

Netherlands Pavilion @Aquatech Amsterdam 2023

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wateralliance 

accelerating business with **WaterCampus**

Objectives

The Netherlands Pavilion aims

1. To showcase Dutch knowledge, expertise, and the technology available from Dutch suppliers
2. To highlight the Dutch innovative strength
3. To connect the Dutch water sector with potential customers and partners, from all over the world



Three pillars, three collaborating partners

1. NL Lounge (Partners for Water)
2. Netherlands Pavilion: showcasing Dutch technology providers
(NWP + Water Alliance)
 - Holland Innovation Park for innovative start-ups
 - Stands for SME's (small, medium, large, X-large)
3. Hosting incoming delegations from foreign countries
(NWP + Water Alliance + partners)

NL Pavilion lay-out

NL Lounge	07.328
Holland Innovation Park	07.324
Netherlands Pavilion	07.320
	07.424
	07.420



Netherlands Pavilion

Stand packages

Added value Netherlands Pavilion

- Joint forces means bigger impact! Pavilion size and design guarantees you more attention for your organisation
- Excellent location on the exhibition floor, generating maximum footfall to your stand
- Opportunities for smaller stand space: cost-effective use of your time and resources
- Reduced costs because of economies of scale
- No need to worry about project management, the experienced staff of NWP and Water Alliance is well-connected with the Aquatech organisers
- Years of experience of NWP and Water Alliance results in high-quality service & on-site support
- Hassle free, we take the stress out of exhibiting! Allowing you more time to focus on your marketing & sales
- Distinctive NL brand stands out and draws in the crowd
- Unique networking opportunities with incoming delegations
- Promotion of your company via the international media channels of NWP, Water Alliance, and Aquatech before and during the event (online as well as on-site)

Incoming delegations

- NWP is liaison for incoming mission delegations, working together with all the stakeholders involved (i.e. Water Alliance, RVO, RAI Amsterdam)
- In total approximately 15 incoming delegations are expected
- The Delegations Programme takes place primarily on the exhibition floor, consisting of for example pitch talks, Round Table sessions on certain topics, Dutch Double Dates, and exhibition tours
- Participants in the Netherlands Pavilion will have unique access to the incoming delegations, including timely information about the delegations, plus the opportunity to request a meeting with a specific delegation
- Participants of the Netherlands Pavilion will be promoted beforehand to the Delegations, which increases your international brand awareness and opportunities for making new connections
- As participant of the Pavilion, you will receive regular updates about the delegations and programming

Participation packages

1. Holland Innovation Park (HIP)
2. Small stand
3. Medium stand
4. Large stand
5. X-Large stand



Small stand 6 m2

€ 4,950.00

- Pedestal (75x75cm) annex lockable storage cabinet (60x60cm) and 2 bar stools
- 1 Fullcolor panel for your logo & visual (100x250cm per panel)
- Carpet, LED lighting, and 1 wall socket to charge laptop/phone (located on back wall)
- Unique access to incoming delegations, including exclusive networking
- International promotional campaign
- Professional project management, saving you time and money



Medium stand 9 m2

€ 7,800.00

- High table & 2 bar stools
- Lockable storage cabinet (120x60cm)
- 2 Fullcolor panels for your logo & visual (100x250cm per panel)
- Carpet, LED lighting, and 1 wall socket to charge laptop/phone (located on back wall)
- Unique access to incoming delegations, including exclusive networking
- International promotional campaign
- Professional project management, saving you time and money



Large stand 12 m2

€ 12,800.00

- High table & 3 bar stools
- Space to showcase your product or demo
- 2 Fullcolor panels for your logo & visual (2x panel of 100x250cm or 1xpanel of 200x250cm)
- Lockable storage cabinet (120x60cm)
- Carpet, LED lighting, and 1 wall socket to charge laptop/phone (located on back wall)
- Unique access to incoming delegations, including exclusive networking
- International promotional campaign
- Professional project management, saving you time and money



X-Large stand 15 m2

€ 15,500.00

- High table & 3 bar stools
- Large space to showcase your product or demo
- 3 Fullcolor panels for your logo & visual (100x250cm per panel)
- Lockable storage cabinet (120x60cm)
- Carpet, LED lighting, and 1 wall socket to charge laptop/phone (located on back wall)
- Unique access to incoming delegations, including exclusive networking
- Access to the NL Lounge
- International promotional campaign
- Professional project management, saving you time and money



Included & excluded

- All stand packages include listing in the online show catalogue and use of (collective) facilities such as access to NL Lounge, as well as project management and on-site operational support from NWP and Water Alliance.
- Each package includes carpet, LED lighting, and 1 wall socket (located on the back wall) to charge your laptop or telephone.
- Prices are inclusive of collective stand design and stand construction (NL branding), and production, printing, delivery and installation of the full colour panels.
- Excluded is the mandatory registration fee of RAI Amsterdam (€ 545), extra furniture, cost for design of the panels (optional), travel & stay, catering, and VAT.
- Extra furniture and panels can be ordered with our stand contractor Expo Coach but need to be reviewed beforehand by NWP.

Space is limited, so make sure to be among the first ones to reserve your spot! Registration deadline is 23 June.

Netherlands Pavilion:

<https://www.netherlandswaterpartnership.com/calendar/aquatech-amsterdam-2023>

Holland Innovation Park

<https://wateralliance.nl/event/aquatech-amsterdam-2023/>

Holland Innovation Park

About the Holland Innovation Park

- Third edition of the HIP at Aquatech Amsterdam
- Our mission is to create an eye-catcher within the Netherlands Pavilion specifically for innovative start ups
- For visitors it is the spot to get to know start-ups and ground breaking Dutch innovations
- For participants a hassle-free, all-inclusive experience



How does that look?

- Specific HIP branding within the NL pavilion
- Every company has their own space with all materials needed to promote their product
- Park like design with collective seating
- Exclusive marketing materials like the HIP magazine



HIP Package

- All the benefits of the NL pavilion
- Desk unit with 230v socket and usb connection
- Lockable storage
- Double sided info panel (100x250cm)
- Room for a demo (optional and only in accordance with Water Alliance)
- Use of the collective seating
- Being added to the HIP magazine, newsletter and WA marketing & communications
- Support before, during and after the event by the Water Alliance team
- Total of 8 packages available



€3750*

*Ex (optional) design costs of the panels (€125 per side) and VAT

Holland Innovation Park: the criteria

- The technology is not older than five years at the start of the event
- It concerns a Dutch technology
- The technology is ready for the market
- The technology may be at this fair for a maximum of 3 consecutive years
- The origin of the technology comes from a startup, or a young company or a separate department of a company

All entries will be reviewed by an expert panel before being admitted to the Holland Innovation Park



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Holland Innovation Park

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General information

6 – 9 November 2023



Floorplan Aquatech Amsterdam 2023





Country pavilions (11)

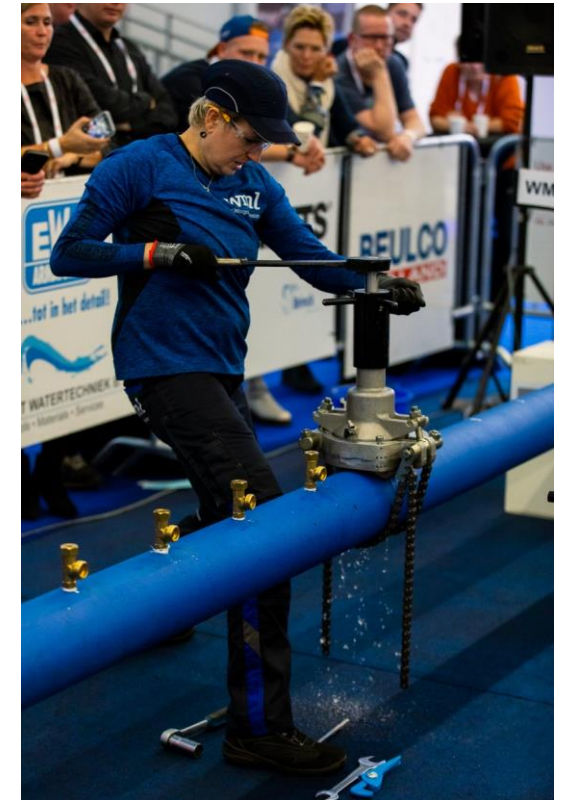
- Italian Pavilion
- Danish Pavilion
- Netherlands Pavilion
- Finnish Pavilion (new)
- British Pavilion
- Bavarian Pavilion
- Korean Pavilion
- Taiwanese Pavilion (new)
- Chinese Pavilion
- Swiss Pavilion
- French Pavilion (new)





Theme / Associates Pavilions (8)

- Circulair Economy Pavilion (partner GWI)
- Aquastage
- Pipefitting competition, incl WK
- Digital Pavilion (partners SWAN and Bluefield Research)
- InnovationLAB
- Bluetech Research Innovation Pavilion
- WQA Pavilion
- WEF Pavilion





Aquatech Worlds

- Clean Water World
- Industrial & Corporate Water World
- Waste Water & Resources World
- Digital World

NETWORKING

- Meet your peers
- Drinks
- Matchmaking

KNOWLEDGE

- Presentations
- Panel discussions
- Round table sessions



Aquatech visitors

Visitors

- Total visits: 22,000
- 65-70% international
- Industrial water users, Governments, water companies, engineers, consultants etc



#TogetherWeMakeWaterWork

Netherlands

Interested to reserve your
stand space but questions?

Please call or email us!

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