

Promotions & Visibility Opportunities

**Meet your (next) customers
& stand out from the crowd!**



Interclean Amsterdam

Welcome to the world's most advanced cleaning and hygiene show for professionals!

Interclean is passionate about helping your business flourish! We'll help boost your success with targeted lead generation, branding, and product launches. Our mission is to drive traffic to your booth and grow your brand awareness—giving you the chance to shine.

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

Social media followers



4,000+
followers



7,400+
followers



10,800+
followers

Website traffic

317,100+
amount of visitors

* based on 2024 data

1,175,800+
page views

39,800+
no. of newsletter subscribers*

* over 50 percent are from Europe

BECOMING A SPONSOR IS THE #1 WAY TO DIFFERENTIATE YOUR COMPANY FROM THE COMPETITION!

Benefits of sponsoring

- Increased exposure and awareness for your company and/ or product brand
- More traffic to your booth and website
- Opportunity to strengthen your brand awareness with attendees, forum delegates, and exhibitors
- Reinforce your position as a premier leader in the professional cleaning & hygiene community

Trusted by the industry

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



Think ahead.

Overview

Top 5 countries

861

unique exhibitors

45

countries of origin

30,095

visitors

143

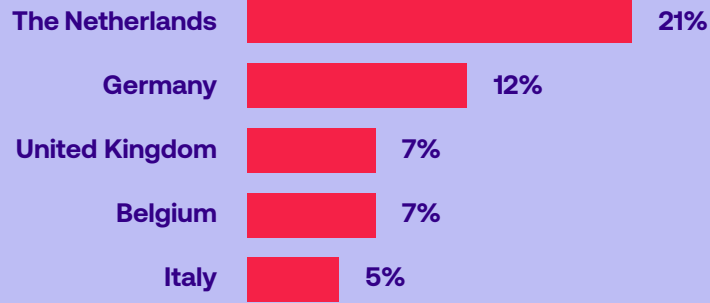
unique countries

100+

sessions

75

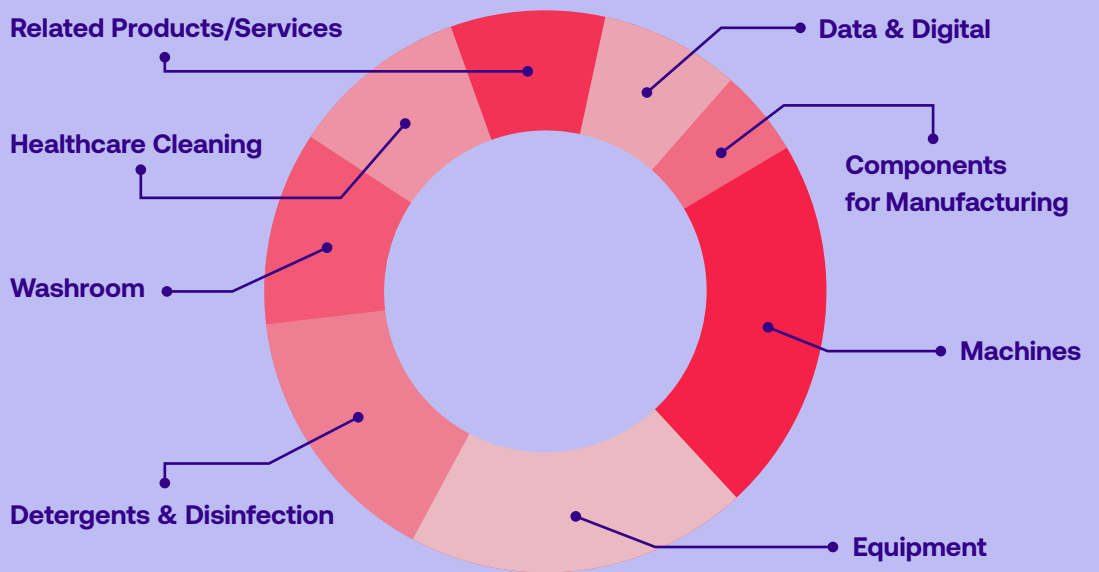
speakers



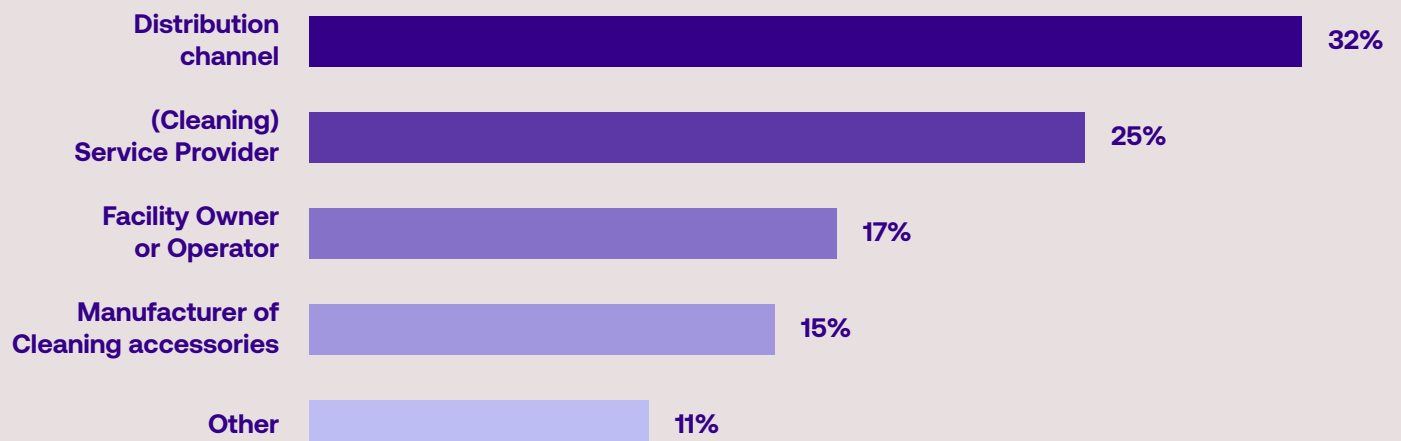
80%

active role in DMU

Top Interests



Nature of Business



Online Communication

To reach over 39,800 InterClean subscribers, leverage our powerful newsletter. Our monthly InterClean e-newsletter offers various advertising options to promote your product, innovation, or company. Link your ad to your website for added exposure and credibility. Packed with the latest hot topics, industry insights, and top cleaning innovations, this is a newsletter you can't afford to miss!

* based on 2024 data

39,800+

industry professionals monthly reached

29%

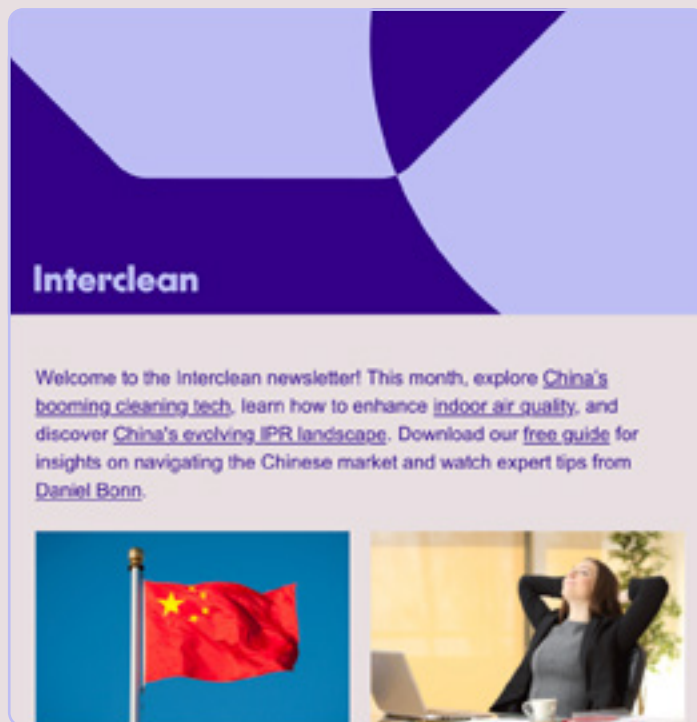
average open rate

7%

average CTO

Banner in e-newsletter

All eyes on you! Grab the attention of your audience with an eye-catching banner in the InterClean e-newsletter with a link to your website. This is the ideal way to present your company's message, brand, or product.



Top of newsletter
€ 1,050

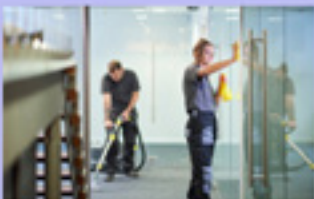
Bottom of newsletter
€ 525

Size: 600px x 106px

Advertorial in e-newsletter

Our advertorial option is a superb opportunity for you to share your knowledge and increase your company's authority in the market. Including an image, title, message and link to your website. This is the perfect place to share a blog or white paper.


Shine on: the advantages and challenges of daytime cleaning



Traditionally, cleaning teams worked their magic in deserted offices after dark. But something exciting is happening!

[Read more](#)

Shine on: the advantages and challenges of daytime cleaning



Traditionally, cleaning teams worked their magic in deserted offices after dark. But something exciting is happening!

[Read more](#)

€ 1,440

Size: 290px x 183px

Website Banners

The spotlight is on you. Using a website banner on intercleanshow.com is an excellent way for your company to be seen by a wide global audience of cleaning and hygiene professionals. Website banner ads offer high visibility, enhanced brand recall and measurable results.

Leaderboard Homepage Banner

Take advantage of this prime opportunity and connect with our global audience of professionals with your branding on our homepage. The banner is placed on the homepage of the InterClean global platform, and/or the homepage of InterClean Amsterdam.

Homepage
InterClean Amsterdam
€ 500 / month

Homepage
InterClean portal
€ 500 / month

Sizes: 728mm x 90mm, 970mm x 90mm

Article Side Banner

Align yourself with the most relevant stories and reach our global audience of leading professionals by placing your company and branding alongside our top-notch content. Placed on every article's sidebar.

€ 500 / month

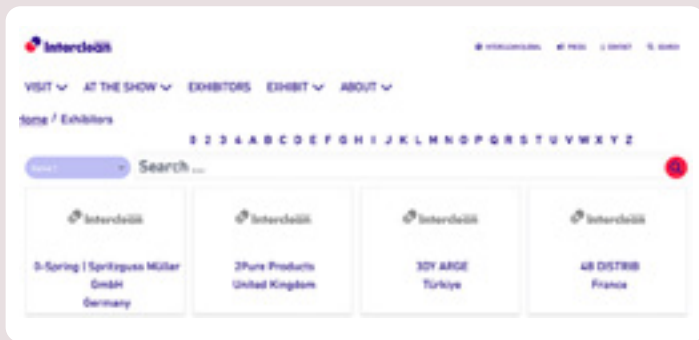
Size: 320mm x 250mm

The screenshot displays the InterClean website interface. At the top, the InterClean logo is visible. Below the navigation bar is a large hero banner with the headline "InterClean is the world's leading cleaning and hygiene platform." and a sub-headline: "InterClean is the world's leading platform for professionals in the world of cleaning and hygiene. During inspiring events in Amsterdam, China and Online, we offer a complete overview of products, services and innovations from the world's leading companies. InterClean is also the platform that provides you with the latest news, views & analysis on cleaning and hygiene." Below the banner are two event highlights: "InterClean Amsterdam" and "InterClean Shanghai", each with a "More info" button. At the bottom, there is a section titled "Cleaning and hygiene news, views & analysis" featuring three article cards for "InterClean China 2024".

Website Promotion

The Interclean Amsterdam website is one of the main channels before, during and after the show. All exhibition information can be found here, which makes it the perfect place to promote your company. The event homepage (83.000+ page views*) and online exhibitor list (64.000+ page views*) attract a lot of attention from exhibitors, visitors, associations, partners, press, and leaders in the industry.

* based on 2024 data



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 4 logos, so don't miss out! Online for a minimum of 100 days.

€ 650

Sold

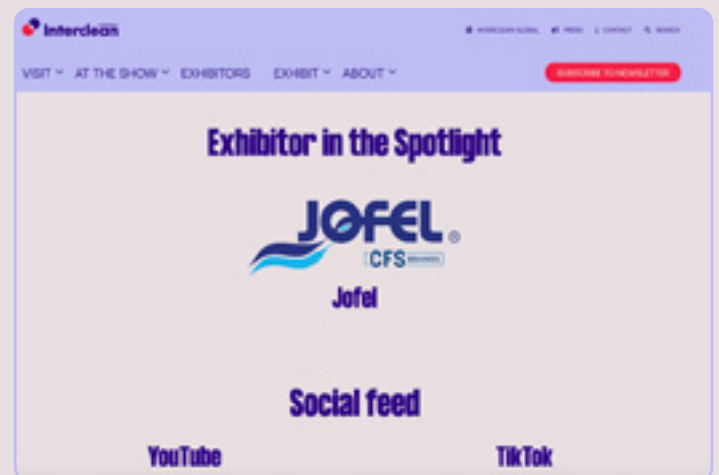
Highlighted exhibitor on homepage event website

Shine the spotlight on your company by becoming a highlighted exhibitor on the Interclean Amsterdam homepage. Don't miss this golden opportunity – there are only three logos highlighted simultaneously. Online for a minimum of 100 days.

€ 610

Size: 600x300px

Sold

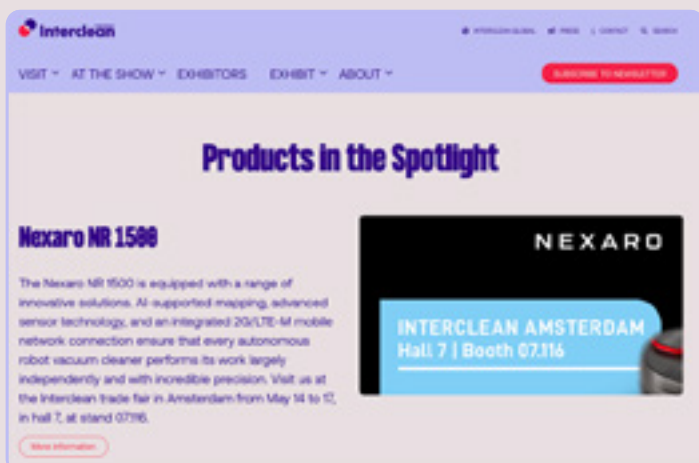


Highlighted product on homepage event website

Do you have a product you want to give prominence? Feature it on the homepage of the Interclean Amsterdam website and add an enticing product description. Only a few products are highlighted simultaneously, so don't lose out on this opportunity. Online for a minimum of 100 days.

€ 610

Size: 600x300px



Content Promotion

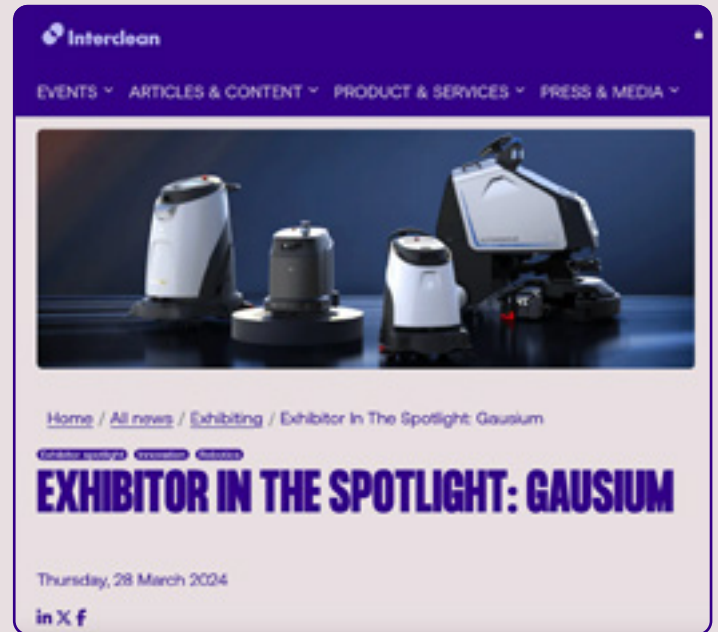
Nowadays, almost everyone checks products or services online before making a purchase. Effective social media use is crucial for a successful marketing strategy and sharing valuable content. InterClean consistently publishes and shares new products and services throughout the year, with InterClean marketing having final editing authority on all published content.

Exhibitor in the Spotlight

Shine the spotlight on your company with the “Exhibitor in the Spotlight” article. This article will be created by us from an interview with your company. The article will be positioned on intercleanshow.com (minimum of 100 days), driving traffic to your website via a direct URL. The perfect way to promote your company and stand at the show. InterClean will promote your article through multiple channels, including:

- An “Exhibitor in the Spotlight” advertorial in our e-newsletter
- Post on InterClean’s LinkedIn and Facebook channels

€ 1,250

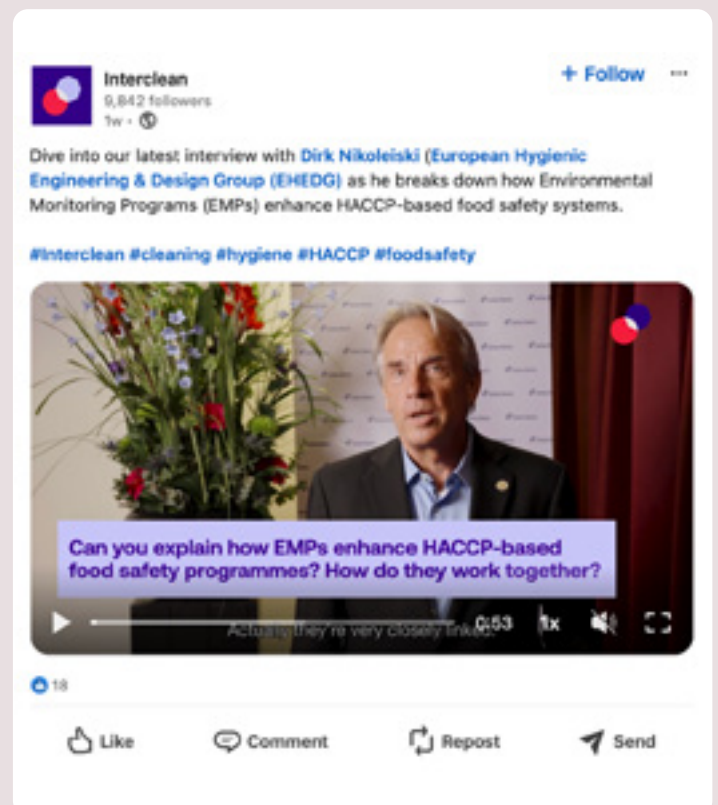


Expert in the Spotlight

Position your brand as an industry thought leader with the “Expert in the Spotlight” article. Based on an interview with your company, this article will highlight market developments and opportunities. Featured on intercleanshow.com (minimum of 100 days), it will drive traffic to your website via a direct URL. The perfect way to showcase your company’s expertise to a global audience of professionals. InterClean will promote your article through multiple channels, including:

- An “Expert in the Spotlight” advertorial in our e-newsletter
- Post on InterClean’s LinkedIn and Facebook channels

€ 1,100





Onsite video

Lights, camera, action! Let Interclean's video production team create a high-quality video for you during the show. Videos are perfect for demonstrating products, sharing information through an interview, or showcasing your expertise. You choose the content, and we'll ensure you leave with a professional video that's ready to use on your website, social media, and beyond!

€ 1,650



Interclean Spotless Podcast

Podcasts are an excellent way to demonstrate your expertise in your field. Join Interclean's podcast, Spotless, and engage in a conversation with our director and host, Robert Stelling.

€ 525

Social Media Post

Looking for extra exposure for your company, brand, or new products and services? Leverage our social media network by posting content through our channels. We will share your created post, including a short text and visual, on our LinkedIn, Facebook channels.

Your Social Media Post will be published on InterClean's channels:

- Facebook - Picture and short text (max. 100 characters)
- LinkedIn - Picture with short text (max. 25 characters)



4,000+
followers



7,400+
followers



10,800+
followers



Register now to meet visa application deadlines!

intercleanshow.com/registration

Social media post for newcomers

Especially for new exhibitors, let InterClean introduce you to visitors and highlight your presence at the show. We will create a social media post mentioning your company name, booth number, and a company quote. This will be shared on our LinkedIn and Facebook channels.

Newcomer
€ 325

Regular
€ 725

Promo Points

For all promo points, the price is based on a promo point location inside/outside the entrance of 12m²

Friendly faces, warm greetings, and excellent brand exposure! Promo points are a great way to warmly welcome or bid farewell to visitors at Interclean events. All fees listed below exclude staff and promotional materials. You can choose from three 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.

€ 4,389



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.

The price excludes hostesses. You can form your own flyer team or hire hostesses through Exhibitor Services.

€ 4,389



Combine your promotional object with our flyer team service. (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.

The price excludes hostesses. You can form your own flyer team or hire hostesses through Exhibitor Services.

€ 6,269

Sold



Demonstrations



Robot Experience

C'mon, it's time to reveal 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 professional 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 on show website
- Extra attention for Robot Arena in show press releases
- 4 days of demonstration (time scheduled)

Only 1 spots available

€ 1,675



Hospitality Experience

In the heart of Hall 8, InterClean is proud to present the future of cleaning in the Hospitality Experience Center. This 400 m² demo space includes a fitness room, professional kitchen, hotel room, and leisure area, allowing visitors to observe and test cleaning methods in realistic settings. Ensure your products are part of these innovative demonstrations that highlight the most innovative products.

The daily live demonstrations, hosted by BICSc, will provide an interactive experience with your products in a real working environment.

Product Placement

- Product used in live demonstrations, presented by cleaning experts
- Logo visibility on dedicated TV screen
- Placement of brochures or flyers
- Opportunity for a company representative to engage with visitors on-site
- Logo mention in the official program & on the website



€ 1,675



Window cleaning demonstration

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.

* Excluded additional facilities such as; water, electricity and security.

€ 1,675

Activities



The Social Club

Every afternoon from 16:00, InterClean transforms Elicium (Hall 13) into the Social Club, a vibrant networking area, at the heart of the show. Visitors connect over live music and drinks, sparking new conversations and unexpected opportunities. As sponsor, your brand will shine in this prime networking moment. Includes:

- Logo placement in the Social Club venue & on screens within this hall (high-traffic area)
- 100 drink tokens to share with your top customers & leads
- Exclusive branding during one full day of networking
- Allowed to use the Social Club as your client reception area

Separate token packages available:

Buy Social Club tokens and surprise your customers, prospects, or partners with a drink on you.

- 50 tokens: € 300
- 100 tokens: € 600

€ 2,750
per day



Connect & Recharge Sponsorship

InterClean's Connect & Recharge Terraces are popular networking spots where visitors can relax, charge their devices, connect with peers and your brand.

- Logo placement on-site (banner & table signs)
- Logo visibility on the official floorplan

€ 10,000
For all terraces



WiFi Sponsorship

Exclusive visibility on the WiFi login page for all 4 days. By sponsoring the official exhibition WiFi, your brand becomes the first thing attendees see when they go online, and the one they remember throughout the event.

€ 4,500

Feel Good Friday

This is the perfect opportunity to highlight your brand and products in the Benelux region. Celebrate the value of cleaning, Dutch style. Feel Good Friday is a separate event on the Friday of the show dedicated to the Dutch speaking market with a full-day programme, taking place on the Main Stage. During this event in Dutch the Value of Cleaning will be highlighted. The day concludes with the biggest Friday Afternoon Social (VrijMiBo) in the Netherlands. Sponsorship packages:

Gold Sponsor

- “Powered by” logo visibility onsite & in all communications
- Mention in dedicated mail to Dutch speaking visitors
- Inclusion in Interclean social media post
- Branded pop-up table onsite
- 75 drink tokens
- 10 VIP guest invitations for the event & the show

€ 3,500

Silver Sponsor

- Onsite logo with silver sponsor recognition
- Mention in dedicated mail to Dutch speaking visitors
- 50 drink tokens

€ 2,500

Bronze Sponsor

- Onsite logo with bronze sponsor recognition
- Mention in dedicated mail to Dutch speaking visitors
- 25 drink tokens

€ 1,750

Speaker slots



Stage slots

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

The Stage Package

Includes 45 minute presentation slot exposure mentioned below. Slots can be booked on the Health & Hygiene stage, Sustainability stage or the Data & Technology stage

Before show:

- Promotion of your presentation in conference programme at Intercleanshow.com
- Promotion of your presentation in Interclean Amsterdam visitor e-mailing (39,800+ subscribers)
- Promotion of your presentation via Interclean Social Media

During show:

- Listing of your presentation in Interclean Amsterdam conference schedule and signing
- Announcement of your presentation at Interclean Theatre

Post show:

- Access to the data of your audience

€ 1,300

Metro visibility



Amsterdam Europaplein Approx. 17,000 passengers per day

Europaplein is the metro stop located directly at the entrance of the RAI convention centre, the most convenient access point for your audience travelling by metro.



Amsterdam RAI Approx. 10,000 passengers per day

RAI station is within walking distance of the convention centre, the station is serviced by metro lines 50 and 51, as well as regional trains, ensuring easy accessibility from Schiphol and surrounding areas.



Amsterdam Zuid Approx. 60,000 passengers per day

Amsterdam Zuid station is the main transfer hub for trade fair visitors travelling by train from the Randstad region, Schiphol Airport, or other cities. Many visitors transfer here to the metro lines that take them to Europaplein or RAI.



Amsterdam Centraal Approx. 100,000 passengers per day

For many (inter)national trade fair visitors, Amsterdam Centraal is the first point of arrival in the city and a great opportunity to welcome trade fair visitors as soon as they arrive in the city and to get them into the right mindset for their event visit.



Package A

Locations: Reach trade fair visitors at the three key stations: RAI, Zuid, and Europaplein.

Number of screens: 16 digital bus shelters (abri's) and 1 high-impact Cinema screen at Europaplein for maximum visibility near the RAI.

Reach: 173,152 Daily Opportunities to See (D-OTS)

Benefit: Cost-efficient package for brands seeking high visibility around the RAI at a competitive price, including a high-impact Cinema screen at Europaplein.

€ 2,400



Package B

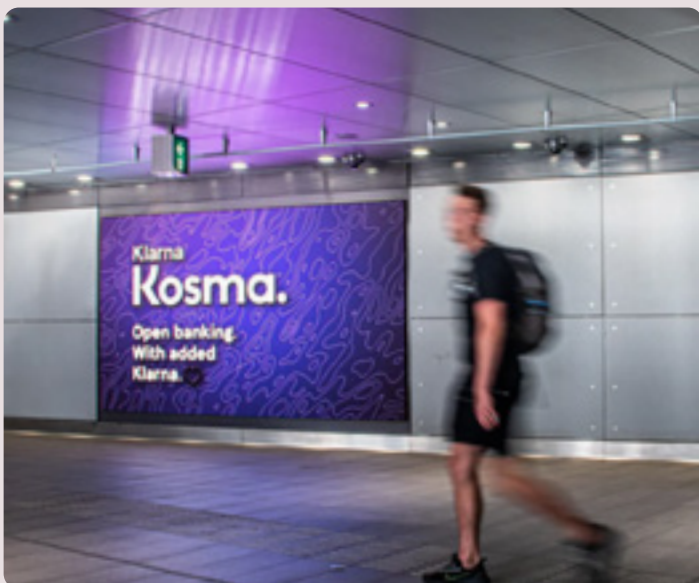
Locations: Increase your visibility at RAI, Zuid, and Europaplein.

Number of screens: 21 digital bus shelters (abri's) across these three stations, including 1 high-impact Cinema screen at Europaplein.

Reach: 483,109 Daily Opportunities to See (D-OTS)

Benefit: More screens and a higher discount (approx. 13% on CPM), providing greater reach at an attractive price. Ideal for brands looking to expand their visibility at RAI locations.

€ 6,000



Package C

Locations: Reach trade fair visitors at RAI, Zuid, Europaplein, and the high-traffic Amsterdam Centraal.

Number of screens: 33 digital bus shelters (abri's), 1 Cinema screen at Europaplein, and 2 Cathedral screens at Amsterdam Centraal (high-impact).

Reach: 1,014,688 Daily Opportunities to See (D-OTS)

Benefit: Maximum visibility and impact with premium screens at Amsterdam Centraal. An additional discount of approximately 25% on CPM makes this package highly cost-efficient.

€ 12,000

Digital Out of Home

High-impact branding in nearby metro and train stations, capturing your audience on the move



Schiphol Arrival package

Your message visible on all the 91 departure screens at Schiphol for a week. With more than 800.000 visitors a week it will be a great opportunity to bring your message to your audience!

Price on request



Departure package

Your message visible on all the 91 departure screens at Schiphol for a week. With more than 800.000 visitors a week it will be a great opportunity to bring your message to your audience!

Price on request



Plaza package

Your message visible on all the Schiphol Plaza screens for a week. With more than 1.000.000 visitors a week it will be a great opportunity to bring your message to your audience! Next to that your message will also be visible on the big screen outside Schiphol close to the taxi ranks.

Price on request

Outdoor Communication

Outdoor advertising is a fantastic way to make your brand visible to professionals in the cleaning industry. Outdoor banners not only capture the attention of trade show attendees, such as exhibitors and visitors, but also attract the notice of passersby! The positions of the different banners can be found starting from page 32.



Façade banner

Go premium by presenting your brand on a large banner at the façade of Hall 1, Hall 8, and/or Hall 12.

There is one façade banner available on Hall 1, one on Hall 8, and three on Hall 12.

€ 12,708

Size: 17000mm x 4900mm



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.

€ 8,490

Sold

Size: 18000mm x 2000mm



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.

€ 8,111

Size: 18000mm x 2000mm



Flag Banner (Single-sided)

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.

Entrance C
€ 6,813

Entrance K
€ 11,345

Entrance F
€ 4,545

Size: 1500mm x 6000mm (single banner)

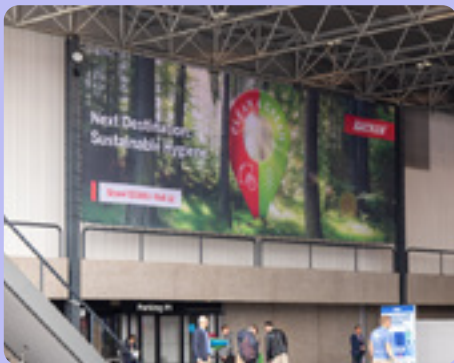


Banner structure Entrance K

Having your own awning in the main entrance is a highly effective way to give your brand some excellent exposure. Co-branding the awning in the main entrance is an highly effective way to give your brand some excellent exposure. The awning has three sides of which 2 sides can be printed with different logos or images.

€ 10,000

Size: 29300mm x 2000mm



Banner between columns Entrance C

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.

€ 5,991

Sold

Size: 14500mm x 4900mm



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.

€ 9,160

Size: 14850mm x 5025mm



Exposure tower Entrance C, F and K

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.

€ 4,867

Sold

Size: 1116mm x 3968mm

North Side



The Elicium building

The Elicium (Hall 13) can be branded with stickers. These graphics are positioned very high up and can't be missed –giving you excellent exposure. With the 80+ square meter M version this display will definitely catch the eye of all visitors and those passing by.

The Elicium (Hall 13) is centrally located between entrances K and C. This hall hosts the Main Stage and House of Awards.

Reach out to us to request the many examples available.

South Side



Sticker Elicium North or South Side

€ 10,100

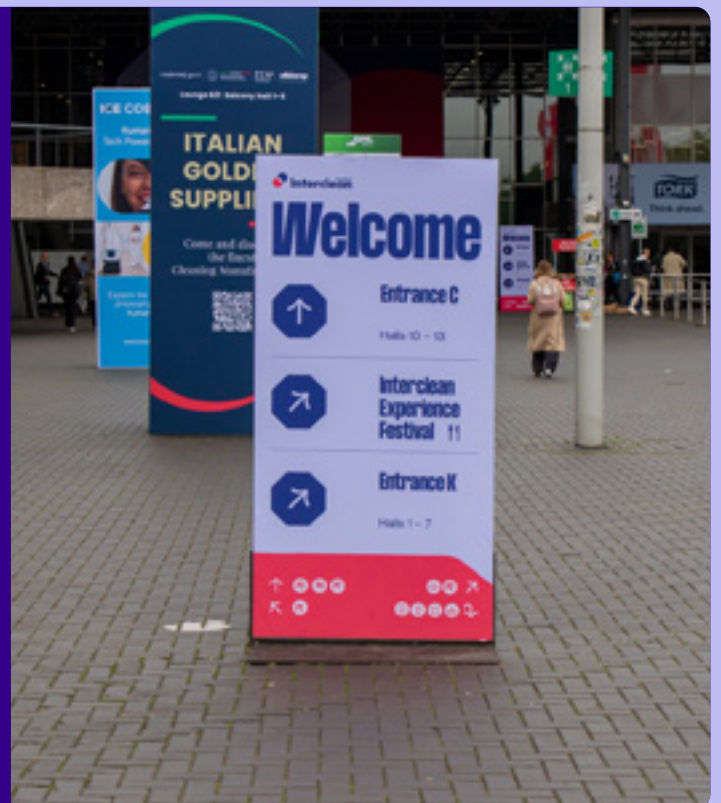
Size: 14450mm x 5630mm

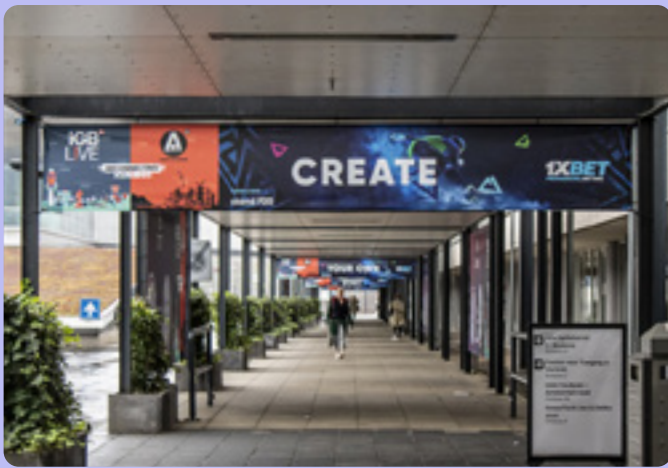
Totem double sided Entrance C, F and K

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

€ 1,038

Size: 1000mm x 2000mm





Drywalk banner top double-sided

Visitors will be using Entrance F to enter Hall 8. The easiest way to go to Entrance F is using the drywalk. Tip: By ordering multiple banners, your brand can tell a story all the way to the entrance.

Drywalk top banners can be hung at the top of the drywalk. The drywalk leads from the corner of Entrance F.

€ 700

Size: 4650mm x 700mm



Banner between columns next to Entrance F

Next to Entrance C there is a spot ideal for a large banner. This is usually branded by sponsors as this option is directly to the main entrance. Who doesn't want to have their brand directly at the event entrance?

€ 7,040

Size: 10800mm x 4700mm



Drywalk banner side double-sided

Visitors will be using Entrance F to enter Hall 8. The easiest way to go to Entrance F is using the drywalk. Tip: By ordering multiple banners, your brand can tell a story all the way to the entrance.

Drywalk top banners can be hung at the side of the drywalk. The drywalk leads from the corner of Entrance C to Entrance E, F, G and Strand-Zuid.

€ 1,300

Size: 5750mm x 2300mm



Entrance K external windows

These windows are the upper windows of the Entrance K lobby and they can be branded with vinyl. You can go for traditional greyback or you can go for one-way vision.

This lets you see out from the inside, but you will see only the graphic from the outside and that is exactly what is shown on the image.

Entrance K
external windows
€ 9,500

Size: 28000mm x 3150mm

4 banners below
the windows
€ 5,200

Size: 7000mm x 1000mm

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 Entrance C, F and K

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.

Entrance F and K
€ 11,815

Entrance C
€ 11,583

Sold



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
Entrance C, F and K
€ 3,272

5 per package
Size: 1000mm x 1000mm



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!

€ 8,803

Sold

Size: 74195mm x 1139mm

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.



Entrance C
€ 6,608

Sold

Size: 10370mm x 700mm

Entrance K
€ 6,608

Size: 12835mm x 800mm

Entrance F
€ 6,608

Size: 10120mm x 600mm

Hall 7
€ 6,608

Size: 11370mm x 600mm



Stairway advertising Entrance C, F and Hall 7

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

Entrance C
€ 4,988

Sold

Size: 7065mm x 3360mm

Entrance F
€ 3,885

Size: 3015mm x 3360mm

Hall 7
€ 3,418

Size: 2699mm x 4550mm



Entrance C

Window sticker revolving doors 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.



Entrance K

Entrance C
€ 7,679

Size: 14740mm x 2390mm

Entrance K
€ 7,679

Size: 14740mm x 2390mm

Sold

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 hanging points. The positions of the different banners can be found on page 32.



Hanging banner single-sided Entrance C – in front of Hall 10 and 12

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

€ 5,246

5 positions available
Size: 4000mm x 2000mm

Hanging banner double-sided Entrance C (above revolving doors)

Double the display, double the reward! This hanging banner is double-sided for double the exposure.

€ 6,570

Sold

Including rigging
Size: 4000mm x 2000mm



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 32.

€ 2,877

Sold

Per pillar
Size: 1040mm x 2500mm



Pillar advertising

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

2 x Hall 10
€ 2,314

Sold

2 x Hall 12
€ 2,314

2 x Hall 8
€ 2,314

Size: 1440mm x 2900mm

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.

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!

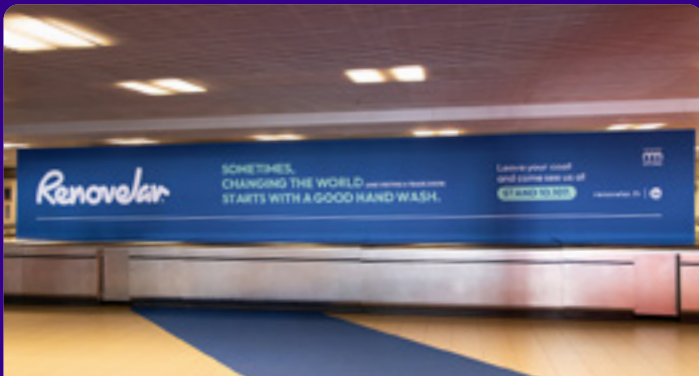


Branding of cloakroom Entrance K

Everyone uses the cloakroom to leave their jacket—why not place your branding there? It's a perfect opportunity to boost brand awareness.

€ 5,073

Size: 36080mm x 620mm



Branding of cloakroom Entrance C

Everyone uses the cloakroom to leave their jacket—why not place your branding there? It's a perfect opportunity to boost brand awareness.

€ 3,245

Sold

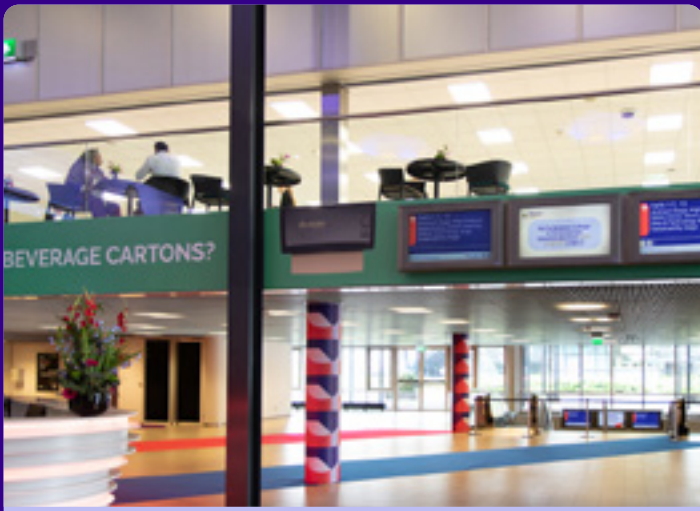
Size: 10000mm x 2400mm



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.

Price on request



RAI LIVE Narrowcasting

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
€ 2,600

20 seconds
€ 3,650

30 seconds
€ 5,125



Lanyards Main entrances

Your logo presented on the lanyards of all visitors. Interclean Amsterdam will produce 20,000 lanyards for 2026. Lanyards are distributed by our hostesses at the main entrance and used throughout the exhibition.

This item is only available for one partner.

Price on request

Sold



DJ Booth Sponsorship

Set the tone and make it your beat. At each of the three entrances, a live DJ will welcome visitors with high-energy music throughout all 4 days of Interclean – and your brand can own the vibe.

Includes:

Full branding opportunity of a DJ booth exterior.

€ 4,500

Per booth



"Welcome & Wave Goodbye" Sponsorship

Greet visitors as they arrive or surprise them with a fun giveaway when they leave. At all three entrances, exhibitors can welcome the international audience with a branded hand-out and message.

€ 4,500

Per entrance



Hanging banner above balcony

These banners are located above the balconies at Hall 1. This is a very interesting option once you have exhibitant on the balcony.

€ 1,800

6750mm x 740mm



Fly-over branding Elicium

Walking from Entrance C to the Elicium there is still possibility to bring your message to your audience by using this big banner in the flyover.

€ 6,750

Size: 18690mm x 3500mm



Fly-over branding to Entrance K

Walking from Entrance K to the Elicium there is still possibility to bring your message to your audience by using this big banner in the flyover.

€ 6,250

Size: 11300mm x 3200mm



Fly over branding hall 7 to hall 8

Get the attention of the visitors by branding the complete fly over between hall 8 and hall 7. A real eye catcher in order to visualize a story.

Price on request



Advertising Food Collective (left side)

The Food Collective restaurant outer windows can be seen from the central area between halls 1, 11 and 12. Anyone coming up the escalator form the entrance will directly notice this item. 5900 x 1000mm.

Additionally possible to brand the staircase too. Price on request.

€ 3,090



Window branding hall 8 to Washroom

Get the attention of the visitors by branding the windows of the hallway between hall 8 and Washroom

Price on request



Digital Totem Entrance C or K

Make your message pop with our advanced Digital Totem - the perfect way to grab attention and boost your marketing. Get outstanding visuals and make a big impact.

Including 65inch LED Screen.

This totem is exclusive for your company only.

€ 5,585

Size: 1000mm x 2000mm

Only entrance C still available



Pillar branding to Hall 1

All of the 5 pillars to Hall 1 can be wrapped!
Every single one can be branded!

€ 2,150

Price per pillar, 5 in total
Size: 2900mm x 3000mm

Sold



Window sticker Service Desk Hall 8

These windows at the service desk at Hall 8 can be branded with stickers and it is one of the few branding opportunities there.

€ 7,880

Size: 12245mm x 5414mm

Elevator advertising Entrance F

The elevator at the Park Foyer can be branded! This makes for a very cool object. It is located near the main entrance from the hall.



€ 4,615

Size: 13367mm x 3908mm



4 LED Towers in the fly over

2 towersides branded, 4 towers, short video of max 10 sec, a loop of max 5 brands.

€ 5,000



LED cube

Looking for multiple branding possibilities? With this LED Cube you have the possibility to loop your video 24/7. This LED Cube is also a great opportunity to give your exhibitors some extra exposure during your event!

€ 16,870

Excluding power & internet connection
Size: 1040mm x 2500mm



Video Banner Above Hall 2

Have your 20-second video advertisement at the very prominent InterClean banner running at Entrance K (max 5 available).

Only 2 banner spots left

€ 5,125

Bannister stairs First Floor

Walking from Entrance C to Entrance K or the other way around, there is a possibility to create visibility for your company by branding the bannister stairs near the First Floor restaurant.



€ 2,455

Branding Hall 7 to Hall 8

Brand the right side from the stairs in Hall 7 to Hall 8.



€ 1,100

Floor plan RAI Amsterdam

Positions of the façade banners

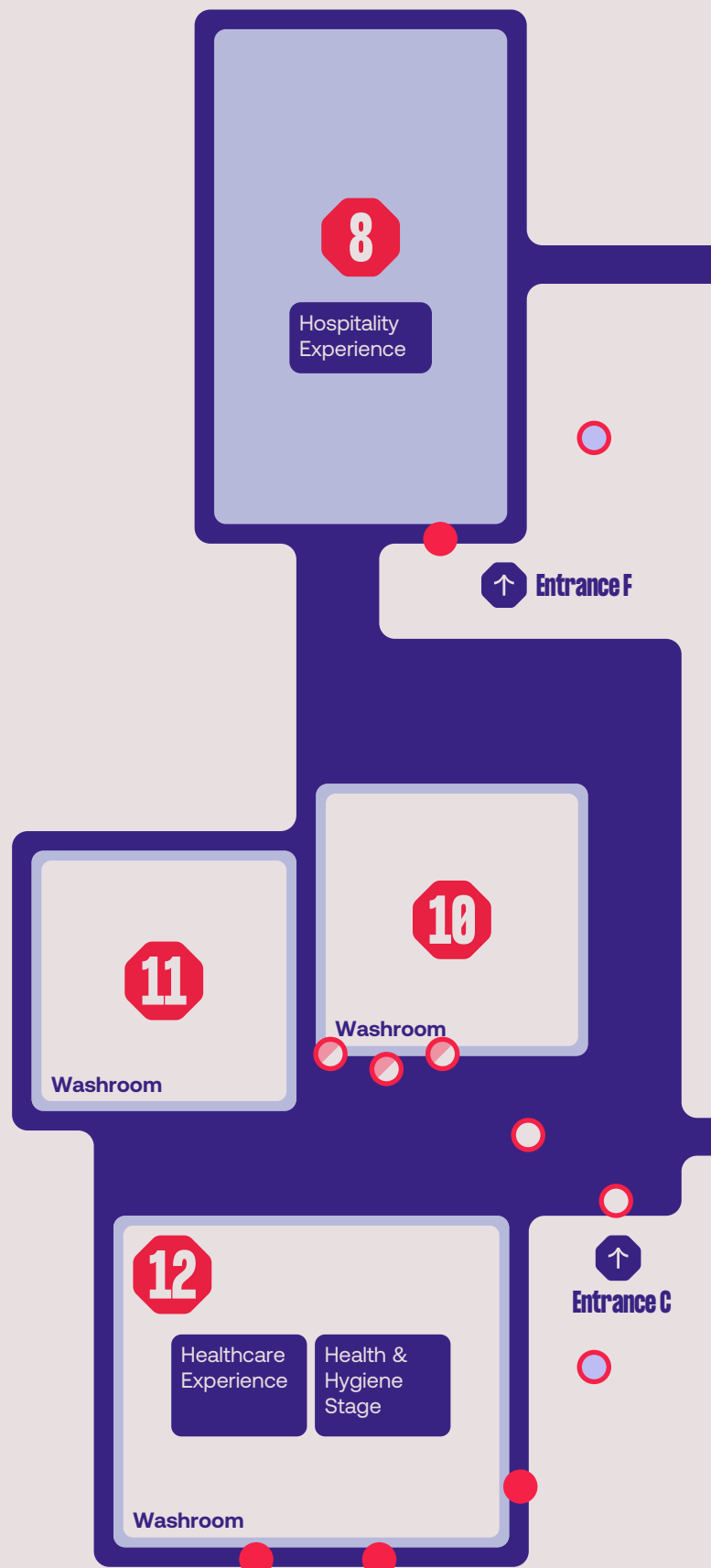
Want to grab visitors' attention instantly? Communicate your message by making use of the different banner options. Various banners can be installed at the front of the Europa Complex (Hall 1-7) and Holland Complex (Hall 10-12). The specific positions for each banner can be found below.

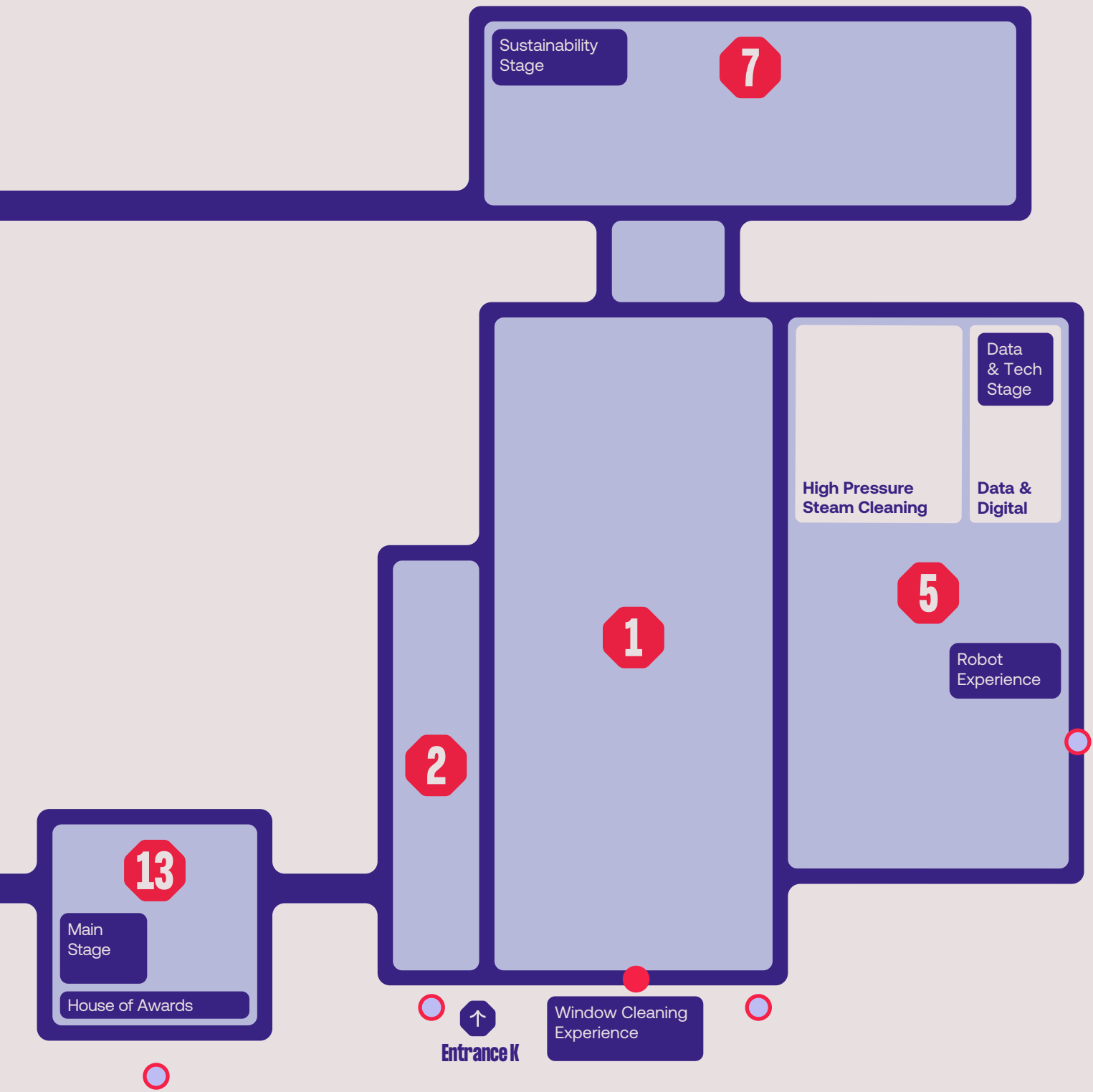
Banner/pillar locations

- Façade banners
- Hanging banner single-sided
- Hanging banner double-sided
- Freestanding billboards

Exhibition Segments

Detergents & Disinfection	Hall 1, 2, 5, 7, 8
Equipment	Hall 1, 2, 5, 7, 8
Machines	Hall 1, 2, 5, 7, 8
Window Cleaning	Hall 1, 2, 5, 7, 8
High Pressure	Hall 5
Steam Cleaning	Hall 5
Data & Digital	Hall 5
Washroom	Hall 10, 11, 12
Healthcare Cleaning	Hall 12





Print Advertisement

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 placement on wayfinding screens

Throughout RAI Amsterdam, interactive wayfinding screens help thousands of visitors navigate InterClean. Featuring the floorplan and full exhibitor list, these screens are one of the most-used tools during the show. By placing your logo on the screens, your brand will be seen repeatedly as visitors search for halls, stands, and exhibitors, ensuring high visibility across all 4 days.

€ 550

Full-page advertisement within a floor plan

7 positions available.

€ 1,950

Logo and booth number next to the floor plan

20 positions available.

€ 550

Full-page advertisement inside front-cover of the floor plan

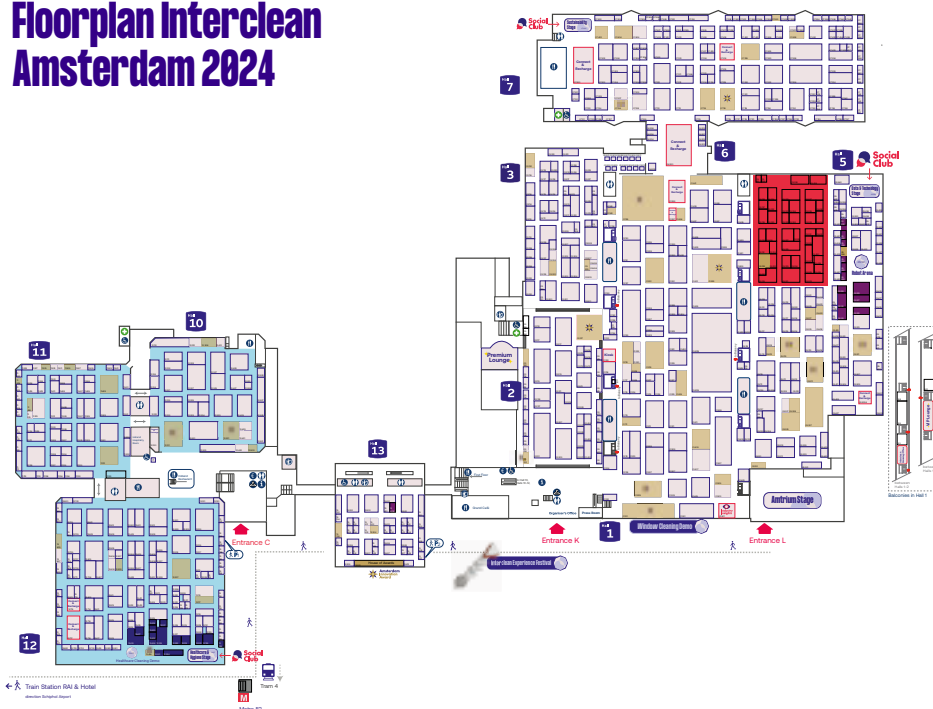
€ 3,000

Full-page advertisement on the back cover of the floor plan

€ 3,250

Only 3 spots still available

Floorplan InterClean Amsterdam 2024



Catalogue advertisement by ECJ



Logo on lower part of cover	€950
Inside front cover	€3,300
Inside back cover	€3,180
Back cover	€4,950
Full page	€2,640
Half page	€1,470
Double page	€4,950
Logo on floorplan	€350
Logo plus 25 word company description	€350

Basic listing to include stand number, company name, country and web address - free of charge.

Contact ECJ
Chris Godman
chris@europeancleaningjournal.com,
+44 1494 791222

Contact

Want to learn more? Let's get you involved, connected, and engaged! Contact us for details, and together we'll find the perfect promotion to elevate your company in the new era of professional cleaning and hygiene.



Marjolijn van Loon

Senior Sales Consultant

T +31 (0)6 108 33 040
E m.v.loon@rai.nl



Marleen Meis

Sales Consultant

T +31 (0)6 386 81 989
E m.meis@rai.nl



intercleanshow.com

All rates listed in this brochure are available for exhibitors of Interclean Amsterdam 2026.

All rates listed in this brochure are excluding Dutch VAT.

Price changes, spelling and typesetting errors are reserved. See RAI.nl for terms and conditions.

