



VIV EUROPE 2022

UTRECHT, THE NETHERLANDS

31 MAY-2 JUNE

CUSTOMIZED MARKETING OPPORTUNITIES

WWW.VIVEUROPE.NL



WWW.VIV.NET

Organized by

vnu | EUROPE

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1. Let's Get Digital



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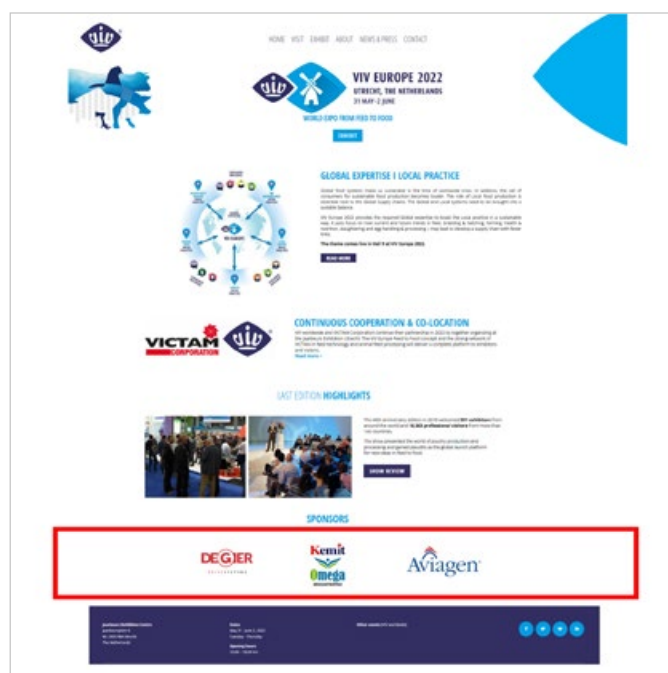
www.viveurope.nl

VIV offers you attractive ways to join our visitor campaign for VIV Europe.
Set up your own online campaign with us.

Webvertising

The website is responsive on all mobile devices and is SEO improved. Your promotion benefits from its exposure on the new website.

- **Logo on website** € 525
- **Featured news item on homepage** € 995



Direct Marketing e-Newsletter

Our visitor promotion campaign is targeted at dedicated groups of animal industry professionals. We regularly update visitors on the latest news via e-Newsletters. Place your company logo or introduction on one or more editions of our newsletter and reach out to high-quality contacts.

- **Banner** € 525
- **Button** € 325
- **Advertorial** € 855

Subject to availability (by sector)

1. Let's Get Digital



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Digital show review

The Digital Show Review contains facts and figures, articles on several events during VIV Europe, interviews and photo impressions. The Show Review is published on the website and is included in the post-show e-mail newsletter and social media.

- **Advertisement ½ page (horizontal or vertical).....€ 1,225**
- **CEO interview ½ page€ 1,595**
- **Logo on the Thank you for visiting VIV Europe 2022 page € 525**



WIFI Welcome Hall Sponsorship

Become sponsor of the special WIFI in the Welcome Hall during VIV Europe.

Your logo and/or company name will be featured on:

- 5 x Blow-up floor plan at the entrances of the individual halls.
- Floor plan and information in the printed show guide.

€ 5,995



2. Onsite Promotion



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www.viveurope.nl

Bring your company to the attention of all visitors at VIV Europe 2022.
VIV offers you different opportunities to do so.

VIV Europe 2022 show guide

- Advertisement 1/1 page inside front cover.....€ 1,595
- Advertisement 1/1 page inside back cover.....€ 1,325
- Advertisement 1/1 page.....€ 1,025
- Advertisement ½ page € 625
- Company logo or QR code
on the flip out floor plan € 525
- Company logo or QR code
in the exhibitor list € 525



Blow up floor plan at entrance

Make sure to have extra exposure on the floor plan by displaying your logo and thereby highlighting your booth.

- Company logo or QR code
on blow up floor plan € 525
- Company logo or QR code
on blow up exhibitor list..... € 525



2. Onsite Promotion



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Lanyards

Each visitor will be handed a lanyard at the entrance. Your logo will be on full exposure to 25,000 visitors during 3 exhibition days.*

€ 4,825



Bags

The right to distribute bags with your company logo.*

€ 3,695



Water bottles

Per 1,000 water bottles including your company logo.*

€ 4,775



*See the specifications in the order form

2. Onsite Promotion



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Clothing sponsoring registration staff

Our registration staff is your moving branding tool.

Set of 5 € 2,095

Clothing sponsoring badge scanning staff

At all entrances our hostesses wear clothing showing your logo.

Set of 5 € 2,095

Floor stickers

Guide visitors to your booth with attractive floor stickers.

Per two pieces € 845



Subject to availability (by sector)

3. Onsite Bannering & Signage



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Signage in the exhibition halls

Company logo on 5 signage boards

€ 1,325

(limited to max. 5 companies)



Jaarbeurs Digital Advertising Spaces – Large events

Within the Jaarbeurs central axis we offer Digital Advertising Spaces on 7 large video walls.



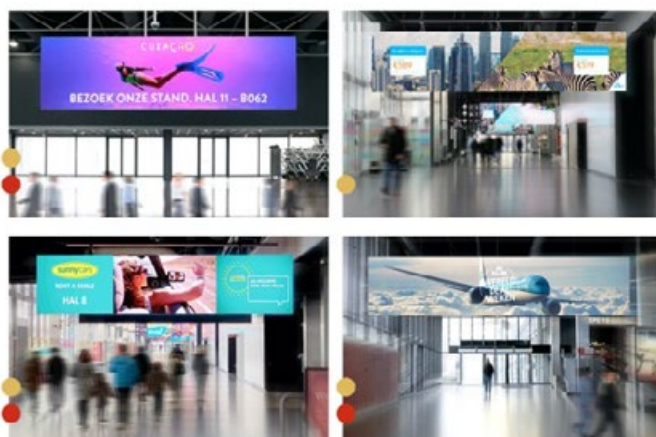
3. Onsite Bannering & Signage



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Effectively combining screens for an optimal reach of visitors



Royal package (per event)

Reach all visitors

- Entrance West
- Entrance East (Oost)
- All video walls in central axis

16:9 € 9,130

32:9* € 18,260

40:9 € 20,881

FULL SCREEN

Red package (per event)

Combine effectively

- Entrance West
- Entrance East (Oost)
- One double sided video wall of your choice

16:9 € 5,140

32:9* € 10,281

40:9 € 11,591

FULL SCREEN

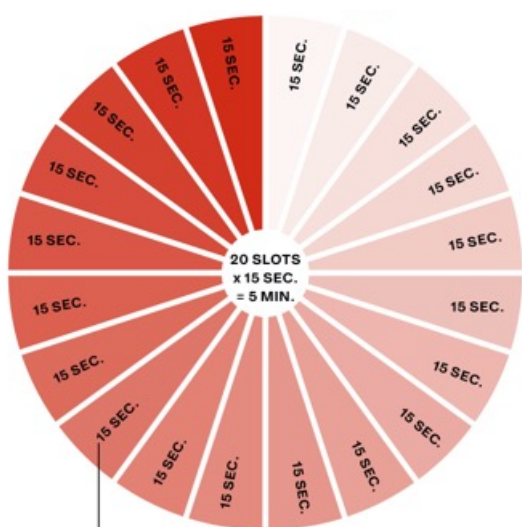
* On 3 of the 7 screens in the central axis the ratio is 32:9 full screen.

Time slots | Time block – Video walls



Discover our opportunities

The video walls display a carousel of information and advertisements, in a ratio of 16:9, 24:9, 32:9 and 40:9 (full screen). A time block lasts 5 minutes and then starts again. During the event, throughout the day, from morning to night, this time block will be visible and repeat every 5 minutes. A time block is divided into 20 slots of 15 seconds.



Your advertisement has a duration of 15 seconds and appears every 5 minutes.

Specifications

Video

- Video: (MP4)(H.264 Codec)
- H.264 and MP3 in MP4 (.mp4)
- H.264 and AAC in MP4 (.mp4)
- VP8 and Vorbis in WebM (.webm)
- VP9 and Opus in WebM (.webm)
- Theora and Vorbis in Ogg (*.ogg)
- 60 FPS

Visual

- Image: JPG, PNG, JPEG, GIF or BMP
- Document: PDF

Click play for an impression!!



4. Seminars & Workshops



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Seminars and workshops are excellent opportunities for knowledge sharing, marketing and product branding. Get in touch with new business relations and book your space timely.



Timeslot for a presentation (per hour) € 1,250

Standard equipment (microphone, screen, beamer, chairs) is included. Catering and additional AV equipment should be ordered separately.

5. Social Media



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VIV Europe will be widely promoted on social media through the VIV worldwide channels!
Gain attention and stay social on our VIV social community before and after the show.

Reach out not only to VIV Europe followers, but to VIV worldwide Socials followers! Your story is our story and we like to let the industry know.
Send us your 60 sec video about:

- **your product**
- **your project**
- **your newest innovation**



Facebook

On Facebook we will display the video during the campaign period.



LinkedIn

Your video will be included on our LinkedIn page.



Twitter

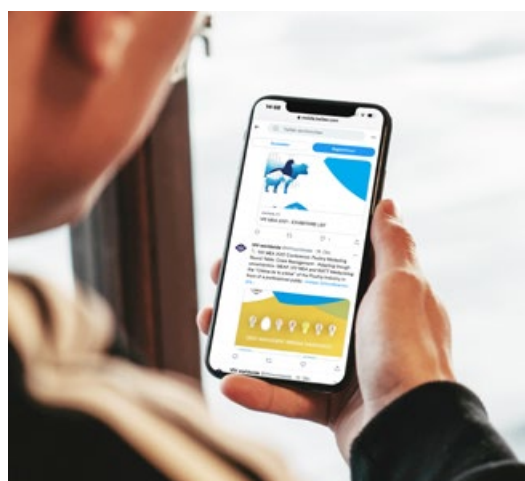
VIV will support your video campaign through the VIV worldwide twitter channel.



WeChat

Your video will be published through the VIV worldwide WeChat account.

Video Social media campaign€ 2,925



Order form & specifications



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Company

Contact person

Address

Zip & City

Telephone

Please select

	ITEM	SPECIFICATIONS	PRICE	DEADLINE
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Digital Offers

<input type="checkbox"/>	Logo on Website	Available for every exhibitor price for 1 month	€ 525	19-04-2022
<input type="checkbox"/>	Featured news item on website	Available for every exhibitor price for 1 month	€ 995	19-04-2022
<input type="checkbox"/>	Direct Marketing e-Newsletter Banner	Available for 12 companies price for 1 banner in 1 edition	€ 525	28-02-2022 28-03-2022 25-04-2022
<input type="checkbox"/>	Direct Marketing e-Newsletter Button	Available for 12 companies price for 1 button in 1 edition	€ 325	28-02-2022 28-03-2022 25-04-2022
<input type="checkbox"/>	Direct Marketing e-Newsletter Advertorial	Available for 12 companies price for 1 advertorial in 1 edition	€ 855	28-02-2022 28-03-2022 25-04-2022
<input type="checkbox"/>	Digital show review Advertisement ½ page	Available for 8 companies send to all visitors (onsite & pre-reg), exhibitors & press • A5 size; 210 x148mm • In EPS format	€ 1,225	19-04-2022
<input type="checkbox"/>	Digital show review CEO interview ½ page	Available for 2 companies send to all visitors (onsite & pre-reg), exhibitors & press • High res photo • Logo in EPS format • 250-300 words	€ 1,595	19-04-2022
<input type="checkbox"/>	Digital show review Logo on the Thank you for visiting VIV Europe 2022 page	Available for 10 companies send to all visitors (onsite & pre-reg), exhibitors & press	€ 525	19-04-2022
<input type="checkbox"/>	WIFI sponsorship	Available for 1 company	€ 5,995	19-04-2022

Please return signed form to: karlienke@vnueurope.com

Order form & specifications



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ITEM	SPECIFICATIONS	PRICE	DEADLINE
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Onsite promotion (25,000 visitors/3days)

<input type="checkbox"/>	Show guide advertisement 1/1 page inside front cover	Size of show guide: A5/5,000 copies Available for 1 company	€ 1,595	19-04-2022
<input type="checkbox"/>	Show guide advertisement 1/1 page inside back cover	Size of show guide: A5/5,000 copies Available for 1 company	€ 1,325	19-04-2022
<input type="checkbox"/>	Show guide advertisement 1/1 page	Size of show guide: A5/5,000 copies	€ 1,025	19-04-2022
<input type="checkbox"/>	Show guide advertisement ½ page	Size of show guide: A5/5,000 copies	€ 625	19-04-2022
<input type="checkbox"/>	Show guide company logo or QR code on the floor plan	Size of show guide: A5/5,000 copies	€ 525	19-04-2022
<input type="checkbox"/>	Show guide company logo or QR code in the exhibitor list	Size of show guide: A5/5,000 copies	€ 525	19-04-2022
<input type="checkbox"/>	Company logo or QR code on blow up floor plan	Size: 2m x 2m/4 pieces Available for every exhibitor	€ 525	19-04-2022
<input type="checkbox"/>	Company logo or QR code on blow up exhibitor list	Size: 2m x 2m/4 pieces Available for every exhibitor	€ 525	19-04-2022
<input type="checkbox"/>	Company logo on lanyards	Available for 4 companies from different sector	€ 4,825	19-04-2022
<input type="checkbox"/>	Bags	Available for 6 companies from different sectors	€ 3,695	19-04-2022
<input type="checkbox"/>	Water bottles	Available for 2 companies	€ 4,775	19-04-2022
<input type="checkbox"/>	Clothing sponsoring registration staff	Available for 6 company from different sectors(6 logos on 1 shirt/10 shirts total)	€ 2,095	19-04-2022
<input type="checkbox"/>	Clothing sponsoring badge scanning staff	Available for 6 company from different sectors(6 logos on 1 shirt/10 shirts total)	€ 2,095	19-04-2022
<input type="checkbox"/>	Floor stickers	Size: A0 (84,1cm x 118,9cm) Available for 6 companies from different sectors, each company 2 stickers	€ 845	19-04-2022

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Order form & specifications



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	ITEM	SPECIFICATIONS	PRICE	DEADLINE
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Onsite Bannering & Signage (25,000 visitors/3days)

<input type="checkbox"/>	Company logo on 5 signage boards in the exhibition halls	Size: 1m x 3m Available for max 5 companies (each company, one set of 5 signage boards)	€ 1,325	19-04-2022
<input type="checkbox"/>	Royal package (per event) Video Screen 16:9	Ratio 16:9 <ul style="list-style-type: none">• Entrance West• Entrance East (Oost)• All video walls in central axis	€ 9,130	19-04-2022
<input type="checkbox"/>	Royal package (per event) Video Screen 32:9	Ratio 32:9 <ul style="list-style-type: none">• Entrance West• Entrance East (Oost)• All video walls in central axis	€ 18,260	19-04-2022
<input type="checkbox"/>	Royal package (per event) Video Screen 40:9	Ratio 40:9 <ul style="list-style-type: none">• Entrance West• Entrance East (Oost)• All video walls in central axis	€ 20,881	19-04-2022
<input type="checkbox"/>	Red package (per event) Video Screen 16:9	Ratio 16:9 <ul style="list-style-type: none">• Entrance West• Entrance East (Oost)• One double sided video wall of your choice	€ 5,140	19-04-2022
<input type="checkbox"/>	Red package (per event) Video Screen 32:9	Ratio 32:9 <ul style="list-style-type: none">• Entrance West• Entrance East (Oost)• One double sided video wall of your choice	€ 10,281	19-04-2022
<input type="checkbox"/>	Red package (per event) Video Screen 40:9	Ratio 40:9 <ul style="list-style-type: none">• Entrance West• Entrance East (Oost)• One double sided video wall of your choice	€ 11,591	19-04-2022

Please return signed form to: karlienke@viveurope.com

	ITEM	SPECIFICATIONS	PRICE	DEADLINE
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Seminar & Workshop

<input type="checkbox"/>	Timeslot for a presentation	Available for every exhibitor 25 timeslots available price per hour	€ 1,250	19-04-2022
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Social Media

<input type="checkbox"/>	Social Media Video	Max. 60 sec	€ 2,925	
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*more specification of items upon request

If the material deadline is exceeded and / or the material does not meet the specifications VNU Exhibitions Europe can void the claim. If the material does not meet the specifications, VNU Exhibitions Europe is empowered to update the material. The costs will be borne by the client.

The undersigned participates in VIV Europe 2022 for which the participation Terms and Conditions are applicable. The Terms and Conditions can be found on www.viv.net and filed with the Chamber of Commerce in Utrecht under number 30149544.

Agreed:

This is a binding reservation. By returning this signed booking form by email scan the booking is final. Canceled reservations are charged according to the Terms and Conditions.

Name (in capital letters):

Signature:

Company stamp :

5. FAIRCOM Media Package



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www.viveurope.nl

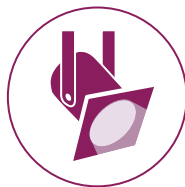
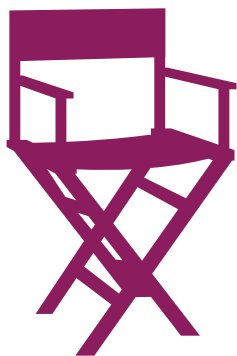
For the Customized Marketing Opportunities OUTSIDE the exhibition halls FAIRCOM is the assigned VIV Partner.

Faircom Media brings events to life!

Faircom Media offers various services at Jaarbeurs

Exposure, we put brands in the spotlight through the use of the right resources during events. Generate the maximum exposure!

DTP/Design. No DTP-er /designer at the office? No worries, we can help you with the artwork. Your idea is being translated to an effective design.



MEDIA EXPOSURE



EVENT BRANDING



FUNCTIONAL SIGNAGE



GRAPHIC DESIGN / DTP

FAIRCOM

MEDIA

Faircom Media

Tel. +31 20 462 0880

sales@faircom.nl

www.faircom.nl

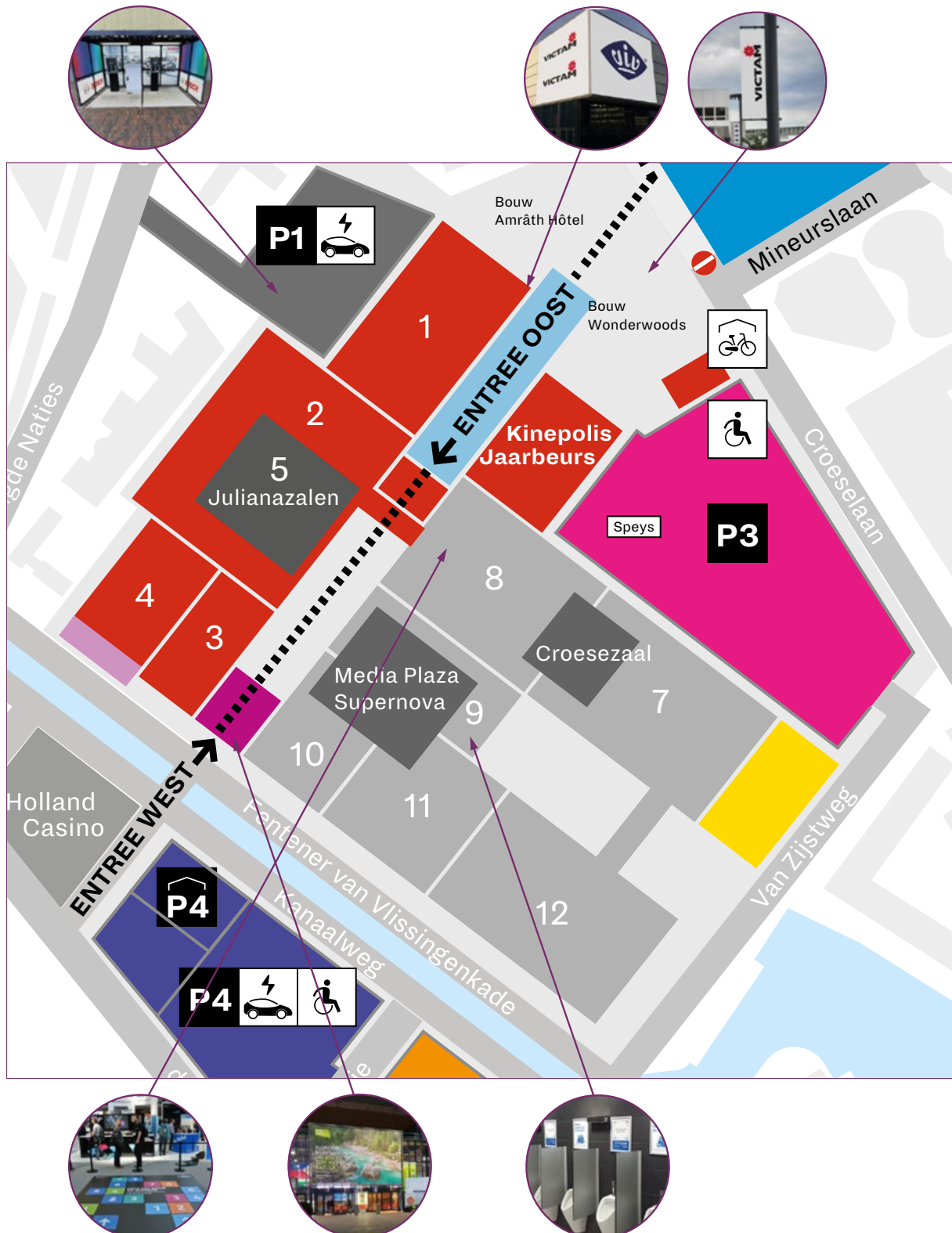
5. FAIRCOM Media Package



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Floorplan



5. FAIRCOM Media Package



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Specials – outdoor Items



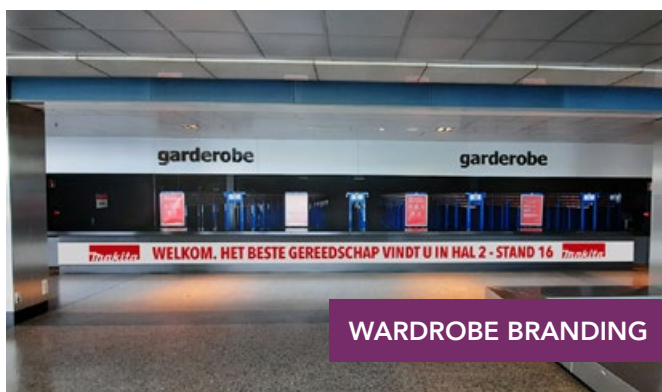
5. FAIRCOM Media Package



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Specials – graphics



Outdoor Items



BANNER FLAGS

Location	: Several possibilities
Size	: 120 x 400cm
Number	: 5 Items
Availability	: 2 Exhibitors (non compete)

Banner flags can be placed on the outer grounds of Jaarbeurs!



BARRIER ADVERTISING

Location	: Parking area
Size	: On request
Number	: 5 Items
Availability	: 2 Exhibitors (non compete)

For the 1st contact with visitors of Jaarbeurs that arrive by car; barrier sleeves are installed on the barriers at the car parks.



LARGE BANNER ENTRANCE WEST

Location	: Above Entrance West
Size	: 543 (w) x 610 (h) cm
Number	: 1 item
Availability	: 2 Exhibitors (non compete)

This large banner offers you the possibility to impress at the entrance.

Outdoor Items



LARGE BANNER HALL 1

Size	: 900 x 780cm (wxh)
Number	: 1 item
Availability	: 2 Exhibitors (non compete)

Create a powerful welcome for visitors.



A-SIGN

Location	: Various locations
Size	: 95 x 160cm
Availability	: 5 items per exhibitor 3 exhibitors

A-signs are always a good choice!



EXPERIENCE BRIDGE

Location	: Entrance West
Size	: On request
Number	: 1 item
Availability	: 2 Exhibitors (non compete)

This is not a dream. It is a branded bridge. Visitors will be overwhelmed with wonder, walking on the bridge.

Outdoor Items



EXPOSURE TOWER XL

Location : Central outdoor spots
Size : 100 x 275 cm
Number : 1

These square sized towers gives your message an extra dimension!



PAYMENT TERMINALS BRANDING

Size : On request

Subject to availability. Possible to combine with the payment terminals inside.



BANNER FLAGS ON LIGHT POLE

Location : Promenade Entrance East.
Number : 3 Items
Availability : 2 Exhibitors (non compete)

Your expression in the street light at the pedestrian promenade?

5. FAIRCOM Media Package



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Items centrale axis



SEAT BRANDING

Size : On request
Number : 3

Subject to availability. Seat branding with your graphics.

Items entrance east



TICKET OFFICE BRANDING

Location : Entrance East
Size : On request

Subject to availability. Make the ticket office a showcase for all your company stands for! Also possible at entrance West.



ENTRANCE BRANDING

Location : Entrance East
Size : On request
Number : 1 Item
Availability : 2 Exhibitors
(non compete)

Welcome your visitors at the entrance with this impressive graphic location.



PAYMENT TERMINALS BRANDING

Location : Entrance East
Size : On request

Subject to availability. Also possible at Entrance West.

5. FAIRCOM Media Package



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Items entrance east



BRANDING WARDROBE EAST

Location : Entrance East
Size : On request

Subject to availability. The entire wardrobe in your graphics. Possible in combination with wardrobe West.

5. FAIRCOM Media Package



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Items entrance west



TICKET OFFICE BRANDING

Location : Entrance West
Size : On request

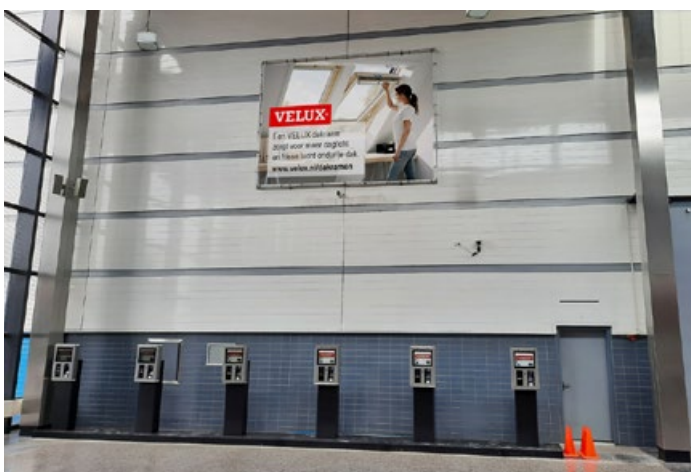
Subject to availability. Also possible at entrance West. Also possible at entrance East.



REVOLVING DOORS WEST

Location : Entrance West
Size : On request
Number : 1 Item
Availability : 2 Exhibitors
(non compete)

You can be assured that every visitor using this entrance sees your message by branding these doors!



BANNER ENTRANCE WEST (INSIDE)

Location : Entrance West
Size : 385 x 285cm
Number : 1

Subject to availability. Possible to combine with payment terminals branding.

5. FAIRCOM Media Package



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Items entrance west



GRAPHICS ENTRANCE WEST

Location : Entrance West
Size : On request

Subject to availability. Your own expression on this huge window.



GARDEROBE WEST BRANDING

Location : Entrance West
Size : On request

Subject to availability. The entire wardrobe in your graphics. Possible in combination with wardrobe East.

Hall items



HANGING CUBE

Location : Various locations
Size : 250 x 250cm
Number : 1

Visibility a great height? This four-sided eye-catcher will do the job! Only possible in own exhibition hall.



LAMPSHAPE BANNER

Location : Various locations
Size : 300 cross-cut x 200
Number : 1

Unique item! We can rig these banners practically anywhere in all entrances and halls. Only possible in own exhibition hall.



TRIANGLE BANNER

Location : Various locations
Size : 3x 300x150cm

This banner makes your expression visible from all directions. Only possible in own exhibition hall.

5. FAIRCOM Media Package



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Hall items



WINDOWS CROESEZAAL

Location : Croesezaal
Size : On request

Full and half graphics possible. Only VIV.

Others



PROMOSTAND

Everything for your stand.
More info: www.brandyourstand.nl



PROMOPOINT

Location : In consultation

Display your own promotional object at
Jaarbeurs.



RESTROOM ADVERTISING

Location : Various locations
Size : A3 (29,7 x 42cm)
Number : 50

Subject to availability. Would you like to
leave a lasting impression? Brand the
restroom with your creative campaign.

Others



MIRROR GRAPHICS RESTROOM

Location : Various locations
Size : A3
Number : 25

Subject to availability. Create more visibility in the restrooms, by branding the mirrors!



FLOOR GRAPHICS

Location : Possible in the hall of your exhibition stand
Size : 100 x 100 cm
200 x 200 cm
Number : 2

Show your brand literally on the Jaarbeurs floor! Rates are based on locations inside.



EXPOSURE TOWER INSIDE

Location : Possible in the hall of your exhibition stand.
Size : 100 x 250 cm
Number : 2

Use this tower to communicate your message in a unique way. All sides can be branded separately four-sided.

Others



PHOTOMARKETING REALTIME!

Location : In consultation

Size : In consultation

Subject to availability. This is the perfect way to interact with your visitors and tap into their marketing potential. The easy-to-operate camera will help you spread your brand message and will get you better insights in your visitors.



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VNU Exhibitions Europe

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