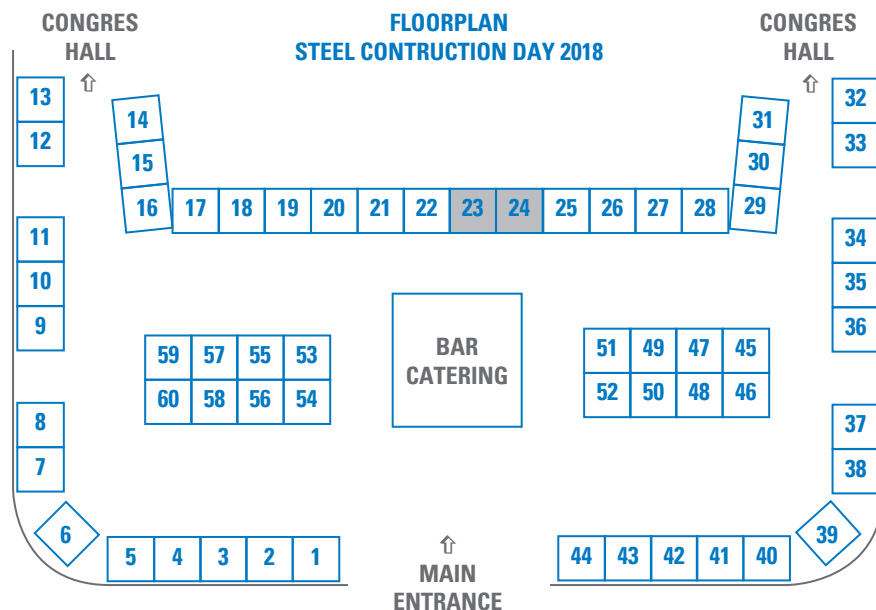
PARTICIPATION POSSIBILITIES

booth participation (tariffs are excluding vat)	booth € 3,300	SILVER sponsor € 5,000	GOLD sponsor € 10,000
Booth 3x3 meters with custom made back wall to own design	booth	booth	2x booth
Your company name in a light box on the side of your booth	✓	✓	✓
Includes power and lighting	✓	✓	✓
Logo in the Staalbouwdag special in the August edition of the magazine Bouwen met Staal	✓	✓	✓
Logo and link on the website staalbouwdag.nl	✓	✓	✓
Your logo on the projection screen in the congress hall with the exception of Sponsor		✓	✓
You become Sponsor of the coffee / tea		✓	✓
Your logo is placed heavily at catering (Staalbouwplein)		✓	✓
Your logo is printed on all 6,000 cups for coffee, tea, etc		✓	✓
Your logo and / or name will appear on all BmS expressions (trade journal, newsletters, websites): 12,000 people who are directly contacted several times		✓	✓
Logo on the welcome banner above entrance		✓	✓
Your company name in all statements concerning the National Steel Construction Day Gold Sponsor. Your trade name is thus extended in many national media			✓
Your logo on the projection screen conference room, during the presentation of the keynote speaker and all other speakers			✓

sponsorship opportunities without a booth	
Sponsor "100 years Tata Steel" € 1,850	<ul style="list-style-type: none"> Your logo on two large LED screens (3x2 meters) that hang above the exhibition floor in the sight of all visitors, with congratulations to Tata Steel. Your logo is displayed throughout the day in full width and in rotation (expectation approximately 150x) Your logo in October magazine on the special Tata Steel congratulatory page Your logo for the act on the National Steel Construction Day Your logo on all signs with congratulations to Tata Steel
Sponsoring Special Guest € ?	Your logo on the white screen behind the keynote speaker and the Special Guest you will then receive at your booth where he speaks to your guests, toasts your company and shakes hands
Sponsoring 2 big billboards in the expo hall € 5,000	On the exhibition floor two large billboards with a big light spot will be displayed with your logo and / or advertising message on it. Visitors can no longer ignore this
Sponsoring TV adverts € 4.000	Exclusive your logo / advertising messages between the conference and seminar programs on seven TV screens spread over the exhibition floor
Co-sponsoring lunch € 3,000	Of course, lunch can not be missed at any trade fair. In addition to the 'offered by' broadcasters, your logo will be displayed on a large scale during the catering on the Bouwen met Staalplein. Your name is therefore seen several times, depending on how often a visitor gets food and drinks. You can, for example, introduce your own sponsored napkins.
Sponsoring drink € 3,000	This is the moment in which all decision makers in the steel construction industry and your potential clients toast and reflect on economic developments and your company. In addition to the 'offered by' broadcasters, your logo will be displayed on a large scale during the catering on the Bouwen met Staalplein. A huge exposure where all visitors toast to you!
Sponsoring food & beverage special € 2,000	To hand out your own F & B product / special to all visitors? For example, bottles of water with your logo that visitors can take with you after the exhibition day
Sponsoring a la carte € ?	Do you have fresh ideas to get a good fit on the National Steel Construction Day? We like to hear and in consultation

advertisement possibilities	
Magazine Bouwen met Staal	The special edition of the Bouwen met Staal magazine will be published on Wednesday 3 October. This edition includes nominated projects and of course the prize winners. All visitors to the National Steel Construction Day will receive such a copy home. This special edition also appears with an increased edition.
Online banner advertisements on staalbouwdag.nl	It is possible to place your banner on targeted pages next to the news on the website. All banner positions offer space for up to 3 advertisements (in circulation so everyone is covered). The investment is € 850 per banner (ex VAT) and remains online from the moment of delivery up to and including the end of October 2018. The earlier you book, the greater your benefit!

FLOORPLAN



general information

Congres	Nationale Staalbouwdag
when	Wednesday 3 oct 2018, 09.30 – 18.30 uur
Location	Tata Steel Wenckebachstraat 1 1951 JZ Velsen-Noord www.tatasteel.nl
parking	De Bazaar Beverwijk
Website	www.staalbouwdag.nl

reservations and organization

Sales	Advercom bv Teding van Berkhoutstraat 88 zw 2032 LN Haarlem Erik de Jong, edejong@advercom.nl T: +31 23 737 07 96 M: +31 624 68 52 25
Organization	Bouwen met Staal Louis Braillelaan 80 2719 EK Zoetermeer Arend Dolsma, arend@bouwenmetstaal.nl T: +31 88 353 12 12

Illustrations:
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