



**3 OCTOBER**

# **STAALBOUWDAG 2023**

The Staalbouwdag (eg Steel Construction Day) is the annual event for everyone involved in commissioning, designing and building with steel. It is a day for knowledge and acquaintances: meeting acquaintances, establishing new relationships and learning about important, current developments and trends in the (steel)building industry. This year, the Steel Construction Day will take place in the middle of the country: the AFAS Theater in Leusden.





**This year, Building with Steel will organize the Steel Construction Day on 3 October in the AFAS Theater in Leusden, near Amersfoort. The Staalbouwdag is the annual event for all decision makers in the Dutch steel construction industry: from clients, architects and structural engineers to contractors, steel builders and suppliers.**

They come to the Staalbouwdag to meet each other, to learn about the important, current themes and trends in steel construction and to get to know your company. This makes the Staalbouwdag the perfect platform to present your company in person to some 1,300 visitors. The Staalbouwdag trade fair provides an exhibition of new and innovative services, products and projects of companies and institutions for designing and building with steel.







### Who are the visitors?

Directors, staff officers, department heads, buyers, consultants and project managers at architectural firms, consulting firms, engineering firms, construction companies, steel construction companies and professional clients.

- Focused on the buyer markets:
- steel processing and treatment
- surface treatment
- joining, welding and fastening products
- floor systems and roof & wall materials
- fire resistant materials
- steel semi-finished products
- construction equipment
- design and calculation software
- engineering services
- research and training
- recruitment and selection

### Why participate?

The Staalbouwdag is the domain of the decision makers, influencers and tastemakers in the Dutch (steel) construction industry. They also expect to meet you there. As a participant in the trade show you can welcome them as (potential) customers. The Staalbouwdag will support you in achieving your participation objectives.

### This support is based on 4 pillars

1. Creating new business
2. Relationship management & networking
3. Showcasing and demonstrating products, services, applications and solutions
4. Increase brand awareness and strengthen reputation

### What does the visitor want?

For the decision makers in the (steel) construction industry, the Staalbouwdag is the informative day out: gathering new knowledge, sharing insights, meeting colleagues, establishing new relationships and investing in new products and services.

They are interested in, among other things:

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

**Unique:** this is the only event in the Netherlands for designing and building with steel

Over 66% are **real decision makers!**

Increase your brand awareness and build your reputation

**Strongly interested** and focused target group(s)

Meet **new & existing relations**  
(average of 22 relations and 7 new customers)

Excellent opportunity for **lead generation**

Meet the entire (steel) construction industry **in 1 day**

### How does the Steel Construction Day contribute to your success?

Only once a year the professionals from the various sections of the construction industry come together: on the Steel Construction Day. 1,300 in total, who invariably rate the program of the Staalbouwdag with a good 8. These figures alone are reason enough to come to Staalbouwdag with your company, as an exhibitor or sponsor. Moreover, this edition of the Staalbouwdag promises to be a high-profile event: with a new concept and proven ingredients such as the trade fair with introductions, presentations and demonstrations of innovative products and services for the steel construction industry and maximum opportunity for networking and meeting old and new friends.

# PARTICIPATION POSSIBILITIES

## BRONZE € 1.000

- 1x logo on website Steel Construction Day
- 1x logo in the magazine 'Bouwen met Staal' August
- Logo and / or company name in digital newsletters about the Steel Construction Day
- Logo several times with name of sponsor on screen in the conference hall

## GOLD € 3.750

### SILVER package +

- Logo on welcome banner at AFAS Theater entrance
- Logo on all invitations and admission tickets Steel Construction Day by Building with Steel
- Company name on all promotional communications Steel Construction Day by Building with Steel (such as press releases)
- Logo on 1 lecture (of your choice) of the Conference as 'made possible by
- Extra rollup banner on prominent spot on the expo floor near the entrance
- 1 short company/product video (max. 1 min.) to be shown during the congress

## SILVER € 2.750

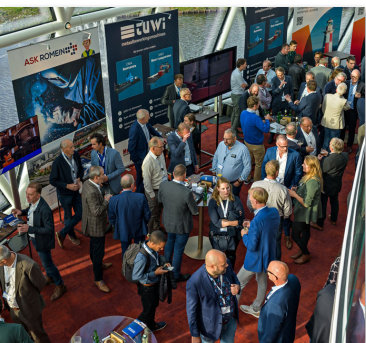
### BRONZE package +

- Stand/tabletop at the expo incl. back wall/rollup banner, lighting, power, standing table and 2 bar stools

## PLATINUM € 6.500

### GOLD pakket +

- 1x extra tabletop at the expo (so 2 next to each other)
- 1x extra screening of a short company/product video (max. 1 min.) during the congress (so 2x in total)
- 1/1 page company profile/advertisement in trade magazine Bouwen met Staal, August issue (trade fair special)
- Co-Sponsor lunch (logo behind the bar and at catering distribution points)
- Co-Sponsor drinks (logo on shirts of personnel walking around with snacks, etc.)
- Mention by presenter at the opening and closing of the Staalbouwdag
- Your company name will be extensively promoted in many national media: more than 12,000 people and organizations will be directly and personally contacted several times. We also expect to reach another 100,000 people and organizations through various magazines, associations, websites, newsletters, social media, etc.



## TRADE MAGAZINE SPECIALS

The **only** media partner of the Staalbouwdag is the trade magazine Building with Steel. There are 2 specials:

### STAALBOUWDAG SPECIAL (august)

The August edition of the trade magazine Bouwen met Staal informs all potential visitors about what to expect regarding the program, lectures, keynote speakers, etc. This edition is ideal for exhibitors to showcase their products/services prior to the event.

### STAALBOUWDAG BEURSEDITIE (october)

The October edition - in addition to the regular 5,300 subscribers - will be printed in an extra increased edition (1,300 copies) and given to all visitors at the Staalbouwdag.

**Download the trade journal media data [here](#)**

### Organisation

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Visit the website  
**[staalbouwdag.nl](http://staalbouwdag.nl)**

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