



## 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.

The Staalbouwdag takes place in the middle of the country: the AFAS Theater in Leusden. This year we are in one central space: the Atrium.

[staalbouwdag.nl](https://staalbouwdag.nl)





**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

### 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

### 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

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

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

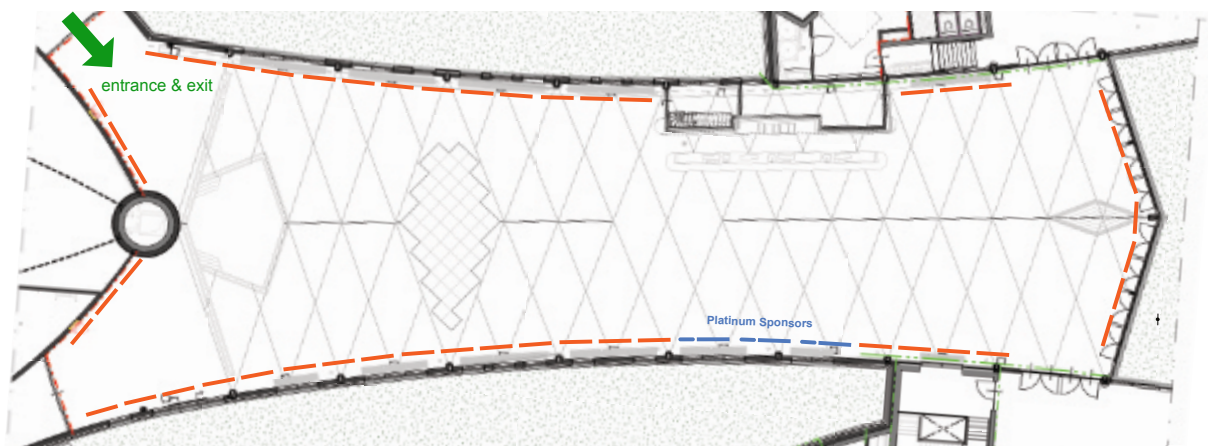
Increase your brand awareness and build your reputation

**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**



# PARTICIPATION POSSIBILITIES

## BRONZE € 1.500

- 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 multiple times on screen in convention hall
- Logo multiple times on the 2 large LED screens at the expo

## GOLD € 4.000

### SILVER package +

- Logo on welcome banner at AFAS Theater entrance
- Logo on all invitations Staalbouwdag
- Company name on all promotional communications Staalbouwdag (such as press releases)
- Logo on 1 lecture (of your choice) of the Conference as 'made possible by'
- Extra rollup banner in the passageway between the expo floor and the conference and seminar rooms (bring your own)
- - 1x screening of short company/product video (max 30 sec) on 2 large screens above the expo

## SILVER € 3.000

### BRONZE package +

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

## PLATINUM € 7.000

### GOLD pakket +

- 1x additional digital banner next to your back wall/rollup
- Sponsoring TV screens: your logo/advertising on 2 large LED screens above the expo floor (approximately 2,100 screenings during the event)
- 1x screening of company/product video (max 30 sec) during the congress
- 1/1 page company profile/advert in the August edition of the trade magazine 'Bouwen met Staal'
- Co sponsor lunch (logo behind the bar)
- Co-sponsor drinks (logo on shirts walking around staff 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, websites, newsletters, social media, etc.

## TV SCREENS € 1.500

Your logo/advertising on 2 large LED screens above the expo floor. Approximately 2,100 displays during the event.  
*Condition: only possible with booth participation*



## 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.

### Organisation

Bouwen met Staal  
Louis Braillelaan 80  
2719 EK Zoetermeer  
Arend Dolsma  
arend@bouwenmetstaal.nl  
+31 (0)88 353 12 12

### Information and reservations

Advercom  
Dijkzichtlaan 2  
2071 EZ Santpoort-Noord  
Erik de Jong  
edejong@advercom.nl  
+31 (0)23 73 70 763

Visit the website

**staalbouwdag.nl**

Foto's: Pieter Kers / beeld.nu