



OCTOBER 8

STAALBOUWDAG 2026

The Staalbouwdag (Steel Construction Day) is the annual professional event for all individuals engaged in the commissioning, design, and construction with steel. It serves as a platform for knowledge exchange and networking: fostering connections, cultivating new relationships, and gaining insights into significant, contemporary developments and trends in steel construction.

This year, Bouwen met Staal is hosting the Steel Construction Day on October 8, 2026, at the AFAS Theater in Leusden, near Amersfoort. The Steel Construction Day serves as the annual professional gathering for all decision-makers within the expansive Dutch (steel) construction sector, including clients, architects, constructors, contractors, steel builders, and suppliers.

They attend the Steel Construction Day to connect with one another, to explore significant and contemporary themes and trends in steel construction, and to familiarize themselves with your company. Consequently, the Steel Construction Day serves as a platform for you to personally showcase your company to approximately 950 visitors. The trade fair at the Steel Construction Day presents an overview of new and innovative services, products, and projects from companies and institutions involved in the design and construction with steel.

Who are the visitors?

Directors, staff members, department heads, purchasers, consultants, and project leaders at architectural firms, consulting firms, engineering firms, construction companies, steel construction companies, and professional clients.

They are concentrated on the buyer markets:

- steel fabrication and treatment
- Surface Treatment
- connections, welding, and fasteners
- flooring systems and roofing & facade materials
- fireproof materials
- semi-finished steel products
- construction machinery
- design and analytical software
- engineering solutions
- research and education
- recruitment and selection of personnel

What is the visitor's intention?

For decision-makers in the steel construction industry, Steel Construction Day serves as an invaluable opportunity for knowledge acquisition, insight sharing, networking with colleagues, fostering new relationships, and exploring innovative products and services.

They are interested in, among other aspects:

- Automation in design and production
- Innovative varieties, characteristics, and uses of steel
- Sustainable practices and circular economy
- Structural integrity and fire protection
- Pioneering concepts and methodologies in architecture and structural design
- Innovative products and services for the design and construction of steel structures





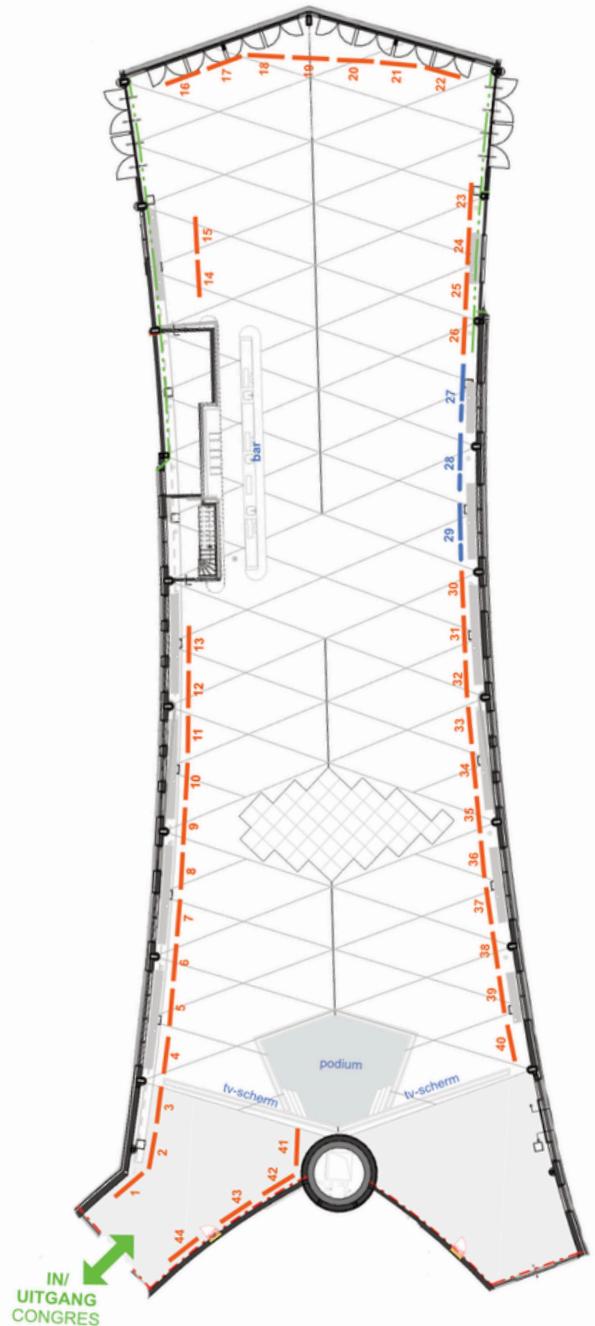
What are the benefits of participation?

The Steel Construction Day serves as a platform for decision-makers, influencers, and tastemakers within the Dutch steel construction industry. They anticipate your presence at this event. As a participant in the trade fair, you have the opportunity to engage with them as potential customers. The Steel Construction Day is designed to assist you in fulfilling your participation goals.

This support is founded on four pillars

1. Establish a new enterprise.
2. Relationship Management and Networking
3. Showcase and illustrate products, services, applications, and solutions.
4. Enhance brand visibility and fortify reputation

- ✓ **Unique!** This is the sole trade event in the Netherlands for the design and construction of steel structures
- ✓ Over 66% are **genuine decision-makers!**
- ✓ Enhance **your brand visibility** and cultivate your reputation.
- ✓ **Highly engaged and specific audience(s)**
- ✓ **Cultivate new and existing relationships** (average of 19 relationships and 6 new customers)
- ✓ Outstanding opportunity for **lead generation**



More information
Erik de Jong



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The displayed floor plan is indicative and intended to provide an impression of the current layout of the exhibition floor. In connection with the further development of the event, the organisation reserves the right to optimise the layout where necessary. Any adjustments may be made to ensure the exhibition floor and visitor flow are facilitated in the best possible way.





BRONZE € 2.000

- 1x logo on the Steel Construction Day website
- 1x logo in the trade journal Building with Steel, August.
- Logo and/or company name in digital newsletters pertaining to Steel Construction Day by Building with Steel
- Logo displayed multiple times on the screen in the conference room.
- The logo was displayed multiple times on the two large television screens at the expo.

SILVER € 3.400

BRONZE package +

- Stand/tabletop at the expo, including a back wall/roll-up banner, lighting, a standing table, and 2 bar stools.

GOLD € 4.400

SILVER package +

- Logo displayed on the welcome banner at the entrance of the AFAS Theater.
- Logo featured on all Steel Construction Day invitations.
- Company name in all promotional materials for Steel Construction Day (including press releases)
- Logo displayed at one lecture (of your choice) of the conference as 'made possible by'
- Additional roll-up banner in the corridor connecting the exhibition floor to the conference hall and seminar rooms (bring your own)
- One showing of a short company/product video (maximum 30 seconds) on two large screens positioned above the expo.

PLATINUM € 7.700

GOLD package plus

- 1 additional digital banner adjacent to your back wall/roll-up
- Sponsorship of television screens: your logo or advertisement displayed on two large LED screens positioned above the exhibition floor.
- 1x supplementary screening of the company/product video (maximum 30 seconds) during the conference
- 1/1 page company profile/advertisement in the August issue of the trade journal Bouwen met Staal
- Co-Sponsor Luncheon (logo displayed behind the bar)
- Co-sponsor of beverages (logo displayed on staff shirts while serving snacks, etc.)
- Acknowledgment by the presenter during the opening and reception.
- Your trade name will be prominently showcased across numerous national media outlets: more than 12,000 individuals and organizations will be contacted directly and personally on multiple occasions. Additionally, it is anticipated that over 100,000 individuals and organizations will be reached through various trade journals, associations, websites, newsletters, social media, and other platforms.

TV SCREENS € 1.600

Your logo or advertisement will be featured on two large LED screens positioned above the expo floor, reaching approximately 2,100 displays throughout the event.

Condition: participation in person is required.

TRADE MAGAZINE FEATURES

The sole media partner for Steel Construction Day is the trade journal Bouwen met Staal. [Download Media Data.](#)

STAALBOUWDAG SPECIAL (August)

The August edition of the trade journal Bouwen met Staal provides potential visitors with insights into the program, lectures, keynote speakers, and more. This edition is particularly advantageous for exhibitors seeking to promote their products and services in advance of the event.

STAALBOUWDAG: FAIR EDITION (October)

In addition to the standard 5,300 subscribers, the October edition will be printed in an additional run of 950 copies and distributed to all attendees of the Steel Construction Day.

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[Visit the Steel Construction Day official website.](#)