

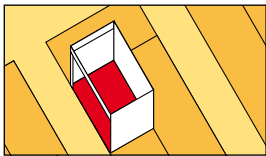
# VAKANTIEBEURS

t h e w o r l d a t y o u r f e e t

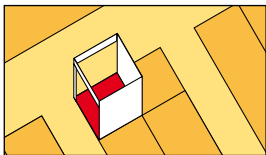
12 - 17 January 2010 Jaarbeurs Utrecht [www.vakantiebeurs-online.nl](http://www.vakantiebeurs-online.nl)

## INFORMATION ABOUT THE REGISTRATION FORM

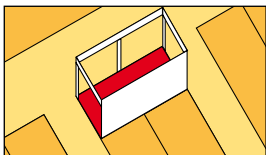
An explanation follows below of the various packages available for participation. Please indicate your choice on the enclosed registration form.



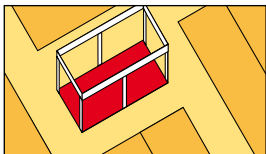
Aisle location (one side open)  
Booked before September 18, 2009  
€ 120,00\* per sq.m  
Booked from September 18, 2009  
€ 138,00\* per sq.m



Corner location (two sides open)  
Booked before September 18, 2009  
€ 125,00\* per sq.m  
Booked from September 18, 2009  
€ 143,00\* per sq.m



End of row location (three sides open)  
Booked before September 18, 2009  
€ 130,00\* per sq.m  
Booked from September 18, 2009  
€ 148,00\* per sq.m



Island location (completely open)  
Booked before September 18, 2009  
€ 135,00\* per sq.m  
Booked from September 18, 2009  
€ 153,00\* per sq.m

\*All prices are exclusive of stand construction

### Standtypes

The following locations are available.

- Minimum size for an aisle location is 9 sq.m
- Minimum size for a corner location is 25 sq.m
- Minimum size for an end of row location is 50 sq.m
- Minimum size for an island location is 100 sq.m.

### Early registration

If you register before September 18, 2009 a lower rate per sq.m. applies. For example: an aisle location will cost you € 120,00 per sq.m. while € 138,00 applies for registration after September 18, 2009. Book early to benefit from this offer! Plus early registration means more choice of location at the exhibition.

### Volume discount

A volume discount applies for stands larger than 80 sq.m. A discount of € 10,00 applies for all extra sq.m. above 80 sq.m.

### Basic package

Each exhibitor automatically uses certain services included in the basic package. We carry out a number of services per exhibitor at registration (for example administration). You are also entitled to use a number of other services, which contribute to a well-prepared and successfully organised exhibition.

Fixed costs basic package: € 295,00

### The basic package includes:

- Unlimited numbers of trade invitations
- Digital invitations
- Listing in (digital) catalogue
- Listing of company name on exhibition website [www.vakantiebeurs.nl](http://www.vakantiebeurs.nl)
- Kick off meeting for exhibitors
- Cocktail party for exhibitors
- Publicity and media campaign
- Use of digital press room
- Free promotion material
- Market research/visitor research
- Market research into visitor interest and willingness to invest
- Administration costs
- Trade visitor registration with pre-registration module (button on your own website)
- For direct exhibitors only: 20% discount on the entire range of products at Jaarbeurs Catering outlets (Moments, Great...)

Stand construction is not included in the basic package.

### Indirect participants

'Indirect' participants may not exhibit at your stand without your notifying the fair organisation. So to notify Jaarbeurs Utrecht of any indirect exhibitors before the fair simply fill in the form on the website [www.vakantiebeurs-online.nl](http://www.vakantiebeurs-online.nl). If Jaarbeurs Utrecht establishes that you have an indirect exhibitor on your stand an additional € 1,000 will be charged per indirect exhibitor.

## Stand construction packages

Choose convenience and arrange for your stand with one of two attractive all-in formulas.



### Vakantiebeurs modular stand construction

#### *Layout Stand construction package (from 9 sq.m.):*

- Beige modular walls (2.50 meter high)
- Beige storage space of 1 sq.m., including coat hooks and shelves
- Turquoise frieze
- Text sign with dark blue company name
- Berber carpet tiles, with a light blue border
- 2 white bar stools
- 1 white counter
- 1 waste-paper basket
- 3kW electrical connection, including usage and wall socket
- 1 spot per 5 sq.m
- Stand cleaning before start fair

Price: € 95,00 per sq.m

### Vakantiebeurs wooden stand construction

#### *Layout Stand construction package (from 12 sq.m.):*

- Beige wooden walls (2.50 meter high)
- Beige storage space of 1 sq.m., including coat hooks and shelves
- Orange frieze
- Text sign with black company name
- Berber carpet tiles with a protective cover
- 2 white bar stools
- 1 white counter
- 1 waste-paper basket
- 3kW electrical connection, including usage and wall socket
- 1 spot per 5 sq.m
- Daily stand cleaning

Price: € 110,00 per sq.m

The standard colour of the wooden fair stand is orange, but it is also available in various other colours. To select one for your stand go to [www.exposantenhandboek.nl](http://www.exposantenhandboek.nl), after receiving the login code from Jaarbeurs Utrecht.

### Name of stand

If you ordered the stand construction package your official company name, as filled in on the registration form, will be shown on the display panel. To change it go to [www.exposantenhandboek.nl](http://www.exposantenhandboek.nl), after receiving the login code from Jaarbeurs Utrecht.

