

# TRADE FAIR LED + ELEKTROTECHNIK



3 | 4 | NOV | 2021

BRABANTHALLEN | DEN BOSCH

## A new platform for the Dutch electrical engineering and lighting sector

The electrical engineering sector is more dynamic than ever; new products, new technologies and new applications follow each other up at lightning speed. With that in mind, a clear overview and efficient information become increasingly important.

That is why the electrical engineering sector deserves an innovative platform where manufacturers, importers, agents and wholesalers can present their product and service portfolio. A platform where installers, architects and end users are able to inform you efficiently about the latest products and developments live and online.

We are going to market this new platform under the name LED + Elektrotechniek. Its core is a trade fair 3.0 in which the power of human contact is reinforced and substantiated by targeted market and marketing data; this online platform will be available for 365 days a year.



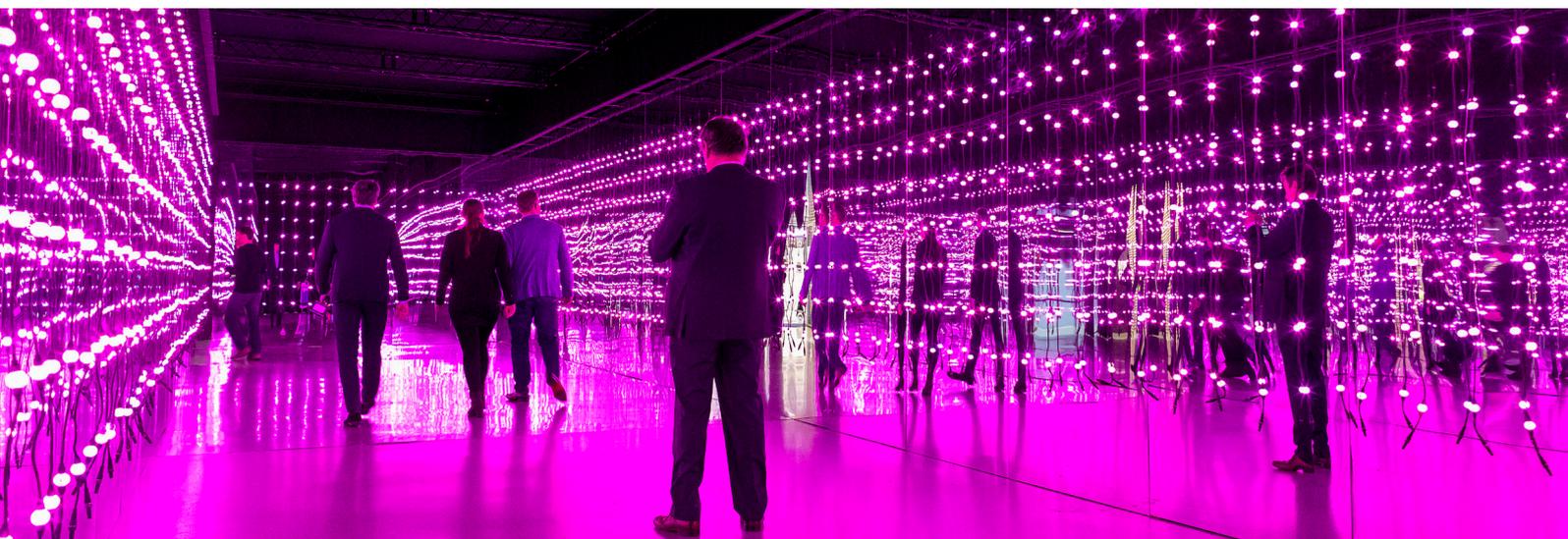
LED + Elektrotechniek stems from the successful trade fair Led + Elektro, which has already seen six editions. LED + Elektrotechniek, however, is bigger and broader with a **minimum of 120 exhibitors, 14,000 m2 gross stand area and at least 9,000 installers, architects, wholesalers and other professionals** who visit the fair during 2 days in November. And an online platform where you are visible for 365 days and where you can post new products, videos, job offers and news items.

Exhibit at LED + Elektrotechniek, reach your target groups and generate valuable leads. Prominent companies precede you, *be part of the future!*

## **LED + Elektrotechniek**

**Brabanthallen, hall 6 and 7**

**Wednesday 3 & Thursday 4 November 2021**



## A trade fair for the 21st century

A trade fair is the **most powerful tool** for generating leads, launching new products and maintaining existing relationships.

But that does require **a trade fair of the 21st century**. Standalone fairs with large mega-expensive stands and no online presence give a low return on a high investment. That is definitely a thing of the past, LED + Elektrotechniek does it exactly the other way around!



Our visitors are **installers, architects and lighting designers, building managers, business end users and government administrators**. LED + Elektrotechniek technology is only accessible to business visitors. 55% of them are **CEO's and senior management**. About 15% of the visitors will come from Belgium this year.

### Worry-free participation

A maximum stand size of 100m<sup>2</sup> applies to LED + Elektrotechniek. You can use your own stand design construction or, alternatively, you can choose for our entry-level- or our luxury, all-in stand concepts against **cost price**. Arrange your participation quickly and easily via your exhibitor dashboard.

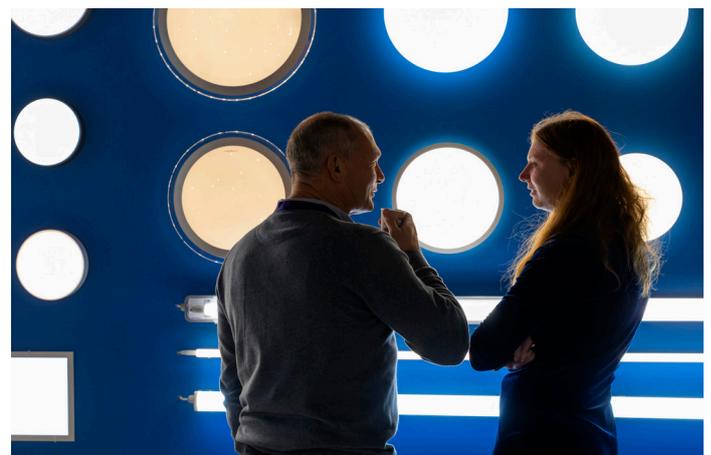
You will receive **strong digital marketing tools** to optimize the return on your participation beforehand, during and after the fair. Immediately afterwards you will receive an **extensive marketing report** with graphics display of the accumulated scan data. Learn more about this option from our sales department.

**And... you will be online 365 days a year!**

- with your company profile
- post unlimited news items
- upload videos
- post job offers
- upload new products

### LED + Elektrotechniek by the numbers

- Takes place in november 2021
- Two days (Wednesday/Thursday)
- Min. 120 participants, 14,000 m<sup>2</sup> gross stand area
- First edition with 9,000 **exclusive professional** visitors, target 15,000 for next editions
- From the organizers of successful trade shows such as Solar Solutions International, Green Heating Solutions and Huis & Energie



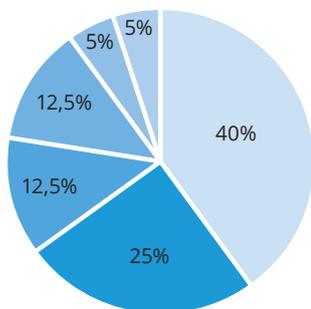
### Interested?

Please contact Mr. Don Valkering and let us inform you about our participation options. Call us: **0031 (0)72 572 97 94** or email: [don@led-elektro.nl](mailto:don@led-elektro.nl)

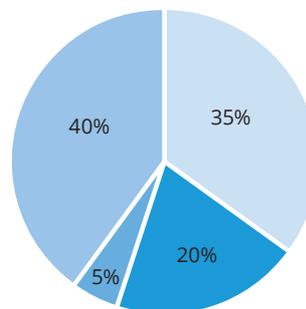


## FACTS + FIGURES

Sectors



Visitors' professions



- |                      |                                 |                                    |
|----------------------|---------------------------------|------------------------------------|
| Installers           | Architects + lighting designers | CEO's / Director-major shareholder |
| Wholesalers          | Professional end users          | Government administrators          |
| Government officials | Other professionals             | Senior managers                    |
|                      |                                 | Small business owner               |

Exhibit with minimal effort and costs and opt for our stand construction packages.

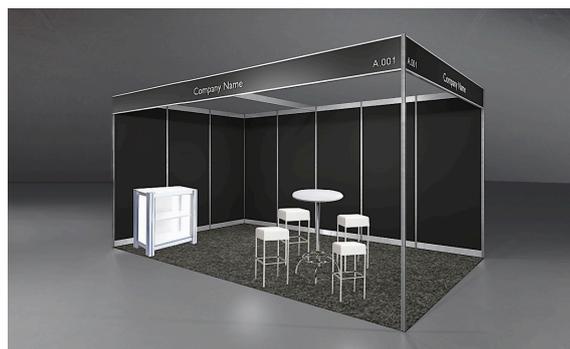
The BASIC stand comes with a black stand construction, the Easy Exhibiting Package and the Media Package. The package includes: carpet, walls, lighting, fascia board with company name and furniture. BASIC is also available in a luxury version with an print eye-catcher.

**NEW! FULL SERVICE EASY EXPO STAND CONSTRUCTION**  
Do you want maximum visibility, high efficiency, low costs and minimal preparation time? Then choose our Full Service Easy Expo stands, available in 42, 32 and 24 square meters.

### Easy Expo stand includes:

- luxury wooden birch stand construction
- furniture
- television screen
- your images printed on the walls
- catering
- cleaning
- promotion package

Ask about our very attractive rates!



BASIC available in 2 versions



Easy Expo available in 3 versions

## LED + ELEKTROTECHNIEK



14,000  
square  
meters



9,000+  
decision makers  
and professionals



120+  
participants from  
lighting and electro  
engineering



60+  
high level  
seminars



250+  
the latest  
innovations