

Guidelines exhibitor content

Would you like to present your innovation to a broader audience? Choose the format that best fits your story: a high-impact LinkedIn post, an engaging video, or a feature article that highlights your innovation.

Option 1: LinkedIn post

Showcase your innovation to our LinkedIn community. During the campaign period, ICT&Logistiek generates more than 45,000 impressions, while Logistica Next reaches over 27,000 impressions.

LinkedIn post guidelines

- Clearly describe your innovation and what makes it unique.
- Keep the text concise (approximately 100 words).
- Include relevant visuals, such as photos or a video (videos may be shared via WeTransfer).

Example LinkedIn post company LRI:

Tip:

Don't have a ready-made video yet? You can also record a short video answering a few interview-style questions (see Option 2 below). Please make sure the video meets the specifications outlined here.

Logistica Next

LOGISTICA™

2.034 volgers

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Innovatie in de spotlight: slimme projectie, maximale veiligheid

Afgelopen november presenteerde [LRI BV](#) hun innovatieve veiligheidsoplossingen op Logistica Next. De video laat zien hoe deze oplossingen in de praktijk worden toegepast bij één van de klanten van LRI. Op dit soort oversteekpunten komen heftruck- en voetgangersverkeer samen, maar doordat ze elkaar niet altijd goed kunnen zien, kan er een potentieel gevaarlijke situatie ontstaan.

Met het systeem worden voetgangers van beide kanten gedetecteerd en wordt de heftruck vervolgens duidelijk geattendeerd met heldere projecties. Zodra de voetganger veilig is overgestoken, schakelen de projecties uit en kan de heftruck veilig passeren.

👉 Wil je dit soort slimme innovaties zelf ervaren? Noteer 3 t/m 5 november 2026 alvast in je agenda voor de volgende editie van Logistica Next!

[#logisticanext](#) [#logistiek](#) [#LRI](#) [#ledprojectie](#) [#veiligheid](#)





Jacob Koster en 61 anderen

8 commentaren • 4 reposts

Guidelines video:

- Maximum length: 3 minutes (ideally between 60 seconds and 3 minutes)
- Format: horizontal, 16:9
- Recording environment: well-lit space, preferably with natural daylight, and a clean, distraction-free background
- Camera setup: eye-level positioning with your face clearly visible
- Audio: clear sound quality; an external microphone is recommended where possible, and background noise should be avoided
- Additional footage: separate product shots or demo footage can be supplied and incorporated into the final edit
- Text/overlays (optional): logos, subtitles, or short captions may be added
- File size: maximum 200 MB for upload; please share videos via WeTransfer

Option 2: Interview-style feature article

Present your innovation in more detail through an interview feature published on our websites. This is an opportunity to highlight both your company and the innovation behind it in a more engaging and in-depth way. Please answer the questions below in a Word document. Our editorial team will refine and finalise the text to ensure it is presented professionally and effectively.

Questions article:

1. Could 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 innovation will you be showcasing at the exhibition, and what makes it unique?
3. Which market trends or challenges inspired the development of this solution?
4. How does your solution help improve operations or business processes? (For example: saving time, reducing costs, improving sustainability or efficiency.)
5. What is your vision for the future of the industry?
6. What can visitors expect when they visit your stand? (For example: live demos, hands-on experiences, exclusive launches, giveaways.)
7. Why should visitors make sure not to miss your stand? (Think unique solutions, inspiration, interaction, or standout experiences.)

Examples articles

<https://www.loginext.nl/en/artikelen/scrumble-geeft-demo-agentic-ai-op-ictlogistiek>

<https://www.loginext.nl/en/artikelen/slimmer-samenwerken-in-interlogistiek-nimmsta-laait-het-zien-op-ictlogistiek>

Deadline: Please submit your content by 3 September so it can be included in our pre-event campaign activities.