

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 "VCM". Every year Credit Expo attracts over 1,200 credit & collection professionals. The central theme of Credit Expo 2020 focuses on 'Skills for the Digital Age'.

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
- Consulting and outsourcing
- Recruitment and staffing

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 decided after consultation. The dialogue is in a closed session, hosted by a moderator who is familiar with the content and objectives, as discussed in advance with you. 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.



THEME: **SKILLS FOR THE DIGITAL AGE**

The digital transformation is fundamentally changing the way we work and has a profound effect on the knowledge and skills we need in the future. Our current knowledge and skills are rapidly becoming obsolete. Various studies show that a significant part of the knowledge and skills that appear important now will no longer be relevant in as little as five years' time. This also applies to the skills of credit managers. While the position of credit manager will continue to exist, the content will change, requiring

different knowledge and skills. What, then, are the main digital skills a credit manager of the future will need to master? How do you put together a future-proof credit management team? What positions need to be included? What new technologies do you have to get the hang of as a credit manager? Various knowledge sessions at Credit Expo 2020 will focus on these and other questions at the interface of digital transformation, human resources and HR skills, and credit management.

Expert sessions

At an expert session, relevant trends and developments are discussed during 45 minutes 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 Dutch Credit Management Association: VVCM. The expert sessions generate increased visitor traffic.

VVCM Credit Management Innovation Award 2020

Will your company win the VVCM Credit Management Innovation Award 2020? 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 2020 the Award will be presented for the ninth time. You can register your company via the website of the VVCM: verenigingvoorcreditmanagement.nl



Credit Expo 2020 exhibition manual

An exhibition manual is compiled ahead of Credit Expo. This manual 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 exhibition manual is circulated before and during Credit Expo with a print run of 2,000 copies. Platinum Partners already have a 1/1-page FC included in their package. Other exhibitors can advertise in the exhibition manual at the following rates.



Full Colour	Rate
1/1-page back page	€ 1,500
1/1-page inside cover	€ 1,250
1/1-page next to floor plan	€ 1,250
1/1-page	€ 1,000

Why participate?

- You will meet more than 1,200 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 largest 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 8.3 approval rating

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 over 8,500 members, the LinkedIn group is the largest social network in the field of credit 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 participants' handbook (PDF) that will be issued to all exhibitors early September.

Admission policy

Credit Expo can only be visited free of charge for professionals who are involved as policy-makers or end users in the application of credit and cash management solutions for their own organisation. Persons working for or on behalf of a supplier, intermediary or consultancy for credit managers are not part of this visitor group and therefore do not have free admission. Every exhibitor will receive an unlimited number of registration codes to distribute among prospects and/or relations belonging to the target group as they see fit. In addition, every exhibitor will receive a limited number of registration codes (depending on their package) with which they can give free access to relations that are not part of the target group.

Venue

Credit Expo 2020 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-Utrecht
www.n-b-c.nl

Date and opening hours

Credit Expo 2020 is open to visitors on Thursday 5 November 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	Brons
Investment (ex. VAT)	€ 14,000	€ 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	✓	€ 3,000	€ 3,000	€ 3,000
Unlimited number of registration codes for target audience	✓	✓	✓	✓
Invitation codes no target audience	9	6	3	X
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	✓	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 2019



Organisation

NEXT LEVEL
academy

Next Level

Next Level, founded in 2005, specialises in organising exhibitions, conferences and seminars for B2B markets. Next Level excels with its creative vision, 15 years of experience and a strong focus on financial target audiences and topics.

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 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

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Vereniging voor Credit Management

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secretariaat@vvcm.nl



Registration form Credit Expo

THURSDAY 5 NOVEMBER 2020, 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 2,000). We confirm by signing this form the following advertising space:

Full Colour	Rate
1/1 page back page	€ 1,500
1/1 page inside cover	€ 1,250
1/1 page next to floor plan	€ 1,250
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 5 November 2020 at the NBC Congress Centre (NBC), Blokhoeve 1, 3438 LC, Nieuwegein-Utrecht:

Date _____

Signature _____

Please send or e-mail to: Credit Expo 2020, Jan Vrijmanstraat 293, 1087 MN Amsterdam, E-mail: info@creditexpo.nl
Please keep a copy for your files.

Credit Expo 2020

participation terms and conditions

The terms and conditions for taking part in Credit Expo 2020 have been laid down in the following participation conditions.

Organisation

Credit Expo 2020 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)- 20 672 137, E-mail: info@creditexpo.nl

Venue and time

Credit Expo 2020 will be held at the NBC Conference Centre at Blokhoeve 1, 3438 LC in Nieuwegein-Utrecht, on Thursday 5 November 2020.

Opening hours

Credit Expo 2020 is open to visitors on Thursday 5 November 2020 from 9 am to 6 pm.

Assembly and disassembly

Exhibitors who assemble their own stand can do so on Wednesday 4 November 2020 between 11 am and 7 pm. Exhibitors who make use of the uniform stands can come on Wednesday 4 November from 3 pm to 7 pm, or on Thursday 5 November from 7 am to 9 am to set up their stand. Exhibitors who have assembled their own stands must disassemble them on Thursday 5 November between 6 pm and 8 pm. Exhibitors who use a uniform stand must clear their stand between 6 pm and 7 pm.

Admission policy

Credit Expo can only be visited free of charge for professionals who are involved as policy-makers or end users in the application of credit and cash management solutions for their own organisation. Persons working for or on behalf of a supplier, intermediary or consultancy for credit managers are not part of this visitor group and therefore do not have free admission. Every exhibitor will receive an unlimited number of registration codes to distribute among prospects and/or relations belonging to the target group

as they see fit. In addition, every exhibitor will receive a limited number of registration codes (depending on their package) with which they can give free access to relations that are not part of the target group. The organisation at all times reserves the right to reject registrations (including those distributed by exhibitors) if admission policy is not applied in accordance with these rules.

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.