



# Credit Expo Netherlands 2022

INFORMATION FOR EVENT PARTNERS

**THEME: HIGH PERFORMANCE**



KEYNOTE  
**PAUL RULKENS**  
THE HIGH PERFORMANCE  
MASTERMIND

# The largest event for the dutch credit management community

Credit Expo is an annual event for the Dutch credit management community. Credit Expo brings supply and demand in the field of Credit Management together in one day through a high quality program in combination with a trade show where innovative service providers present the latest trends and developments within the sector. Credit Expo offers visitors a complete overview of the Dutch market for Credit Management and related products and services. The seventeenth edition will take place on Tuesday, 8 November 2022 in 1931 Congress Centre in 's-Hertogenbosch. The theme of the event is "High Performance". Are you active in the credit & collection sector and would you like to come into contact with a large number of prospects and customers in one day? Then this event is the perfect opportunity to showcase your products and/or services to the market.

## Trade fair

At Credit Expo leading companies present their latest and innovative products and services in the field of cash, credit risk, billing and collections management.

The following segments are represented:

- Credit management software
- E-Invoicing software
- Payment Service Providers
- Credit insurance companies
- Collection agencies and bailiffs' offices
- Credit information and commercial data service providers (B2B, B2C)
- Financial training and education
- Factoring
- Consulting
- Outsourcing

## 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 (High Performance), 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 2022

Will your company win the VVCM Credit Management Innovation Award 2022? 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 2022 the Award will be presented for the tenth time. You can register your company via the website of the VVCM: [verenigingvoorcreditmanagement.nl](https://verenigingvoorcreditmanagement.nl)



## Creditexpo.nl newsletter

Credit Expo sends out a newsletter on a regular basis to 7,000 credit management professionals. During 2022 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



## Theme: High Performance

These are challenging times for Credit Managers. Corona has not only facilitated digitalisation, but has also caused disruptions in supply chains worldwide. This has led to tightness in various markets, resulting in scarcity and rising prices. At the same time, there are sectors that have suffered significant losses in the coronation period and that have survived thanks to government support. The Credit Manager has the task/challenge to translate all this into future business risks and a customer-oriented credit policy. High performance is a pragmatic management method that allows you to achieve significantly better results by working smarter. During Credit Expo 2022 we will dig deep into the characteristics of High Performance organisations and how you as a Credit Manager can get the best out of yourself, your team and your partners to achieve High Performance.

management team or one of your customers. Newsletter topics are regularly forwarded to our social media networks including Twitter (2,000 followers) and LinkedIn (8,500 group members). Check the [advertisement rate card](#) for more details.

## Uniform stand construction

Credit Expo offers uniform stands in dimensions 18 m<sup>2</sup>, 9 m<sup>2</sup> and 6 m<sup>2</sup>. 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.

## Venue

Credit Expo 2022 will be held at 1931 Congress Centre 's-Hertogenbosch, one of the most unique locations in the Netherlands. 1931 is located on the edge of the historical centre and central to the major cities in the Netherlands. From Amsterdam and Rotterdam it will take you less than one hour to get there. Moreover, there are more than enough (4,000) parking spaces. Also, 1931 is easily accessible by public transport.

### 1931 Congress Center 's-Hertogenbosch

Oude Engelseweg 1  
5222 AA 's-Hertogenbosch  
The Netherlands  
[www.1931.nl](http://www.1931.nl)



## Date and opening hours

Credit Expo 2022 is open to visitors on  
Tuesday 8 November from 8.30 am to 6.00 pm.



## Partners Credit Expo 2021





# Sponsoring & Exhibiting options

	Platinum	Gold	Silver	Brons
Investment (ex. VAT)	€ 12,500	€ 7,500	€ 4,500	€ 3,500
Standard stand construction	18 m <sup>2</sup>	18 m <sup>2</sup>	9 m <sup>2</sup>	6 m <sup>2</sup>
Presentation of 45 minutes	✓	✓	€ 500	X
Round table session of 75 minutes	✓	X	X	X
Luncheon vouchers	12	6	3	2
Advertorial (interview) in newsletter	✓	€ 1,000	€ 1,000	€ 1,000
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	✓	✓	✓	✓

## 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 40 companies exhibit at Credit Expo and give the event an 8.3 approval rating.



## Interested in participating?

For more information please contact:



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Next Level Academy BV

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