



Media Kit 2023/2024



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www.intercleanshow.com/amsterdam

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Welcome to the world's premier platform for experts in the cleaning & hygiene industry!

Interclean is the leading global platform for connecting cleaning professionals through live events and digital platforms.

Join us in:

- Interclean Global – our renowned content platform where we present the newest trends and developments in the cleaning sector, to keep our clients informed of the most recent market changes. The cleaning industry is vibrant and dynamic – this is where we help you keep your finger on the pulse!
- Interclean Events: Interclean Amsterdam – our in-person platform for displaying your latest products and services to the entire cleaning and hygiene industry.

Interclean is passionate about helping your business to flourish! We'll help boost your business to new highs with our targeted lead generation, branding and product launches. Our mission is to drive traffic to your booth – giving you the chance to shine.

Our content platforms offer the most cutting-edge and comprehensive understanding of the cleaning industry. This is where you'll find the most up to date insights into the exciting world of cleaning. This is a golden opportunity for brands to connect with the key professionals in the cleaning and hygiene sector using highly engaging and superb-quality digital solutions.



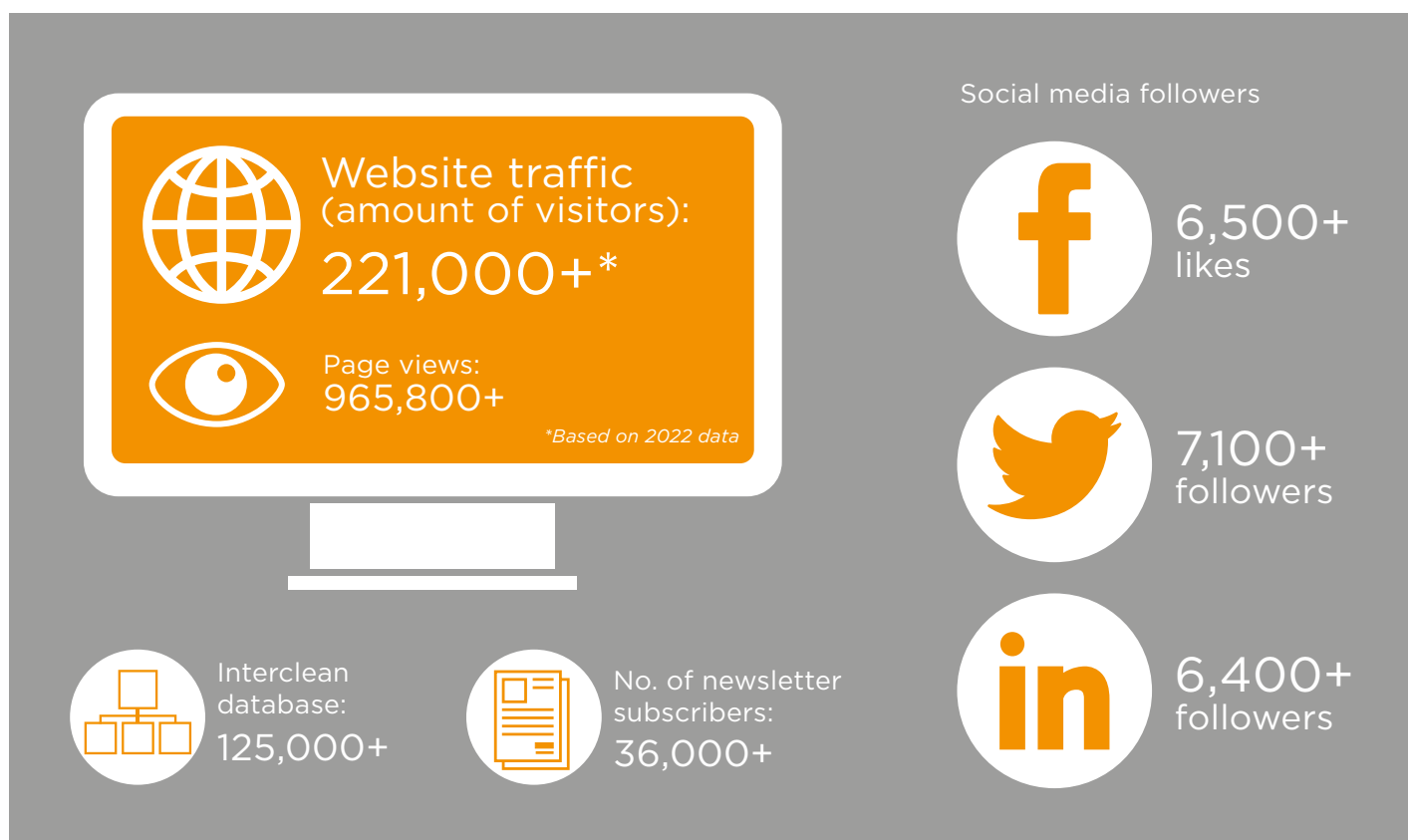
Database

The database that delivers dynamic results

Looking to broaden your relationships and expand your business in the cleaning and hygiene sector globally?

Interclean Amsterdam is the perfect partner! We provide a wide range of digital solutions to the cleaning industry that will establish your company as a thought leader, highlight your products, and produce quality leads for your business.

Our network is extensive. Imagine how many cleaning professionals you can reach if you use our database to promote your company/brand/product?



Trusted by the industry

Our promotional solutions are already getting amazing results for high profile companies such as:

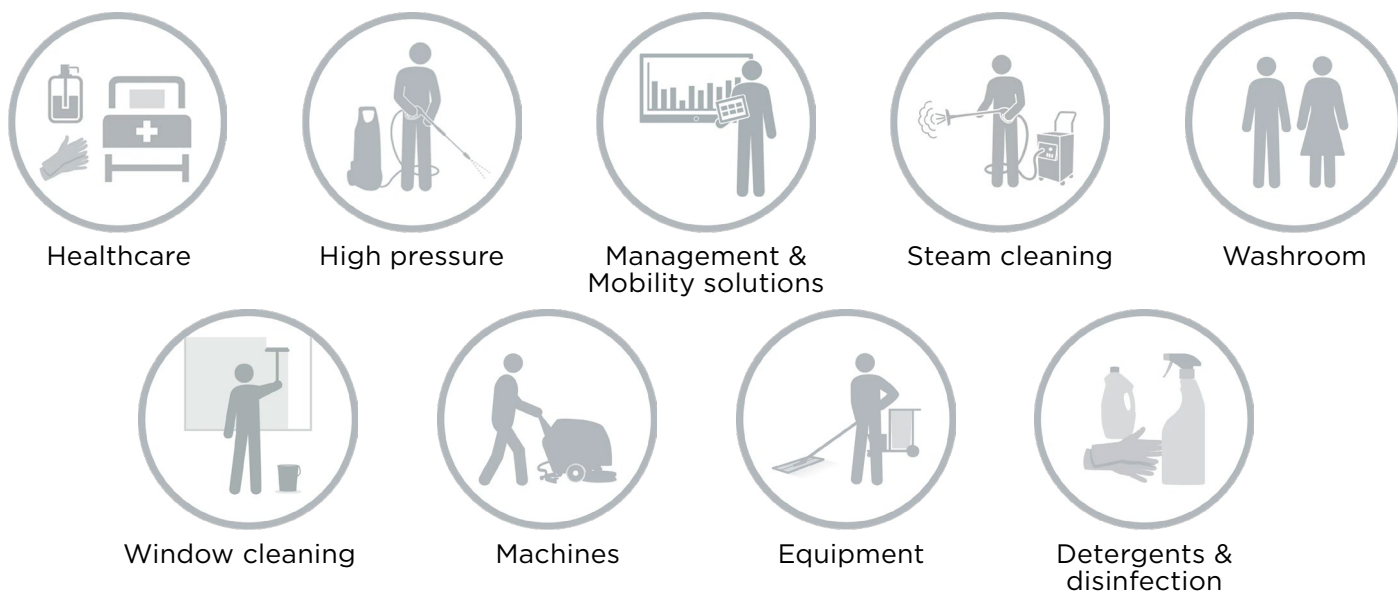


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Readers Profile

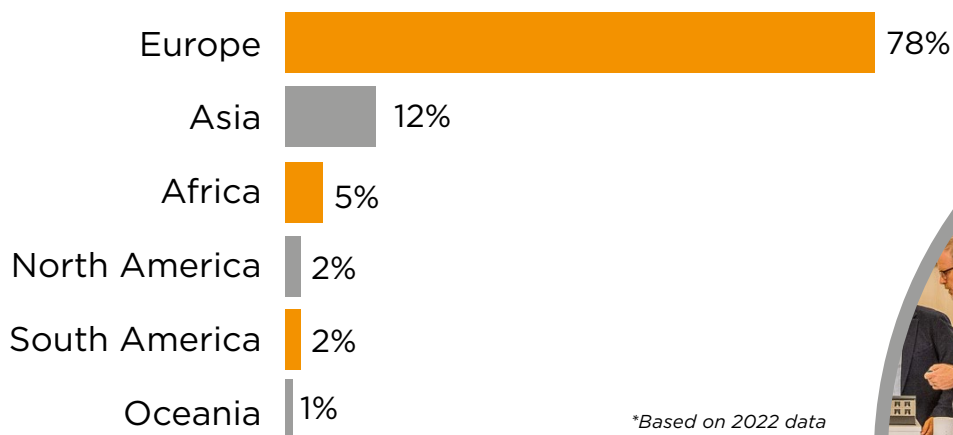
Top Interests



Top 5 Company Type



A global database with 160+ countries from all continents:



**Based on 2022 data*



Online Display Ads

Welcome to the global cleaning and hygiene stage! The spotlight is on you. Using online display ads on intercleanshow.com is an excellent way for your company to be seen by a wide global audience of cleaning and hygiene professionals. Banner ads are extremely effective to brand within content and align yourself with the best stories.

Leaderboard banner

By using the leaderboard banner, you are able to increase your visibility before, during and after the exhibition. The banner is placed on the home page of InterClean global, and/or InterClean Amsterdam.

Sizes: 728 mm x 90 mm
970 mm x 90 mm
€ 500.00 / month



Horizontal category banner

Hooray for horizontal headway! The horizontal category is the ultimate format to attract the audience of a specific category when launching or promoting your product. There is room for only one banner per page on the category pages, so don't miss out!

Size: 1140x180
€ 500.00 / month



Article side bar ad

Eye-catching and enticing! For constant visibility and a fabulous presence, the article side bar banner is the way to go. This banner is not focused on particular categories but will be apparent on every article's sidebar.

Sizes: 300 mm x 50 mm
320 mm x 50 mm
€ 500.00 /month



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Email Newsletter Advertising

If you want to reach well over 36,000 Interclean subscribers, you need to harness the amazing power and potential of our newsletter. With various advertising options available, our monthly Interclean Amsterdam e-newsletter is the ideal vehicle to boost your product, innovation and/or company. You can even link the ad to your company profile on your website – giving your brand even more exposure and credibility. Jam-packed with the low-down on the latest hot topics, trending industry insights and today's top cleaning innovations – this is one newsletter you can't afford to miss out on!

Banner in e-newsletter

All eyes on you! Grab the attention of your audience with an eye-catching banner in the Interclean Amsterdam e-newsletter. This is the ideal way to share knowledge and present your company's message, brand, or product before and after the event.

Size: 600x106
€ 1,000.00



Advertorial in e-newsletter

Our sponsored content option is a superb opportunity for you to share your knowledge and increase your company's authority in the market. This is the perfect place to share a blog or whitepaper. The sponsored content position always links directly to intercleanshow.com where all the extra information can be found.

Size: 290x183
Low season: € 1,000.00
High season: € 1,375.00



Reach
36,000+
industry
professionals
weekly



29%
average
open rate



11%
average
CTO

*Based on 2022 data



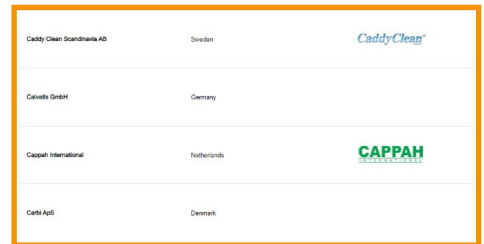
Online Media

Welcome to the hub. This is where the magic happens! The Interclean Amsterdam website is one of the main channels before, during, and after the show. All the information about the exhibition can be found here, which makes it the perfect place to promote your company. The homepage (98.400+) and online exhibitor list (51.500+) attract a lot of attention from exhibitors and visitors. The logo of your company is clickable and immediately directs visitors to your company profile for additional information.

Logo in online exhibitor list on website

Be prominently listed with your logo next to your company information in the digital exhibitor list.

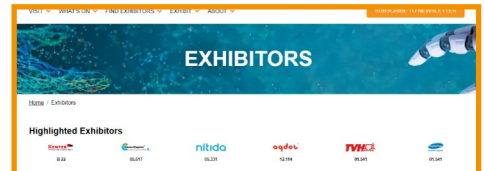
€ 355.00



Highlighted exhibitor above online exhibitor list

Attract more attention by displaying your company logo on top of the exhibitor list. There is only space for six logos, so don't miss out!

€ 575.00



Highlighted exhibitor on homepage website

Shine the spotlight on your company by becoming a highlighted exhibitor on the homepage. Don't miss this golden opportunity - there are only three logos highlighted simultaneously.

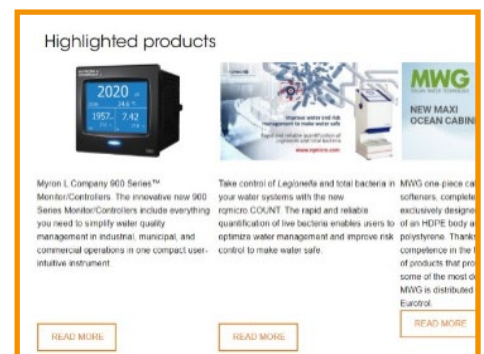
€ 580.00



Highlighted product on homepage website

Do you have a product you want to give prominence? Feature it on the homepage of our exhibition website and add a tantalising product description. Only a few products are highlighted simultaneously, so don't lose out on this fabulous opportunity.

€ 1,000.00



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Online Media

These days almost nobody purchases a product or secures a service without first checking it out online. Using social media effectively is essential for a successful marketing strategy and for sharing valuable content. Interclean publishes and shares new products and services throughout the year. Interclean Amsterdam marketing has the final editing authority on any published content.

Exhibitor in the spotlight

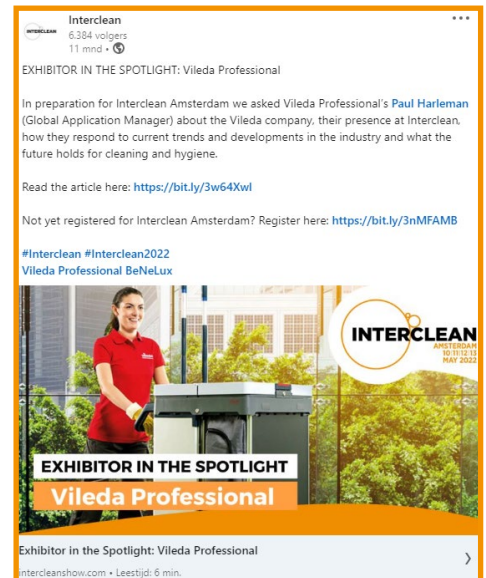
Do you want to put your company in the spotlight? We offer Interclean exhibitors promotion through our website, newsletter and social channels. An article will be created for your company based on an interview. The article will be positioned on the Interclean website (News) and through your article, and traffic can be generated by means of a URL via your article.

Interclean will bring your article (Exhibitor in the spotlight) to the attention of potential customers by featuring your:

- Exhibitor in the spotlight update in the monthly newsletter.
- Exhibitor in the spotlight update on Twitter, Facebook and LinkedIn group.

Low season: € 1,050.00

High season: € 1,250.00



Social Media post

Are you looking for extra exposure for your company, brand or new products/services? Interclean offers promotion via our social channels.

We will place an eye-catching picture of your product/company and some engaging text on one of our channels:

- Twitter - Short text (max. 140 characters).
- Facebook - Picture and short text (max. 100 characters).
- LinkedIn Group - Picture with short text (max. 25 characters).

Low season: € 700.00

High season: € 800.00



Online Media

Make waves with a winning white paper

A white paper is an authoritative report or guide helping readers to understand an issue or solve a problem. A white paper is a very valuable mechanism to generate leads by informing prospective customers about your area of expertise or speciality. Please note that the white paper is only offered as a case study package in combination with the promotions below.

Benefits of presenting white papers to your target group:

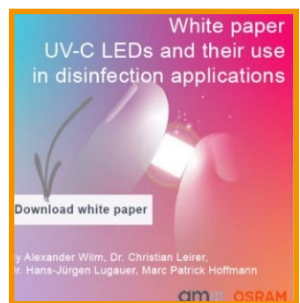
- A well-written white paper usually has educational value for potential customers, which results in significant respect and recognition, as well as long-term gain for your business.
- It generates more sales, credibility, and trust.
- It urges the reader to take action and search for more information about your problem-solving product or service.
- It provides the opportunity to become a thought leader in your industry.

The package

Interclean Amsterdam will bring your white paper to the attention of potential customers by:

- Placing your white paper within a special page on the website.
- Banner on website.
- Posts on the Interleanshow.com and the portal.
- Newsletter promotion (text and visual).

€ 1,000.00 including lead generation



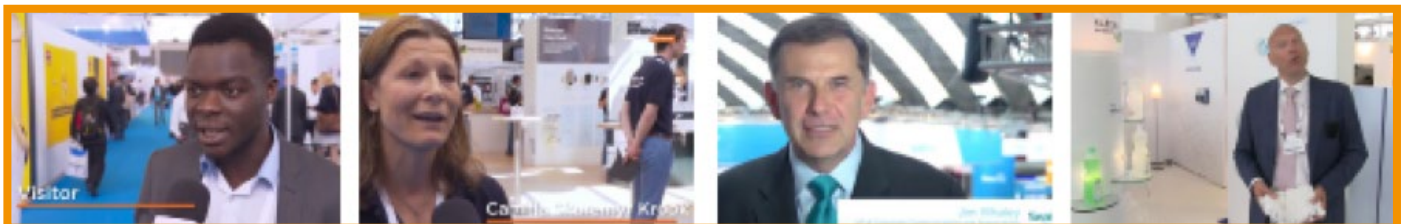
Video interview

Lights, camera, action! The highly skilled Interclean TV production team can produce and edit a professional, high-quality video for you at Interclean Amsterdam 2024. Videos are ideal for demonstrating products, supplying information, or sharing knowledge. You can use this video on your own website and/or your social media channels.

The main benefit of these videos lies within the massive reach of the Interclean online channels. Depending on the format, we can share your message on the Interclean website and/or social media channels.

*Subject to min. of 8 videos per day.

€ 1,650.00



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Promo Points

Friendly faces, warm hellos, and brilliant brand exposure! Promo points are a wonderful way to give visitors at Interclean events a warm welcome and/or hearty goodbye. All fees below are excluding staff and promotional material. You can choose between 3 different options:

Promotional flyer team (maximum 4 persons)

Would you like to engage with all arriving and departing visitors in and around one of the entrance areas? This is an opportunity to enlist a fully briefed team to promote your brand, product, or message. You can brief them to send visitors to your stand or start a dialogue about your brand. Handing out samples or flyers will bring arriving and departing visitors into contact with your brand.

€ 4,180.00



Placing a promotional object

Create a stir! Promote your brand by strategically placing a marketing object of your choice near the main entrance. For example, a stickered or inflatable car can be a great way to attract attention and start a conversation about your brand.

€ 4,180.00



Place your promo object with our flyer team (maximum 4 persons)

Get the best of both worlds and have a flyer team hand out samples or flyers. This is a highly effective way to send visitors to your stand and/or stimulate a dialogue with your eye-catching and attention-grabbing marketing object.

€ 5,970.00



Outdoor Communication

Go big or go home! Using outdoor communication is a brilliant way to make your brand visible to all the professionals in the cleaning industry. Not only will outside banners grab the attention of people attending the trade show, like exhibitors and visitors, but your company will also catch the eye of passers-by! The positions of the different banners can be found on page 21.

Façade banner

Go premium by presenting your brand on a large banner at the façade of hall 1 and/or hall 12. There are 2 façade banners available on hall 1 and 4 banners on hall 12.

Size: 17000mm wide x 4900mm high
€ 12,103.00



Strip banner XL entrance C

A stylish and striking way to present your brand: a high-quality advertising banner with your message. The XL banner will be placed next to entrance C.

Size: 18000mm wide x 2000mm high (single banner)
€ 8,086.00



Banner porch

This porch banner is situated at entrance C. When you turn the corner onto the front square, this item will be clearly visible and higher up than many of the other items – giving it prime position.

Size: 18000mm wide x 2000mm high (single banner)
€ 7,725.00



Banner between columns

Front and centre! Who doesn't want to have their brand directly at the event entrance? Next to entrance C there is an ideal spot for a large banner.

Size: 14500 x 4900 mm (single banner)
€ 5,706.00



Outdoor Communication

Banner structure entrance K

Having your own awning in the main entrance is a highly effective way to give your brand some excellent exposure. The awning has three sides which can be printed with different logos or images.

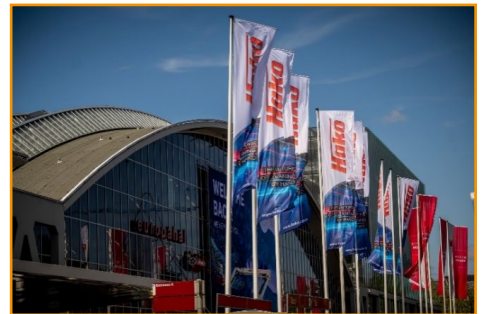
Size: 29500 x 2000mm (single banner)
€ 14,853.00



Flag banner

We love flying the flag for cleaning, and these banner flags are sure to put the wind in your sails! Welcome all visitors at the exhibition by creating an elegant and impressive avenue of banners leading them to the entrance. The banner poles are aligned in front of the main entrances.

Size: 1500mm wide x 6000mm high
Package of 9 banners: € 6,489.00
Package of 15 banners: € 10,805.00



Outdoor Communication

Window sticker: Holland Lounge

These windows to the right of entrance C can be branded for maximum exposure. This is a very prominent position which is ideal for sponsor branding.

Size: 14850 x 5025mm high
€ 8,724.00



Window cleaning

Even better in real life! The windows of Hall 1 are the perfect stage to showcase your latest exciting window cleaning technology. A general demonstration area in a central section of the event area is available for all window cleaning demo show participants. You're able to demonstrate your window products whenever suitable during the 4-day long event.

€ 1,660.00 (excluded water supply & electricity)

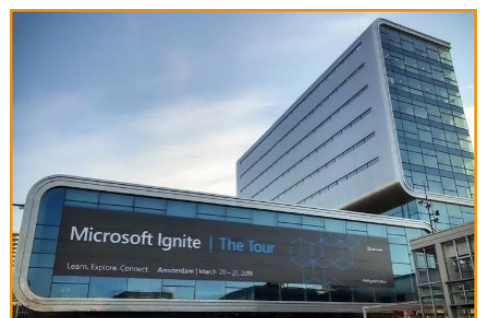


The Elicium building

The Elicium building can be branded with stickers. These graphics are positioned very high up and can't be missed – giving you excellent exposure. With the 190+ square meter L version, this display will definitely catch the eye of all visitors and those passing by. Reach out to us to request the many examples available.

Sticker Elicium northside
Size: 34450 x 5625mm
€ 23,906.00

Sticker Elicium southside
Size: 34445 x 5630mm
€ 23,906.00



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Outdoor Communication

Billboards

Make a splash with a custom quality billboard that will attract the attention of visitors and passers-by, even from afar. Locations are variable and determined in consultation. Every billboard is two sided.

Size: 2300 x 1700 mm
€ 3,461.00



A simple yet highly effective way of attracting the visitors' attention on their way to the entrance is to place signs with your brand name in front of the complex and near the entrance. There are 3 totems/towers available at entrance K and 3 can be placed in front of entrance C.

Exposure tower

These towers are perfect to deploy as an eye-catcher or referral to convey your message. It is possible to print four identical or four different messages.

Size: 1500 x 4000mm
€ 4,635.00



Totem double sided

These totems will ensure that your brand makes a bold, impactful impression. The message will be perfectly visible on two sides.

Size: 1000 x 2000mm
€ 989.00



Indoor Communication

We've set the scene outside – now let's give your company the ultimate indoor communication branding boost at the Interclean trade show! The exhibitors and visitors will see your prominent brand presence everywhere inside the building, allowing your company to really stand out.

Escalator handrail stickers

Hands on messaging for advertising on the go! Have your brand stop visitors in their tracks by placing stickers on the escalator banisters. They can be completely covered to give your company maximum exposure. The stickers will be placed on both sides of one escalator.

Two escalators entrance C: € 11,031.00

Two escalators entrance K: € 11,031.00



Escalator window stickers

The window stickers on the sides of the escalator are a superb chance to create brand awareness. At some point during the show everyone will use these escalators, so they're perfect to create immediate attention. Costs are per escalator.

Escalator advertisement entrance C

Size: 10370 x 700mm

€ 6,293.00

Escalator advertisement entrance K

Size: 12835 x 800mm

€ 6,293.00



Floor graphics

Be one step ahead! Attract the attention of visitors more than once by letting us print your brand or image on floor stickers in the entrance area. Let your imagination loose, with options ranging from a welcoming message, footsteps that show the route to your stand or even optical illusions. This is where you get CREATIVE.

Floor graphics (indoor):

5 per package (1x1m): € 3,116.00

2 per package (2x2m): € 3,219.00



Indoor Communication

Step up to success! When you select the stairway to the halls for your indoor advertising, everyone will be blown away by your branding. Whether you're taking the stairs or the escalator, every visitor will get a tantalising taste of your business when getting from A to Z.

Stairway advertising

The front of the steps is branded with vinyl, while the actual steps stay free of branding.

Size right side only: 2565 x 3360mm

Size both sides: 4500 x 3360mm

Right side only: € 3,255.00

Both sides: € 4,750.00



Stairway advertising

The central area between halls 10, 11 and 12. Everyone will notice you here and be sure to visit your stall!

Size: 8000 x 1325mm

€ 4,666.00



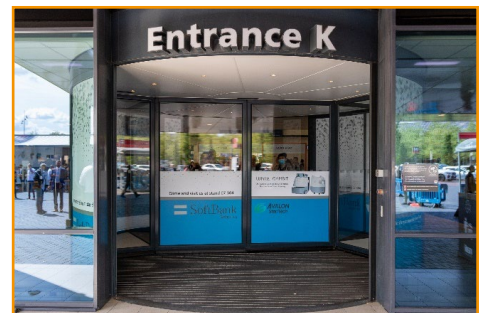
Window sticker revolving door entrance C or K

Do you want to create the ultimate brand awareness? Open the door to success. Brand the two doors of entrance C and/or K. All the doors and windows will be branded with high-quality vinyl on both the inside and outside for a striking yet sophisticated image when visitors arrive or depart.

Size: 14740 x 2390mm

Per revolving door: € 7,313.00

Both doors: € 7,313.00



Exclusive advertising entrance C

A fabulous foyer full of branding brilliance! Our entire foyer of entrance C can be branded with stickers. That means literally everywhere you look, you'll see your branding – and so will the visitors!

Size: 64000 x 1000mm

€ 8,384.00



Indoor Communication

Bang on target with our brilliant banners! Hanging banners are a great way to stand out. They can literally hang anywhere throughout the building where there are rigging points. Most areas have a rigging point every 3 meters, so you can always hang it where you wish. We can advise on the best size for a specific space. The positions of the different banners can be found on page 21.

Hanging banner single-sided

This hanging banner has only one superb quality side that is visible to the audience.

Size: 4000 x 2000mm

Entrance K: € 4,790.00 (5 positions available)

Entrance C: € 4,790.00 (5 positions available)



Hanging banner double-sided

Double the display, double the reward!

This hanging banner is double-sided for double the exposure.

Size: 5000 x 2000mm

Entrance C (above stairs): € 5,495.00

Size: 4000 x 2000mm

Entrance C P1: € 5,495.00



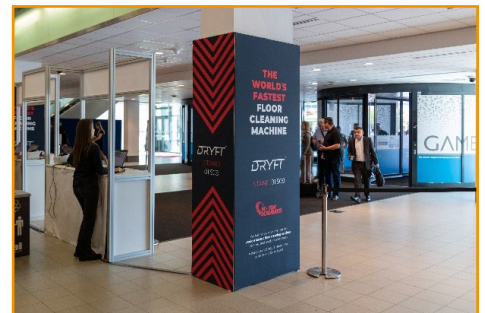
We're proud to be a respected pillar of the cleaning community! All RAI pillars can be wrapped. There are many throughout the RAI and every single one can be branded. The pillars of the entrances to many of the halls are an excellent way to brand your company.

Pillar branding four-sided entrance K

This pillar has four sides on which your company's message can be illustrated. The different positions of the pillar can be found on page 21.

Size: 1040 x 2500

Per pillar: € 2,740.00

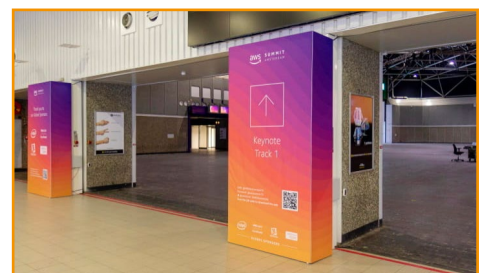


Pillar advertising S

Perfect for indicating in which hall people can find your stand and attracting increased attention.

Size: S (1000 x 2900mm): € 2,204.00 (hall 10 and hall 12)

Size: M (1440 x 2900 mm): € 2,359.00 (hall 2)



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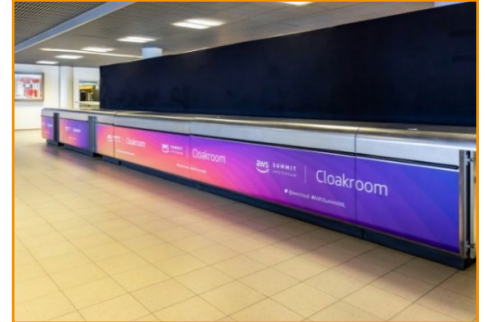
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Indoor Communication

Want to be unforgettable in every stage of the journey? Grab your coat and discover something exciting! Brand a cloakroom to ensure that you attract the attention of all visitors who hand in or pick up their coat. You'll be there to make an impression!

Branding of cloakroom entrance C

Size: 12500 x 550mm
€ 3,090.00



Branding of cloakroom entrance K

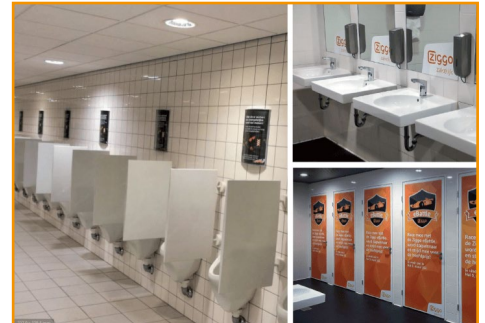
Size: 36080 x 620mm
€ 4,831.00



Restroom advertising

Everyone is going to use the restroom at some stage. So don't underestimate their branding capacity! These restrooms can be branded all the way. We offer you a package of restroom door stickers, posters, and mirror stickers.

On Request



Poster A0 indoor

The power of posters! We'll use strategic repetition to communicate your message, participation and/or stand locations on posters placed at various locations in the exhibition complex. The posters come in an A0 format and a large, eye-catching frame.

Size: 841 x 1189mm
Hall 10/11: € 515.00
Hall 12: € 773.00



Indoor Communication

RAI LIVE Narrowcasting

We want to hear from you! Your chance to share a video or logo for 10, 20 or 30 seconds on screens throughout the Interclean Amsterdam.

Please note that the screens have no sound.

Your corporate film or logo can be screened on the monitors at the RAI complex (approximately 100 screens).

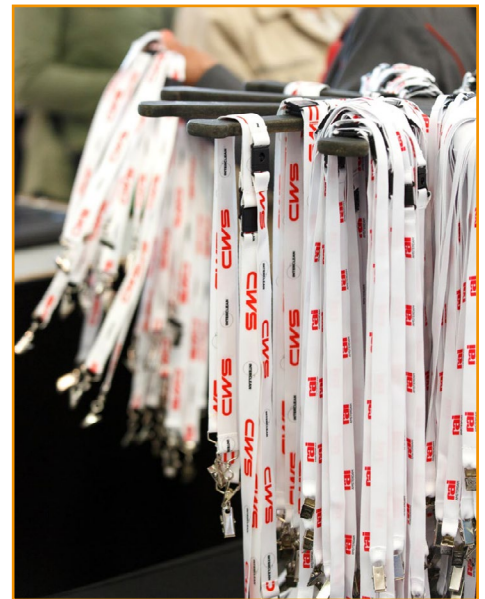
10 seconds: € 2,500.00
20 seconds: € 3,550.00
30 seconds: € 4,980.00



Lanyards

Your logo presented on the lanyards of all visitors. Interclean Amsterdam will produce 15,000 lanyards for 2024. Lanyards are distributed by our hostesses at the main entrance and used throughout the exhibition. This item is only available for one partner.

On request



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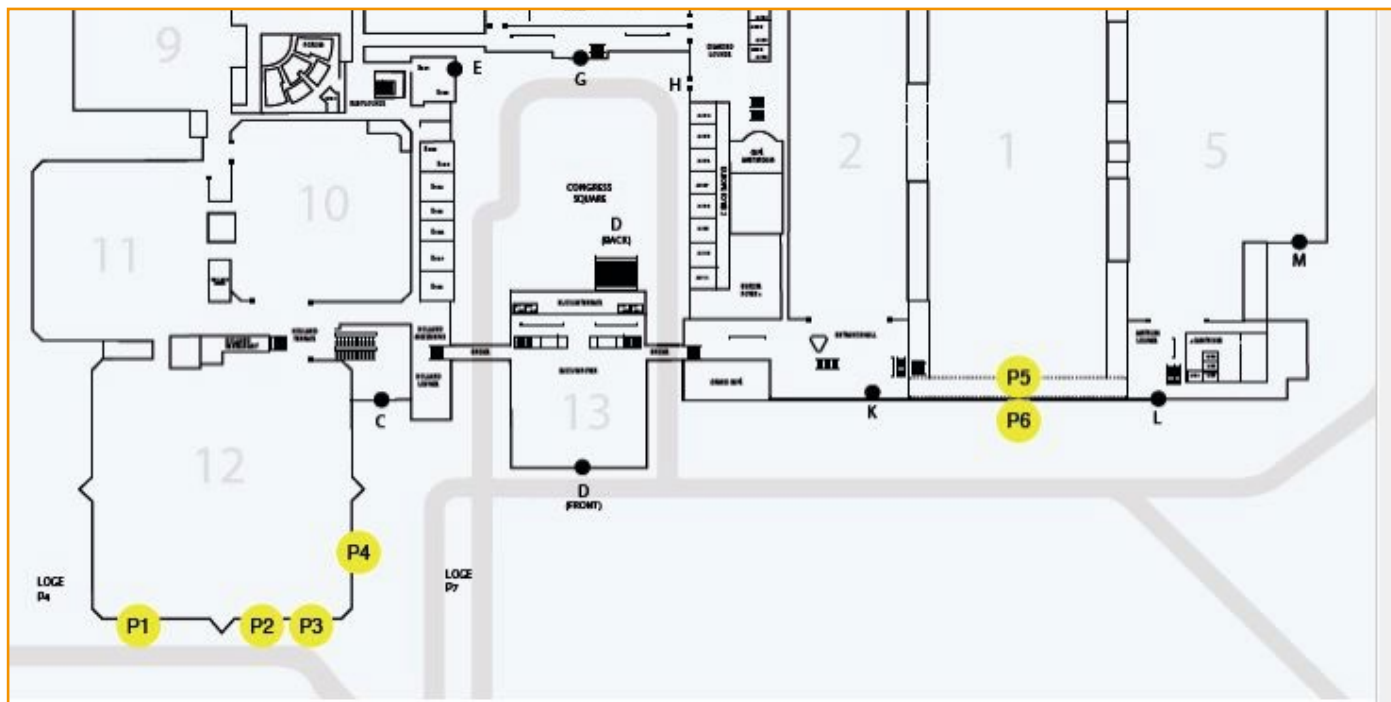
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Indoor Communication

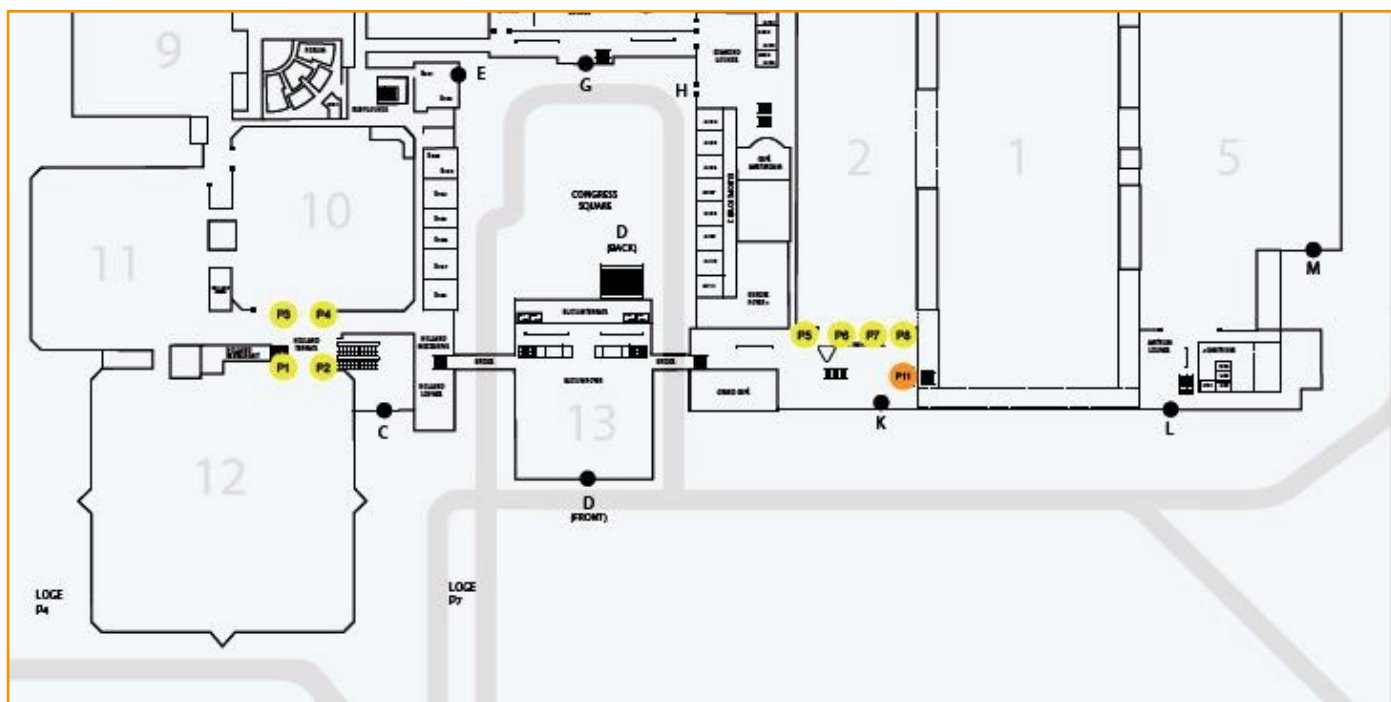
Large banner frames

Want to grab visitors' attention instantly? Communicate your message by making use of the different banner options. Various banners can be installed at the front of the Europa Complex (hall 1-7) and Holland Complex (hall 10-12). The specific positions for each banner can be found below.

Positions of the façade banners (hall 1 and hall 12)

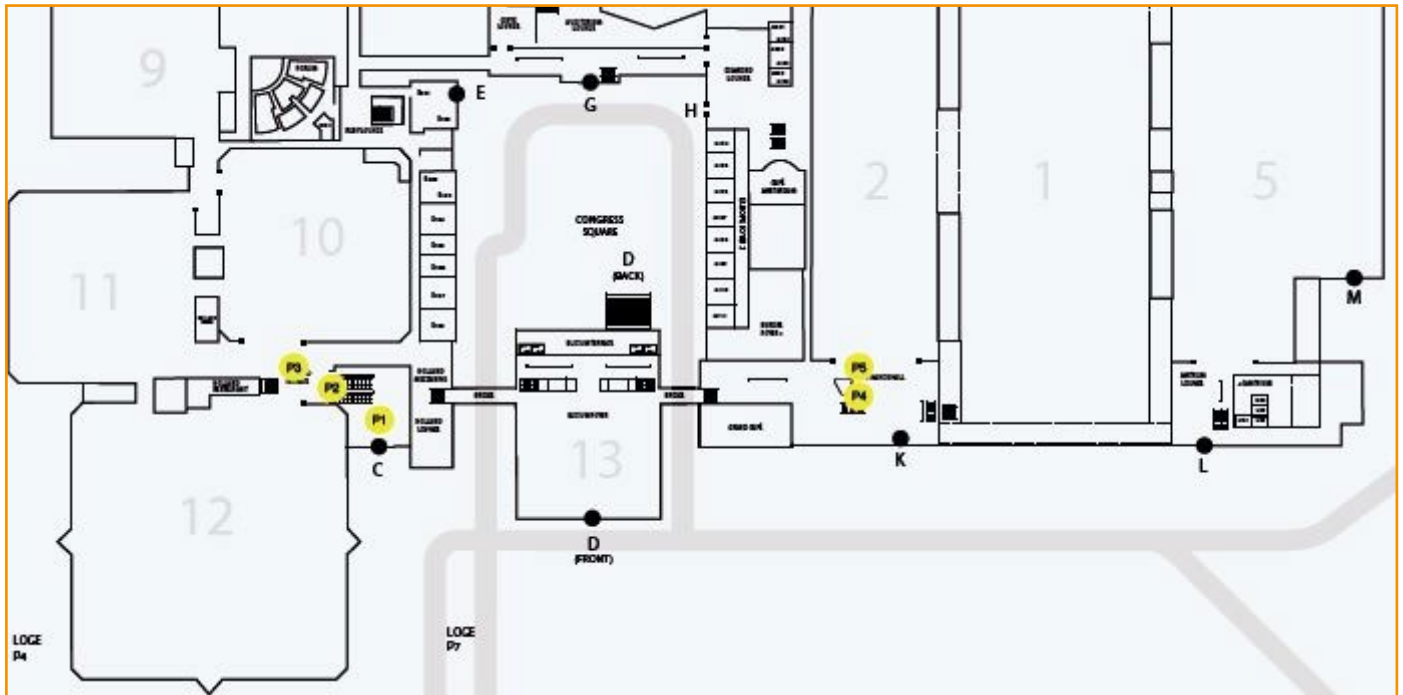


Position of the hanging banner single sided:

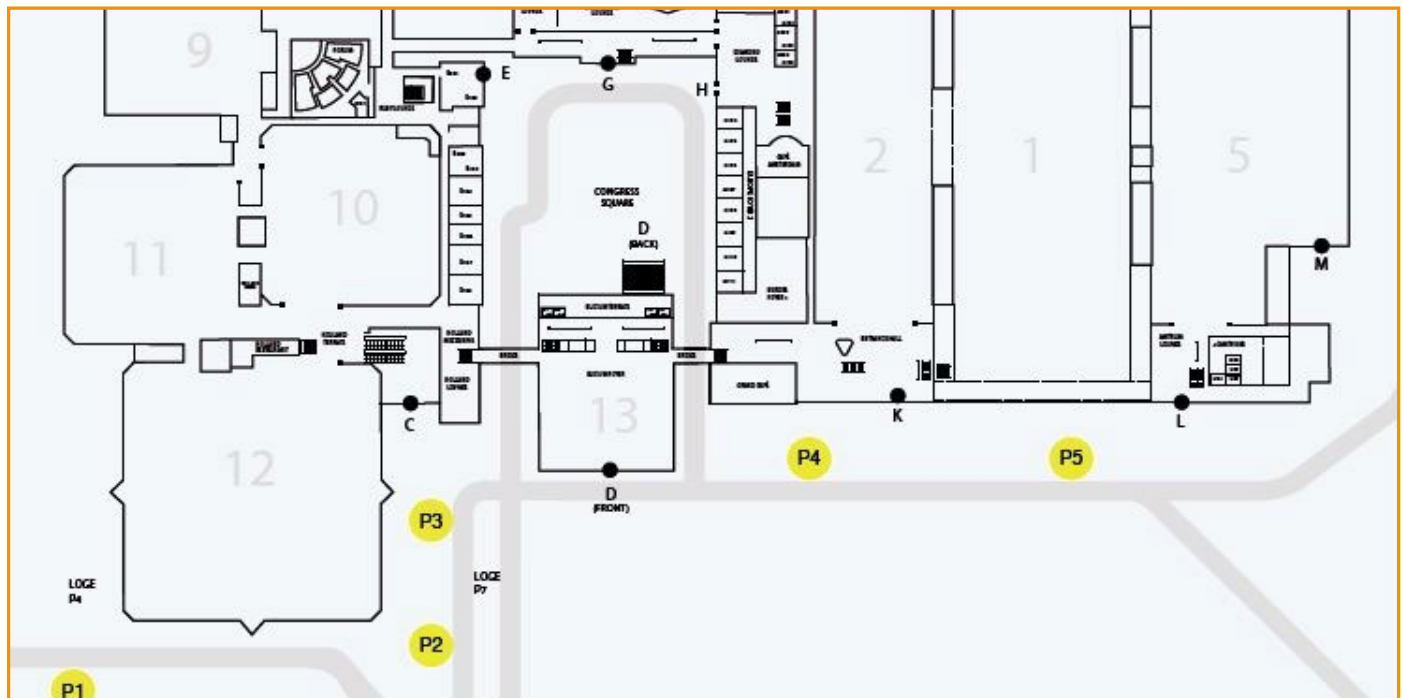


Indoor Communication

Position of the hanging banner double sided:



The billboards and pillars can be placed in many different positions. See below. Positions of the freestanding billboards:

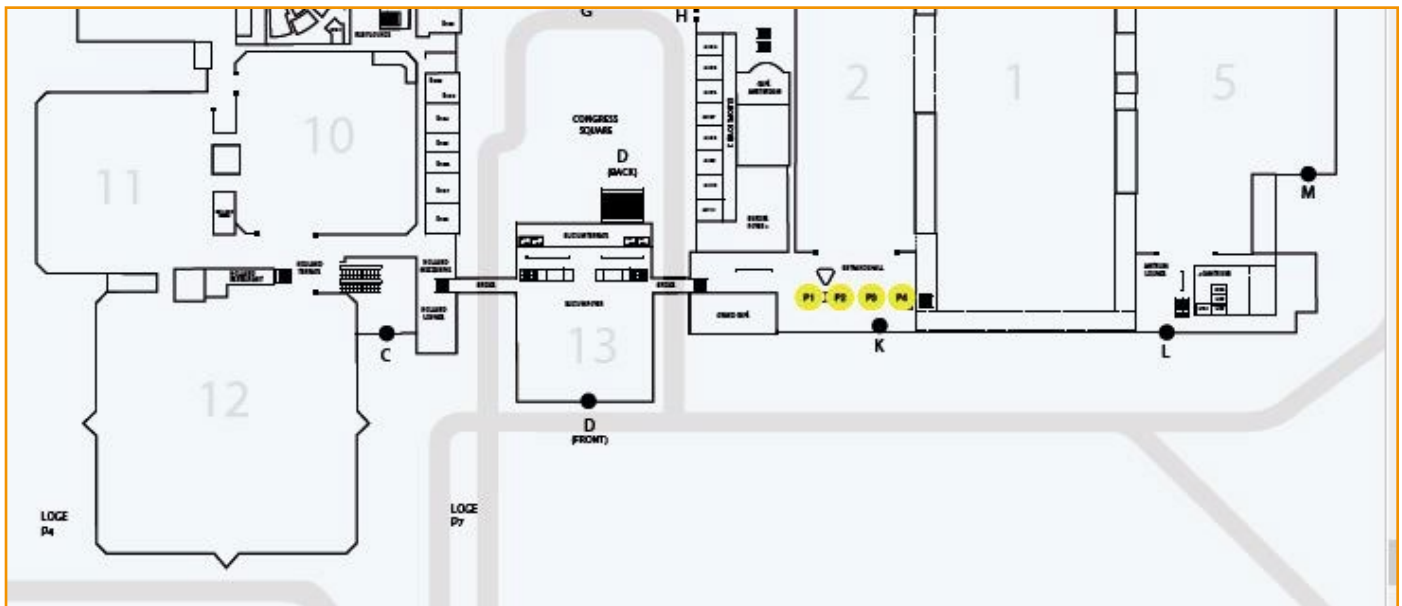


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Indoor Communication

Position of the pillar branding four-sided entrance K:



Indoor Theatre Slots

Theatre slots

It's time for something special – and we want to help you connect! The Interclean Theatre slots provide a unique platform for knowledge exchange during the trade show. It features a program of mini seminars and workshops, which are all promoted before, during and after the event for maximum exposure.

The Theatre package

- Includes 45 minute presentation slot exposure mentioned below

Before show:

- Promotion of your presentation at intercleanshow.com
- Promotion of your presentation in Interclean Amsterdam visitor e-mailing (36.000+ subscribers)
- Promotion of your presentation at exhibitor portal
- Promotion of your presentation via Interclean Social Media

During show:

- Listing of your presentation in Interclean Amsterdam show catalogue
- Listing of your presentation in Interclean Amsterdam conference schedule
- Announcement of your presentation at Interclean Stage
- Programming Signage

Post show:

- Placement of your presentation slides on intercleanshow.com
- Access to the database of your audience

€ 1,250.00

Demonstration Robot Arena



C'mon, it's time to rev your robots! We're thrilled to be part of the exciting new robotic movement. Robotics and other smart technologies are changing the face of the cleaning industry at a rapid pace. The Robot Arena is the premier place to demonstrate your ground-breaking cleaning "bot". It's located in hall 5. There are only 8 spots available, so don't waste time – release your bot!

Participation in the Robot Arena is available for all exhibitors of Interclean Amsterdam that have a commercially available Robot to demonstrate. The fee for the demonstration also includes::

- Branding on Robot Arena walls including reference to exhibition stand
- Special mentioning in show catalogue
- Special mentioning on show website
- Extra attention for Robot Arena in show press releases
- 4 days of demonstration (time scheduled)

€ 1,660.00

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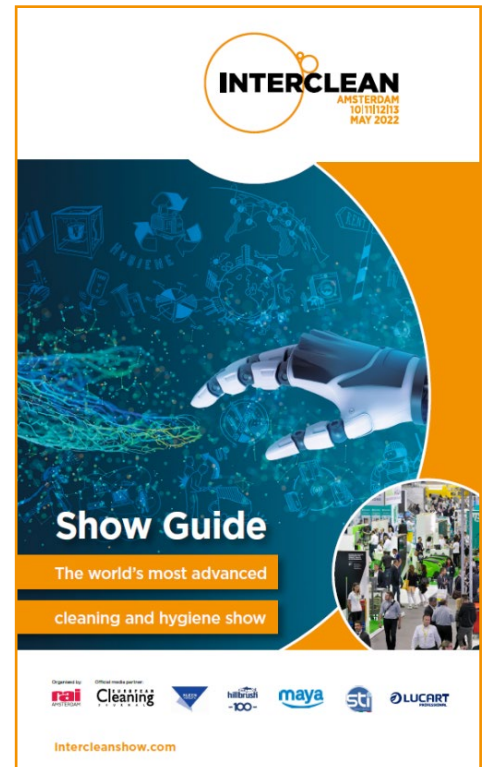
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Print Advertisement

Catalogue

Take advantage of the power of print! Buying advertising space in the exhibition catalogue is 100% guaranteed to grab the interest of potential stand visitors. Your product/ service will be featured in 10,000 catalogues available at the main entrances. You can select from various formats:

Logo on cover (lower part): € 950.00
Full page advertisement: € 2,640.00
Full page advertisement inside front cover: € 3,300.00
Full page advertisement inside back cover: € 3,180.00
Full page advertisement back cover: € 3,440.00
Half page advertisement: € 1,470.00
Spread advertisement: € 4,950.00
Logo in exhibitor list: € 295.00



Fold-out floor plan

Make it easier for visitors to find your stand by placing your logo and stand number next to the exhibition floor plan. 15,000 floor plans made available at the main entrances.

Logo and booth number next to floor plan.

€ 510.00

Full size advert on back cover of floor plan.

€ 3,050.00



Floor plan RAI Amsterdam



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Legend

- | | | | |
|-----------|-----------------------------|----------|------------------|
| A | Entrance / Entree | | Shuttle bus stop |
| 1 | Hall | | Toilets |
| P7 | Parking garage | | Disabled toilets |
| P6 | Loading area | | Tram |
| P7 | Pedestrian parking entrance | M | Metro station |

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Contact

Want to know more? Let's get you involved, connected, and engaged! Contact us for more information. Let's find the perfect promotion to propel your company into the new age of cleaning and hygiene.



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