

The logo consists of three red, stylized, zigzag lines stacked vertically, followed by the year '2015' in a bold, black, sans-serif font.

2015

INTER NATIONAL DESIGN EXPO

A modern interior scene featuring two vibrant red, sculptural chairs with a central cutout. A small glass vase with green reeds sits on a white base between the chairs. The floor is dark grey with a grid pattern, and a wooden floor is visible on the right. A yellow wall and a window with horizontal blinds are in the background.

21-25 OCTOBER 2015
BEURSGEBOUW EINDHOVEN
DURING THE DUTCH DESIGN WEEK

WWW.IN-DE.NL

2015

INTERNATIONAL DESIGN EXPO

The Inter National Design Expo is a high-quality event that provides a stage to national and international producers and designers. This expo is all about design. The five-day event translates the appeal of the Dutch Design Week to direct sales opportunities for suppliers. The Inter National Design Expo, during the Dutch Design Week, is an excellent opportunity to show your designs to the general public.

The first edition of the expo takes place from 21 - 25 October 2015, at Beursgebouw Eindhoven.

VISITOR

Inter National Design Expo has international and business characteristics and is aimed at an audience of 50,000 visitors. The visitors are from the high middle segment and the top segment and consist of buyers, press and commercial visitors. International visitors and incoming trade missions are also attracted.

This event has the potential to grow into an international design magnet to the example in Milan.



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EXHIBITORS & YOUNG TALENT

Design is the standard. Not only the exhibited designs are artistic, innovative and high quality, also the design and decoration of the expo radiates design. The exhibition hall will be divided into several 'country' pavilions, individual stands and squares where the designs can be categorized in various sectors, such as interior, life science, fashion, technology, lifestyle & healthcare and automotive.

During or after visiting the exhibition, guests are able to grab a bite to eat or savour a drink. The available 'pop up catering service' is innovative, represents commercial value and is, of course, decorated according to the design character. In addition, the visitors can relax in the design lounge area and do some networking during the planned events and meetings. They can also take part in workshops and buy designs in the daily shop.



Impression Pavilion Inter National Design Expo 2015



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Anyone that designs on a professional level is invited to participate in the expo to present his or her creations and designs. The focus is not only on established names but also on new and **young talent**. Promising designs, smart solutions and artistic creations, everything is possible. The Inter National Design Expo offers the possibility for designers to be seen by professional press and the general public. Especially for this target group we have the **Inter Talent Hotspots** on the platforms.

SUCCESS GUARANTEED

The organizing parties (Beursgebouw Eindhoven, NBI International and BYLEI) join forces to create a commercial translation of the Dutch Design Week to the visitors. The organization has the knowledge and expertise of the “Excellent, women & leven” fair, which has been successfully organized for the past 10 years at Beursgebouw Eindhoven.

NBI has an international network that is already introduced to the Dutch Design Week and they organize many international meetings.

BYLEI, an entrepreneurial creation agency, has 8 years of experience in various events during the DDW for which among other things the Schellens factory has been exploited (40 exhibitors and 30,000 visitors).

The Beursgebouw Eindhoven has a surface of 7200 square meters and is the perfect location for this event. This centrally located exhibition centre hosted many leading events such as fairs, exhibitions, conferences and dance-events over the last 25 years.

THE DUTCH DESIGN WEEK

The Dutch Design Week has grown into a large-scale and international annual event. Design takes centre-stage during the nine days of the Dutch Design Week. This fits perfectly into the mission of Eindhoven to profile itself as a design and technology region and to strengthen the design climate. Therefore, the expo fits well with this mission.

The edition in 2014 attracted around 250,000 visitors and has a great appeal to potential exhibitors, sponsors and other stakeholders. Sections that return every edition is the ‘Graduation Show’ of the Design Academy Eindhoven and the Dutch Design Awards. In addition, there are exhibitions and lectures throughout the whole city. More than 80 locations are part of the DDW, with over 2100 exhibitors.

PUBLICITY CAMPAIGN

The Inter National Design Expo uses an extensive and targeted publicity campaign in order to ensure the high quality of the event. This contains:

- Intensive advertising campaign (offline, online and outdoor)
- Cross media advertising policy
- Additional attention in national television via active press policy
- Focused invitation policy
- Exclusive preview, relationship and exhibitors events and meetings



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INTERNATIONAL DESIGN EXPO

ORGANISATIE

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RATES

Every pavilion has a nicely finished raised floor, a presentation pillar (5 meters high), high quality lighting, electric connection, full colour signings and is prominent in all promotional exposure.

Pavilion 1, 30 m²: € 4,500 (excl. VAT)

Pavilion 2, 50 m²: € 7,500 (excl. VAT)

Pavilion 3, 100 m²: € 15,000 (excl. VAT)

Other sizes from 12 m² (€ 150 per m², excl. VAT)

Rent basic m² to a maximum of 100 m² (possible from 15 m²)

€ 100 per m²

Inter Talent Hotspot (on platform), per 9 m²; € 450 (excl. VAT, incl. lighting and power source)

Registrations will be assessed by the Selection Board of INDE. The location in the exhibition hall we be jointly discussed after admission.

POP UP HOSPITALITY

Several reception areas, catering formulas and additional meeting rooms will be created during the Expo, to welcomingly receive international visitors. Of course, the core values of Eindhoven (Technique, Design and Knowledge) will be present here.

Sponsors, partners, target groups, companies and institutions have the opportunity to participate in special packages. There is also a possibility to have a program custom made. Feel free to contact us for all possibilities.

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