



Credit Expo Netherlands 2021

PARTICIPATION AS EVENT PARTNER

THEME: **SKILLS FOR THE DIGITAL AGE**



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 1,000 credit & collection professionals. The central theme of Credit Expo 2021 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 a direct dialogue with your target audience on relevant topics. To guarantee effective interaction, the group size is limited to a maximum of 16 people.



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 2021

Will your company win the VVCM Credit Management Innovation Award 2021? 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 2021 the Award will be presented for the tenth time. You can register your company 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. During 2021 credit expo participants can post two news articles or press releases free of charge on our online platform and weekly newsletter. 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

Theme: Skills for the digital age

The digital transformation is fundamentally changing the way we work. Various studies have shown that a large part of the knowledge and skills that still seem important today will no longer be relevant within five years. The Credit Manager also has to deal with this. The Credit Management function will continue to exist but will be given a different interpretation. What digital skills do you need to master to become a future-proof Credit Manager? How to put together a futureproof team? What knowledge is required? Which technologies are really important for Credit Managers? During Credit Expo 2021, these and other questions at the intersection of digitization, human resources and Credit Management will be discussed.

group is the largest social network in the field of Credit (Risk) Management in the Netherlands. Check the [advertisement rate card](#) for more details.

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 builder 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 handbook that will be issued to all exhibitors in the last week of September.

Admission policy

Credit Expo can only be visited free of charge for professionals who are involved as policymakers, purchasers or end users concerning 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 the target 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) allowing them to give free access to business relations who are not part of the target group.

Venue

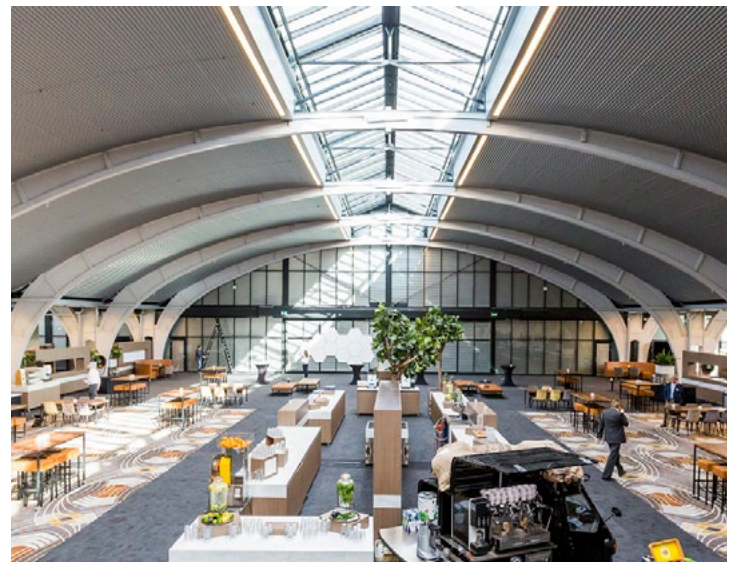
Credit Expo 2021 is held at the 1931 Congress Center 's-Hertogenbosch. This central location has all modern facilities to make Credit Expo a success. 1931 can be reached by car within one hour from Amsterdam or Rotterdam and has 4,000 parking places. 1931 Congress Center is just a 10 minute walk from 's-Hertogenbosch Central Station.

1931 Congress Center 's-Hertogenbosch

Oude Engelseweg 1
5222 AA 's-Hertogenbosch
The Netherlands
www.1931.nl

Date and opening hours

Credit Expo 2021 is open to visitors on Thursday 28 October from 8.30 am to 6.00 pm.



Partners Credit Expo 2019



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
Presentation of 45 minutes	✓	✓	€ 500	X
Round table session of 75 minutes	✓	X	X	X
Invitation codes no target audience	9	6	4	2
Luncheon vouchers	12	6	3	2
Advertorial (interview) in newsletter	✓	€ 1,000	€ 1,000	€ 1,000
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	✓	✓	✓	✓

Why participate?

- You will meet more than 1,000 professionals, business relations and prospects in a single day.
- Your company name is featured in the marketing campaign that reaches around 20,000 finance and credit & collections professionals in the Netherlands.
- Since 2005, Credit Expo has been the largest and most successful credit (risk) management event in the Netherlands.
- Every year, on average about about 40 companies exhibit at Credit Expo and give the event an 8.3 approval rating.



Interested in participating?

For more information please contact:



Next Level Academy BV

Prof. J.H. Bavincklaan 7,
1183 AT Amstelveen, The Netherlands
T: +31 (0)20 - 672 1371
E: info@creditexpo.nl

Marcel Wiedenbrugge

Sales Manager
M: +31 (6) - 459 026 01
E: marcel@creditexpo.nl

Joyce Lafeber-Dollee

Event Manager
M: +31 (6) - 520 325 58
E: joyce@creditexpo.nl



Credit Expo

Prof. J.H. Bavincklaan 7 | 1183 AT Amstelveen, Netherlands | T: +31 (0)20 – 672 1371
www.creditexpo.nl