CREDIT expo

Thursday 7 November 2019
NBC Congress Centre Nieuwegein, The Netherlands

www.creditexpo.nl

Sponsoring & Exhibiting options

THEME:
Credit Management & Digital Transformation

15th EDITION

NEXT LEVEL academy

VVCM VERENIGING VOOR CREDIT MANAGEMENT

VVCM Credit Management Award

VVCM Credit Management Innovation Award

VCMB

What is Credit Expo?

Credit Expo is the largest trade fair in the Netherlands in the field of credit (risk) management. Credit Expo brings supply and demand together in one day and offers an inspiring environment 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 trends and developments in the Dutch credit (risk) management market. Credit Expo is organised since 2005 by Next Level in cooperation with the Dutch Credit Management Association "VVCM". Every year Credit Expo attracts over 1,500 credit & collection professionals. The central theme of Credit Expo 2019 focuses on 'Credit Management & Digital Transformation'.

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 represented:

- 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 Platinum and Gold partner you are entitled to give one presentation of 45 minutes. Giving a presentation is an excellent method of establishing contact with a large number of prospects in a short period of time. It is best to choose a specific subject related to the central theme of the event, that also shows the added value of your products and/or services. We also advise you to invite your business relations to attend your presentation. Credit Expo will offer support to promote your presentation, which will further increase your exposure. In addition, we provide a fully equipped presentation room with modern AV equipment.

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 to be determined after consultation with the partner. The dialogue takes place in a closed session, hosted by a moderator who is familiar with the content and objectives, as discussed in advance with the partner. A round table session is a perfect instrument for entering into direct dialogue with your target audience on relevant topics. To guarantee effective interaction, the group size is limited to a maximum of 20 people.

THEMA: **Credit Management & Digitale Transformatie**

The digitisation 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.

Expert sessions

During a 45 minutes expert session, relevant trends and developments are discussed by leading industry experts. Typical topics could be changes to national and EU laws and regulations, technological innovations or notable research results. 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.

VVCM Credit Management Innovation Award 2019

Will your company win the VVCM Credit Management Innovation Award 2019? The VVCM Credit Management Innovation Award is intended for organisations that have successfully developed a new product or service that has led to a verifiable positive breakthrough in the way credit management is applied. During Credit Expo 2019 the Award will be presented for the ninth time.
You can register your company via the website of the VVCM: verenigingvoorcreditmanagement.nl

Credit Expo 2019 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 will have the opportunity to meet more than 1,500 professionals, 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.
- On average every year about 45 companies exhibit at Credit Expo and give the event an 8.4 approval rating

VVCM Credit Manager of the year 2019

During Credit Expo 2019, the VVCM Credit Manager of the Year will be elected for the third time. This title is intended to honor credit managers who have performed exceptionally on the job in the field of credit (risk) management and therefore contributed to the professionalisation of the field. Would you like to nominate a credit manager for this prestigious title? This can be done via the website of the VVCM: verenigingvoorcreditmanagement.nl

Creditexpo.nl newsletter

Credit Expo sends out a newsletter on a regular basis to 7,000 credit management professionals. Credit Expo participants can create additional exposure by offering you a (free of charge) online platform for your press releases. Advertorials are also possible, based for example on an interview with a member of your management team or one of your customers. Topics for the newsletter are frequently forwarded to the Credit Expo Linkedin group. With around 8,500 members, the LinkedIn group is the biggest online network in the field of credit (risk) management in the Netherlands.

Uniform stand construction

Credit Expo offers uniform stands in dimensions 18 m², 9 m² and 6 m². Stands are supplied on a turnkey basis complete with furniture, lighting and electricity. At your own cost, you can discuss adaptations directly with the stand constructor 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 participants' handbook (PDF) that will be issued to all exhibitors early September.

Admission policy

Free of charge admission to Credit Expo 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 or employer. Persons who work for or on behalf of a supplier, intermediary, credit management consultancy firm or service provider are not considered part of this target group and do not have free admission, unless they receive a personal invitation from one of the exhibitors. All exhibitors receive invitation cards which they can distribute among their preferred relations.

Venue

Credit Expo 2019 is held at the NBC Congress Centre in Nieuwegein-Utrecht. This central location has all modern facilities to turn Credit Expo into a success for your organisation. 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 - Utrecht
www.n-b-c.nl

Date and opening hours

Credit Expo 2019 is open to visitors on Thursday 7 November from 9 am to 7 pm.

Interested in participating?

For more information please contact:

Next Level Academy BV
Project Team Credit Expo
Jan Vrijmanstraat 293
1087 MN Amsterdam
The Netherlands
T: +31(0)20 - 672 1371
E: **info@creditexpo.nl**

Serge van Groningen, Product Manager,
M: +31(0)6-290 227 91, E: **serge@creditexpo.nl**

Marcel Wiedenbrugge, Sales & Marketing,
M: +31(0)6-459 026 01, E: **marcel@creditexpo.nl**

Sponsoring & Exhibiting options

	Platinum	Gold	Silver	Bronze
Investment (ex. VAT)	€ 14,000	€ 7,500	€ 4,500	€ 3,500
Standard stand construction	18 m²	18 m²	9 m²	6 m²
1 presentation of 45 minutes	✓	✓	€ 500	€ 500
1 round table session of 75 minutes	✓	€ 3,000	€ 3,000	€ 3,000
Invitation cards	200	100	100	100
Luncheon vouchers	12	6	3	2
Advertorial (interview) in newsletter	✓	€ 1,000	€ 1,000	€ 1,000
1/1 FC advert in fair guide	✓	€ 1,000	€ 1,000	€ 1,000
Logo on front cover of fair guide	✓	✗	✗	✗
Logo on invitation cards	✓	✗	✗	✗
Logo on registration confirmation	✓	✗	✗	✗
Logo on creditexpo.nl homepage	✓	✗	✗	✗
Logo in creditexpo.nl newsletter	✓	✗	✗	✗
Company profile on creditexpo.nl	✓	✓	✓	✓
Company profile in fair guide	✓	✓	✓	✓

Partners Credit Expo 2018

Organisation

NEXT LEVEL academy

Next Level

Next Level, founded in 2005, specialises in organising trade fairs, congresses and seminars for B2B markets. Next Level excels with its creative vision, 15 years of 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 protect the interests of practitioners, all in the broadest 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

Next Level Academy BV
Serge van Groningen
Jan Vrijmanstraat 293
1087 MN Amsterdam
T: +31(0)20 - 672 1371
info@creditexpo.nl

Vereniging voor Credit Management
Lydia de Wit
Secretariaat VVCM
Computerweg 22
3542 DP Utrecht
T: +31(0)346 - 55 80 50
secretariaat@vvcm.nl

Registration form

THURSDAY 7 NOVEMBER 2019, NBC CONGRESS CENTRE UTRECHT-NIEUWEGEIN

Invoicing address

Company name	
Street and house number	
Postcode and town	
PO 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 € 3,000 excl. VAT

Sponsoring

☐ Platinum Sponsor including 18 m2 stand area as stated in the brochure, investment € 14,000 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 of previous editions of Credit Expo

☐ We would like to advertise in the **fair guide** (distributed before and during Credit Expo, 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 herby 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 7 November 2019 at the NBC Congress Centre (NBC), Blokhoeve 1, 3438 LC, Nieuwegein:

Date

Signature

Please send or e-mail to: Credit Expo 2019, Jan Vrijmanstraat 293, 1087 MN Amsterdam, E-mail: info@creditexpo.nl
Please keep a copy for your files.

Credit Expo 2019 participation terms and conditions

The terms and conditions for taking part in Credit Expo 2019 have been laid down in the following participation conditions.

Organisation

Credit Expo 2019 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 2019 will be held at the NBC Conference Centre at Blokhoeve 1, 3438 LC in Nieuwegein-Utrecht, on Thursday 7 November 2019.

Opening hours

Credit Expo 2019 is open to visitors on Thursday 7 November 2017 from 9 am to 7 pm.

Assembly and disassembly

Exhibitors who assemble their own stand can do so on Wednesday 6 November 2019 between 10 am and 8 pm. Exhibitors who make use of the uniform stands can come on Wednesday 1 November from 3 pm to 8 pm, or on Thursday 7 November from 7 am to 9 am to set up their stand. Exhibitors who have assembled their own stands must disassemble them on Thursday 7 November between 7 pm and 9 pm. Exhibitors who use a uniform stand must clear their stand between 7 pm and 8 pm.

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 m^2, 9 m^2 and 18 m^2. 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 m^2 (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 m^2, 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.