



THEME:

Credit management in the digital economy



KEYNOTE:

Erik Scherder on the impact of digitisation on the brain.

The event for the Dutch credit management sector

Credit Expo is a trade fair in the field of credit management. Credit Expo brings together demand and supply for one day in an inspiring environment at a trade fair accompanied by a programme of high quality expert sessions, inspiration sessions, product presentations and case studies. In this way, Credit Expo offers a complete overview of the Dutch credit management market. Credit Expo has been organised since 2005 by Next Level in cooperation with the Dutch Credit Management Association "VCM". Every year Credit Expo attracts around 1,500 credit managers and other professionals active in the sector. Credit Expo 2017 is focused entirely on the theme "Credit Management in the digital economy".

Credit management in the digital economy

The digitization of the field of credit management has gained momentum. Technological developments in the field of Social, Mobile, Analytics and the Cloud penetrate deeper into all areas of our discipline. The credit manager transforms into a data architect, who must ensure that the right data through various channels is available 24/7. Both internally and externally. This poses serious challenges for a lot of companies. In which technology, should we invest? What is the return on investment? Will the credit manager gradually disappear and be replaced by IT? How do we ensure that the human dimension is not forgotten? In several sessions, visitors are inspired to find the right balance between people, processes and systems for the credit management of tomorrow.



Trade fair

At Credit Expo leading companies present innovative products and services in the field of cash, credit risk, billing and collections management. The following segments are present:

- Credit management software suppliers
- E-Invoicing software suppliers
- Payment Service Providers
- Credit insurance companies
- Collection agencies and bailiffs' offices
- Commercial credit information suppliers
- Consumer credit information suppliers
- Factoring companies
- Training institutes

Presentations

As a participant you are entitled to one presentation of 45 minutes maximum. Giving a presentation is an excellent method of establishing contact with a large number of prospects in a short period of time. It is important for you to choose a topical subject in which there is a focus on the added value of products and/or services. We also advise you to invite your business relations to the presentation.

Credit Expo helps to promote the presentations. In addition, we lay on a fully equipped room with modern AV equipment. Platinum and Gold partners already have a presentation included in their package.

Roundtable sessions

A round table session is an interactive 75-minute conversation between a selected group of credit professionals who are invited personally on the basis of a wish list decided after consultation. The dialogue is in a closed session hosted by a moderator who agrees content and objectives in advance with you. A roundtable session is a perfect instrument for entering into direct dialogue with your target audience on pertinent topics. To guarantee interaction, the group is limited to a maximum of 20.

Expert sessions

At an expert session, relevant trends and developments are discussed during 45 minutes by leading experts. Typical topics could be changes to national and EU laws and regulations, technological innovations or notable research results. The expert sessions are organised in cooperation with knowledge partners, including the VVCM (Society of Credit Management) and the VCMB (Association of Credit Management Companies). The expert sessions generate increased visitor traffic.

Creditexpo.nl newsletter

Credit Expo sends out a newsletter on a regular basis to 6,500 credit management professionals. Credit Expo participants can place press releases in this newsletter free of charge. Advertorials are also possible, based for example on an interview with a member of management or one of your customers. Items from the newsletter are regularly relayed to the Credit Expo LinkedIn group. With some 8,000 members, the LinkedIn group is the biggest online network in the field of credit management in the Netherlands.



Credit Expo 2017 fair guide

A fair guide is compiled ahead of Credit Expo.

This guide presents the full programme of events as well as business profiles of participants and a plan of the fair floor. Several editorial articles are also featured. The fair guide is circulated before and during Credit Expo with a print run of 2,500 copies. Platinum Partners already have a 1/1 page FC included in their package.

Other exhibitors can advertise in the exhibition guide at the following rates.



Full Colour

Rate

1/1 page back page	€ 2,000
1/1 inside cover	€ 1,500
1/1 page next to floor plan	€ 1,500
1/1 page	€ 1,000

Why participate?

- You meet more than 1,500 relations and prospects in a single day
- Your company name is featured in the marketing campaign that reaches around 20,000 finance and credit professionals in the Netherlands
- Since 2005, Credit Expo has been the biggest and most successful credit management event in the Netherlands
- Every year about 45 companies exhibit at Credit Expo and give the event a 7.8 approval rating



1,500
visitors



45+
leading suppliers



35+
sessions



8 hours
networking

Uniform stand construction

Credit Expo offers uniform stands in dimensions 18 m², 9 m² and 6 m². The stands are supplied on a turnkey basis complete with furniture, lighting and electricity. At your own cost, you can discuss directly with the stand constructor for adaptations in line with your specific requirements. It is also possible to design your own stand and therefore not use the uniform stand construction. Details of the stand construction and related logistics are described in the digital participants' handbook that will be issued to all exhibitors at the beginning of September 2017.

Admission policy

Admission to Credit Expo free of charge is reserved for professionals who are involved as policy-maker or end-user in implementing solutions in the field of credit management within their own organisation. Persons who work for or on behalf of a supplier, intermediary or consultancy firm for credit managers are not members of this target group and do not have free admission, unless they receive a personal invitation from one of the exhibitors. All exhibitors receive several invitation cards to be distributed among their relations as desired.

Venue

Credit Expo 2017 is held at the NBC Congress Centre in Nieuwegein-Utrecht. This central location has all modern facilities to make Credit Expo a success. The NBC also has 1,200 parking places for the general public. The NBC is just 15 minutes by tram from Utrecht CS train station.

NBC Congress Centre

Blokhoeve 1
3438 LC Nieuwegein
www.n-b-c.nl

Date and opening hours

Credit Expo 2017 is open to visitors on Thursday 2 November 2017 from 9 am to 6 pm.

Interested in participating?

For more information please contact:

Next Level Academy BV

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Sponsoring & Exhibiting options

	Platinum	Gold	Silver	Bronze
Investment (ex. VAT)	€ 13,000	€ 7,500	€ 4,500	€ 3,500
Standard stand construction	18 m ²	18 m ²	9 m ²	6 m ²
1 presentation of 45 minutes	✓	✓	€ 500	€ 500
1 round table session of 75 minutes	✓	€ 2,500	€ 2,500	€ 2,500
Invitation cards	200	100	100	100
Luncheon vouchers	12	6	3	2
Advertorial in newsletter	✓	✓	€ 1,000	€ 1,000
1/1 FC advert in fair guide	✓	€ 1,000	€ 1,000	€ 1,000
Logo on front cover of fair guide	✓	X	X	X
Logo on invitation cards	✓	X	X	X
Logo on registration confirmation	✓	X	X	X
Logo on creditexpo.nl homepage	✓	X	X	X
Logo in creditexpo.nl newsletter	✓	X	X	X
Company profile on creditexpo.nl	✓	✓	✓	✓
Company profile in fair guide	✓	✓	✓	✓

Partners Credit Expo 2016



Organisation

NEXT LEVEL
academy

Next Level

Next Level, founded in 2005, specialises in organising trade fairs, congresses and seminars on B2B markets. Next Level excels with its creative vision, 15 years experience and a strong focus on financial-economic target groups and subjects.

VVCM
VERENIGING VOOR CREDIT MANAGEMENT

VVCM

The Dutch Credit Management Association (VVCM) aims to develop and support credit management, to promote and apply expert knowledge and defend the interests of practitioners, all in the widest sense. The VVCM seeks to achieve these objectives by:

- Maintaining contacts with politicians in The Hague
- Maintaining international contacts
- Publishing De Credit Manager magazine
- Developing educational programmes
- Undertaking research into developments in credit management



Contact

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VVCM

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Registration form

THURSDAY 2 NOVEMBER 2017, NBC CONGRESS CENTRE

Invoicing address

Company name

Street and house number

Postcode and town

Box, postcode and town

Contact person

M

F

Position

Telephone

Email

PO-number

Stand area

Gold - 18 m² stand area, investment € 7,500 excl. VAT

Silver - 9 m² stand area, investment € 4,500 excl. VAT

Bronze - 6 m² stand area, investment € 3,500 excl. VAT

We would like to be mentioned as follows on the sign board:

Presentation

We want to give **one 45-minute presentation**, investment € 500 excl. VAT. This applies for silver and bronze partners only. There is a maximum of one presentation per partner

We would like **one 75-minute round table session**, investment €2,500 excl. VAT

Sponsoring

Platinum Sponsor including 18 m² stand area as stated in the brochure, investment € 13,000 excl. VAT

Sponsoring coffee/tea service (logo on all mugs and at serving points), investment € 5.000 excl. VAT

Advance promotion

We would like to place one **advertorial** (interview) in the creditexpo.nl newsletter, investment € 1,000 excl. VAT

We would like to send a **partner e-mailing** to visitors to previous editions of Credit Expo

We would like to advertise in the **fair guide** (distributed before and during Credit Expo 2017, print run 2,500). We confirm by signing this form the following advertising space:

Full Colour	Rate
1/1 page back page	€ 2,000
1/1 page inside cover	€ 1,500
1/1 page next to floor plan	€ 1,500
1/1 page	€ 1,000

The undersigned hereby declares, in accordance with the terms laid down in the 'participating conditions' with which he/she agrees, that he/she wants to participate at Credit Expo on Thursday 2 November 2017 at the NBC Congress Centre (NBC), Blokhoeve 1, 3438 LC, Nieuwegein:

Date

Signature

Please send or e-mail to: Credit Expo 2017, Jan Vrijmanstraat 293, 1087 MN Amsterdam, E-mail: info@creditexpo.nl. Please keep a copy for your files.

Credit Expo 2017 participation conditions

The terms and conditions for taking part in Credit Expo 2017 have been laid down in the following participation conditions.

Organisation

Credit Expo 2017 is organised by Next Level Academy B.V. (hereinafter referred to as 'the organisation'). The address is: Jan Vrijmanstraat 293 1087 MN Amsterdam (The Netherlands) Tel: +31(0)- 20 672 1371 E-mail: info@creditexpo.nl

Venue and time

Credit Expo 2017 will be held at the NBC Conference Centre at Blokhoeve 1, 3438 LC in Nieuwegein, on Thursday 2 November 2017.

Opening hours

Credit Expo 2017 is open to visitors on Thursday 2 November 2017 from 9:30 to 18:00.

Assembly and disassembly

Exhibitors who assemble their own stand can do so on Wednesday 1 November 2016 between 10:00 noon and 22:00. Exhibitors who make use of the uniform stands can come on Wednesday 1 November from 15:00 to 22:00, or on Thursday 2 November from 7:00 to 9:00 to set up their stand. Exhibitors who have assembled their own stands must disassemble them on Thursday 2 November between 19:00 and 21:00. Exhibitors who use a uniform stand must clear their stand between 19:00 and 20:00.

Admission charge

Tickets for visitors who are not part of the target group (see www.creditexpo.nl) and who do not have a personal invitation from the organisation or one of the participating companies are available at € 200 plus VAT per person.

Exhibition programme

At Credit Expo, exhibitors can only display products and services that the organisation believes are in line with the event's objective, which is to offer visitors as varied as

possible an overview of the range of credit management solutions designed for credit management professionals. This will be decided at the organisation's discretion.

Participants

Participating organisations operate in the credit management market, to be decided at the organisation's discretion. The organisation reserves the right to refuse participants without having to account for its refusal.

Demonstrations

Special activities at stands, such as product presentations, performances and shows, will only be permitted if permission has been requested and obtained from the organisation in writing at least 30 days in advance. One of the conditions for being granted permission is that the activity must be situated in such a way as not to cause any queues in the aisles.

Participation rates

The participation rates are stated in the 'Sponsor & Expositiemogelijkheden' (Sponsorship & Exhibition Options) brochure. All these fees are exclusive of 21% VAT.

Stand assembly

The maximum stand height is 250 cm, including any flooring. The organisation provides uniform stands with floor areas of 6 m², 9 m² and 18 m². A uniform stand has partitions that are 250 cm high; a 30 cm wide fascia board; 1x company name and stand number on the fascia board; lighting; 1 spotlight per 3 m² (150 W), including mains connection and power consumption; 1x 220 V double wall socket (1,000 W), including the costs of power connection and consumption (of the wall socket); a cocktail table with 2 stools (from 18 m², 3 stools), 1 lockable desk and free Wi-Fi.

Terms of payment

On receipt of the registration confirmation, payment must be made as a lump sum, including VAT. Payment is due within 30 days of the date of the invoice in question. If you

register less than 30 days before the first Credit Expo assembly day, the amount due must be paid in full on submitting the application for registration, in any event no later than 4 days before the first assembly day.

Cancellation conditions

Due to the one-off nature of Credit Expo, cancellation is unfortunately not possible. In the unlikely event that Credit Expo is called off, the registration and any allocation of stand space will be reversed and any sums paid will be refunded to the exhibitor, less any costs already incurred by the Credit Expo organisation, which may be fully or partly apportioned among the participants in proportion to the amount of space allocated or registered for. The refund will take place within sixty (60) days after the organisation's decision to call off Credit Expo.

Proviso due to changes

In the event of special circumstances arising through no fault of the organisation, the organisation reserves the right to change the dates and times stated for Credit Expo, the allocated stand space, the type of stand and/or the stand's location or to call off Credit Expo without exhibitors being entitled to assert any claims against the organization for compensation of any loss or damage regardless of its form or cause and irrespective of whether the participants were already informed of the allocation of stand space.

Applicable law

All contracts and any agreements ensuing from them are solely governed by Netherlands law. Any disputes will be brought before the competent Dutch court.