

Promotional kit exhibitors

Lead quality
customers to your stand

**</ICT &
LOGISTIEK>**
ict-en-logistiek.nl/en

LOGISTICA ^{Next}
logistica-next.nl/en

Powered by: **LogiNext**

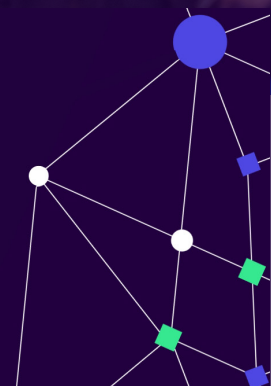


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Background information

The materials from the Promotional kit will help you before, during and after the fair to be fully visible to thousands of visitors and interested parties. These materials have been prepared separately for ICT&Logistiek and for Logistica Next. There are also combination images. We use the combination images in our campaign.

“Say Yes to Future Logistics”

From November 4 to 6, 2025, the Royal Jaarbeurs will transform into the hotspot for logistics innovation. Thousands of decision-makers, experts, keynotes and influencers come together to share knowledge and find concrete solutions for the issues of today and tomorrow.

The ICT&Logistiek and Logistica Next trade fairs take place with the following main themes for ICT&Logistiek: Digitalisation, Data driven logistics, Cyber security, Emerging tech, Hyperautomation & self learning systems and Smart supply chains.

For Logistica Next these are: Smart warehousing, Automatization en Robotization, Zero Emission Logistics en Healthy & safe warehouse.

For whom?

Advisors and decision makers in the logistics sector

When?

Tuesday, November 4: 9:30 AM – 4:30 PM

Wednesday, November 5: 9:30 AM – 4:30 PM

Thursday, November 6: 9:30 AM – 4:30 PM

Where?

Jaarbeurs, Utrecht

Cost?

The visit is free (value is €45)

New this year: Premium tickets with extra benefits for attendees.

- Priority access to all knowledge sessions: you get to choose your seat first!

(Note: You must be present at the designated theater at least 10 minutes before the session starts.)

- Access to the exclusive Premium Networking Lounge: the perfect place to connect and unwind.
- No waiting at the entrance and a free parking exit ticket: hassle-free entry and exit!

Premium ticket prices:

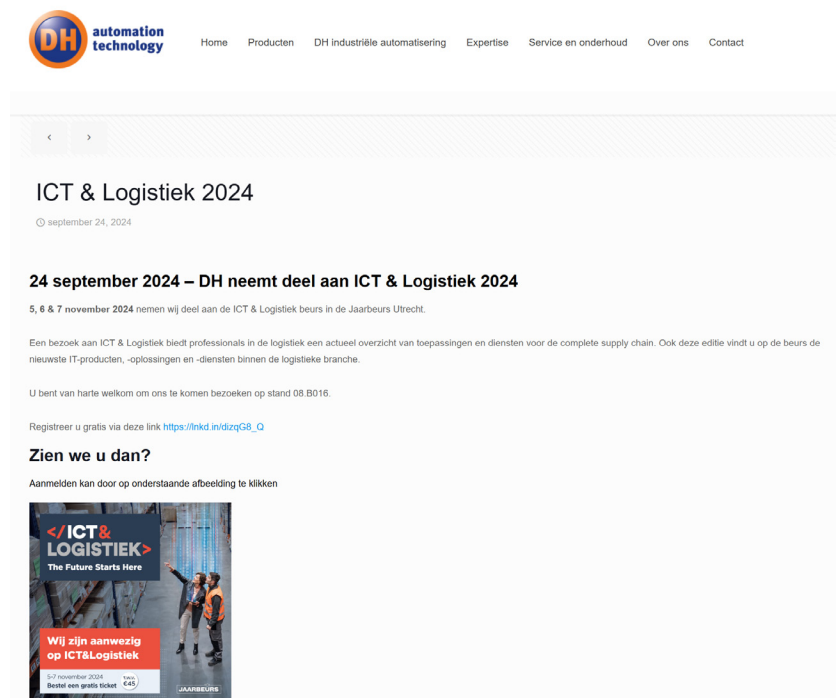
- Day ticket: €125 (excl. VAT)
- 2-day ticket: €200 (excl. VAT)
- 3-day ticket: €225 (excl. VAT)

Use images and banners

**This Promotional kit is for your own marketing campaign.
If you use this kit, we ask you to follow the guidelines.**

All materials such as banners, social media templates, trade fair photos and an email signature can be found here:

[Click here](#)



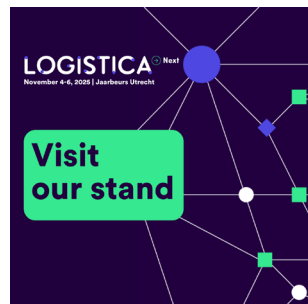
Above you see material applied this year and 2024. Examples of the communications for 2025 are on page 5.

Use images and banners

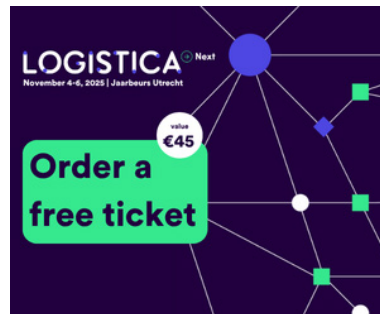
Images logos:



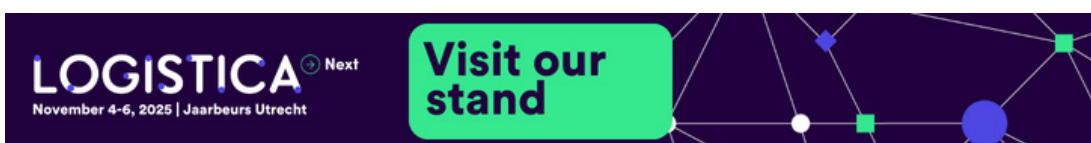
Social media banners, example LinkedIn:



Website banner: rectangle



Website banner: leaderbord



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Invite your network via email

Research shows that email invitations generate the highest number of registrations.

We make this as easy as possible for you. Below you will find an image and sample text that you can send by email. **You can adjust the text entirely according to your own wishes.** You can invite your relations by email to visit the trade shows and ask your colleagues to do the same.



Dear **[name]**,

We would like to personally invite you and your colleagues to meet us at our stand at **ICT&Logistiek/Logistica Next/combination 2025** from November 4-6, 2025 in Jaarbeurs Utrecht.

Did you know that ICT&Logistiek and Logistica Next will take place simultaneously this year? At this logistics hotspot you will discover the latest technological innovations and solutions for the issues of today and tomorrow.

The meeting place for logistics innovations (text ICT&Logistiek)

ICT&Logistiek is the meeting place for technological innovation within the logistics sector. The theme of the upcoming edition will therefore be “Say Yes to Future Logistics!”, with a lot of attention to digitalization, robotization and data-driven logistics.

The meeting place for logistics innovations (text Logistica Next)

At Logistica Next, exhibitors will show new innovations and integrated solutions to make logistics processes increasingly efficient. The theme of the upcoming edition will therefore be “Say Yes to Future Logistics”, with a lot of attention to automation, robotization and safety in the warehouse.

Click here for free access **<insert your unique invitation link here>**

Our stand number is **<insert your stand number here>**

Will we see you at **ICT&Logistiek/Logistica Next/combination 2025?** Until then!

Yours sincerely,

Email signature

Invite your network through your email signature

An invitation in your email signature is a powerful tool that allows you to easily reach a large part of your network on a daily basis.

Use a banner in your email signature and add your unique registration link. This way you promote the registration for ICT&Logistiek and Logistica Next unnoticed every time you send an email.

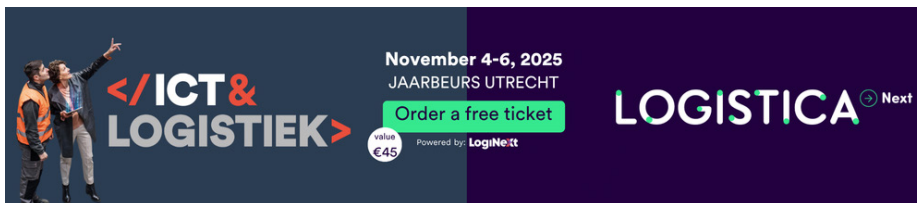


Text and separate image

From November 4-6 we will be at **ICT&Logistiek/Logistica Next/combination**: the place where every advisor and decision-maker from the logistics sector should be present.

Visit our stand and register your visit via the link below.

<place your unique registration link here>



TIPS

- Include the unique registration link in your email signature so that you can see which relations register via your link. You can find your registration link in MyJaarbeurs.
- Also ask your colleagues to include this content in their email signature.

Win the Marketing Award(s)

This ensures even more visibility for your organization during and after the fair!

We are presenting a total of 4 Awards for ICT&Logistiek & Logistica Next 2024: 2 in the category 'most registrations' and 2 in the category 'most registrations per m2 of floor space of the stand'.



What can you win?

1st prize

- Royal Silver (5 sec still), screen in the entrance area with a gross media value of €2,994.
- Congratulations on the LinkedIn channel of ICT&Logistiek or Logistica Next on October 16.
- Reference date and presentation: October 16.

2nd prize

- Photo opportunity of the award ceremony at your stand.
- Congratulations on the LinkedIn channel of ICT&Logistiek or Logistica Next on November 4.
- Drinks box and a bottle of bubbles.
- Reference date and presentation: November 4.

Invite your relations to visit the fair - and ask your colleagues to do the same - and have a chance to win one of the four ICT&Logistiek and Logistica Next 2025 Marketing Award(s)!



Share your innovation or news through the ICT&Logistiek and Logistica Next channels

We will tag you in the messages and would love it if you shared this on your channels. A win-win activity: extra exposure for the trade show and extra exposure for your company and activities.

Example article



Example video



Article for website and LinkedIn*

For an article, answer the questions below. We will write an article with the answers. Send your input with accompanying images to julia.gijsen@jaarbeurs.nl.

Video for LinkedIn*

You also answer the questions for a video. You record the answers on video yourself or with the help of a colleague. The video must meet the following specifications:

- Please allow max. 2 minutes for all answers.
- Record the video horizontally.
- Make sure there is enough space around the video so that we have room to cut.
- Film in a 'light' environment, but not against the light.
- Find a calm, neat background.
- If someone else is filming, don't do it too far away because of the sound.
- Do not place text or other content in the video.
- Do you have additional footage? Share this with us and we will include it in the video.
- Send video and accompanying images via WeTransfer to julia.gijsen@jaarbeurs.nl.
- Sample video: <https://bit.ly/4IH9EVN>

Questions for article and video:

1. Can you briefly introduce yourself and your company?
(Who are you, and what does your company do in one sentence?) (Focus on innovation and what sets you apart.)
2. What is the innovation you're showcasing at the event, and what makes it unique?
3. Which trends or market challenges inspired this development?
4. How does your solution improve logistics processes or business operations?
(Think in terms of time savings, cost reduction, sustainability, or efficiency.)
5. What can visitors expect when they visit your stand?
(For example: demos, hands-on experiences, previews, giveaways.)
6. Why should visitors definitely stop by your stand?
(Think: unique offering, inspiration, interaction, something appealing.)
7. What is your vision for the future of the logistics sector?

After approval by our editorial team, we will publish it on our website and/or LinkedIn.

Use your own social media for even bigger reach

LinkedIn is the leading professional platform to reach logistics industry professionals, including key decision-makers – ideal for promotion.

Do you have great innovations, a cool (company) video or are you organizing a theater session? Then use your social media channels to inform the market and conclude with your unique registration link.

To increase the impact, tag the **ICT&Logistiek/Logistica Next** channel in your message. We then share the most relevant messages.

Most important hashtags ICT&Logistics:

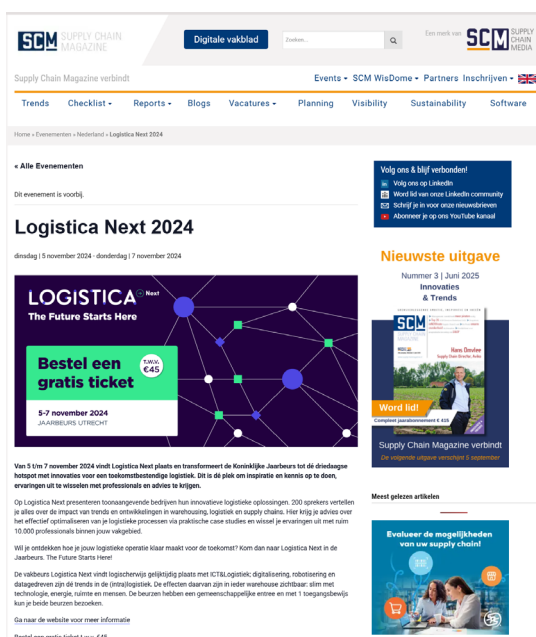
#ictenlogistics2025 #ictenlogistics #logistics #ict

Most important hashtags Logistica Next:

#logisticanext2025 #logisticanext #logistics

Tips:

- Use social media before, during and after the trade show.
- Use the images and banners from this promotional kit.
- Use hashtags and tag companies and people.
- Include your unique registration link in the messages so that you can see which relations register via this link. You will find your unique registration link in **MyJaarbeurs**.
- Go to the ICT&Logistiek MyJaarbeurs [here](#).
- Go to the Logistica Next MyJaarbeurs [here](#).
- Ask your colleagues to like and/or share the messages.




Above you will find two examples applied in 2024.

Draw extra attention with the Booster packages

This ensures even more visibility before, during and after the fair.

For more information about the booster packages please contact sharon.scheper@jaarbeurs.nl for ICT&Logistiek or bowie.elbers@jaarbeurs.nl for Logistica Next.




Booster package 1

Boost your Royal Branding

- + Logo on the online floor plan
- + Banner on the trade show website
- + Logo on visitor floor plan e.g. at entrance trade show
- + Visual on XL screens (Silver, 5 sec)

€ 2,500




Booster package 2

Boost your Royal Lead Generation

- + Notifications, 1 per exhibitor per trade show (max. 4 exhibitors per day)
- + 1x online promotion of content item in the newsletter
- + 1x Theatre seminar on the trade show floor (incl. leads)

€ 2,900



Booster package 3

Boost your Total Campaign

- + Logo on the online floor plan
- + Banner on the trade show website
- + Logo on visitor floor plan e.g. at entrance trade show
- + Visual on XL screens (Silver, 5 sec)
- + Notifications, 1 per exhibitor per trade show (max. 4 exhibitors per day)
- + 1x online promotion of content item in the newsletter
- + 1x Theatre seminar on the trade show floor (incl. leads)

€ 7,500

Use the Event Platform and meet the visitors before, during and after the fair

During ICT&Logistiek 2024 more than 40,332 connections were made in the Event platform

The Event Platform is therefore the place where you meet visitors before, during and after the fair.

On the Event Platform you will find potential customers that the platform searches for you based on your company profile, in which you show them in one go what solutions you offer. In addition visitors will find a map there and you can advertise in the Event Platform as an exhibitor.

You can download the Event Platform via [this link](#).



Need help?

Ask our Content marketers

Our marketers Julia and Marcia are ready to help you!

Do you have a creative idea? Or would you like an image with a different layout? Don't hesitate and contact us. Marcia and Julia will work with you to see what is possible.

In this way we work together towards a fantastic edition of ICT&Logistiek and Logistica Next.

Julia Gijsen

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