



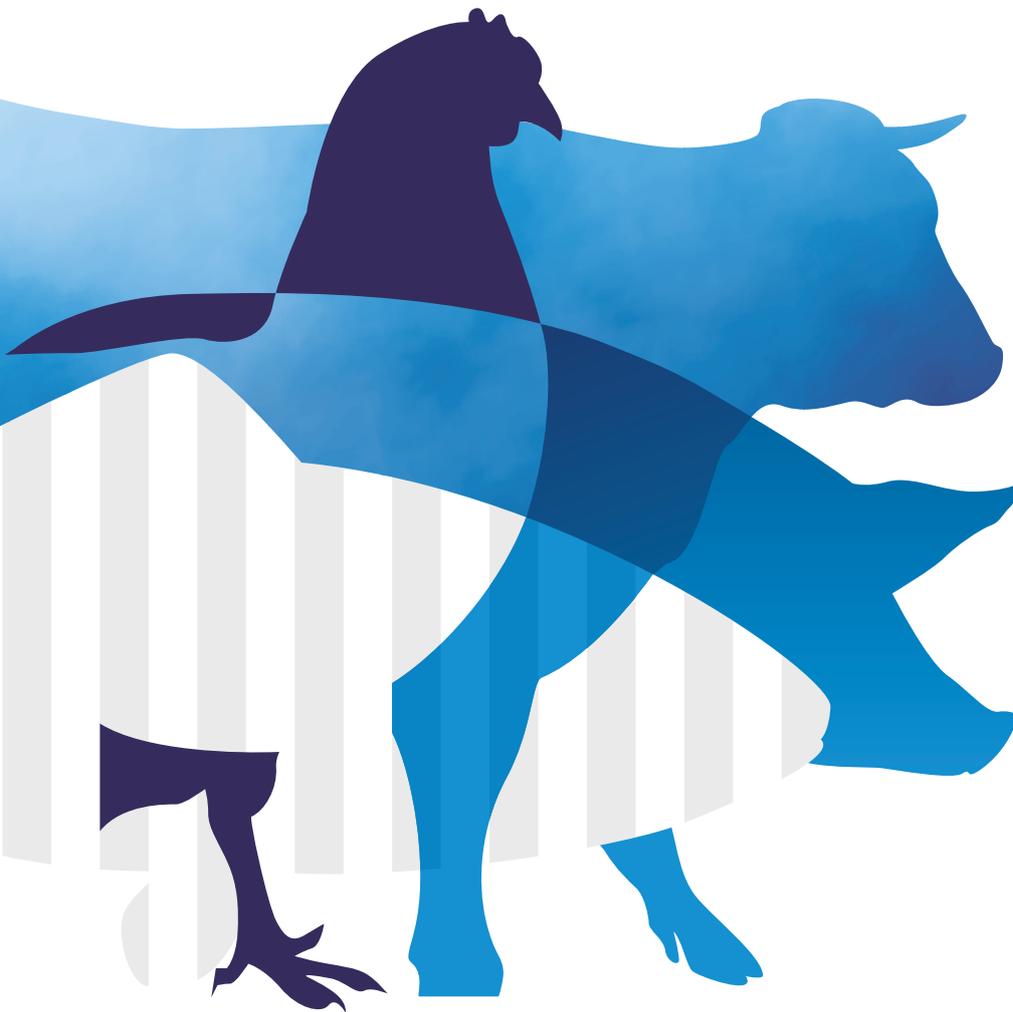
**EUROPE 2026**  
UTRECHT, THE NETHERLANDS  
2-4 JUNE

**25<sup>th</sup>**  
EDITION

# **CUSTOMIZED MARKETING OPPORTUNITIES**

**WORLD EXPO FROM FEED TO FOOD**

**WWW.EUROPE.VIV.NET**





# CUSTOMIZED MARKETING OPPORTUNITIES

## STAND OUT BEFORE, DURING, AND AFTER VIV EUROPE 2026

Our Customized Marketing Opportunities are designed to extend your visibility beyond your booth and place your brand in front of the right audience at the right moment.

From onsite branding and print advertising to digital exposure through our website, newsletters, social media, and show review, these options allow you to reinforce your presence across multiple touchpoints.

This brochure provides an overview of the available marketing items you can add to your participation, helping you increase reach, recognition, and recall among visitors and industry professionals.

## CONTACT

For questions please contact Severina Proskurnova: [Severina@vnueurope.com](mailto:Severina@vnueurope.com)



## EVENT BRANDING & MEDIA EXPOSURE EXHIBITION HALLS

For large-scale signage and promotional visibility in and around the Jaarbeurs venue, VIV Europe works with Van Straaten. Exhibitors interested in venue signage or large-format promotional solutions are advised to contact Van Straaten directly for available options, specifications, and pricing. [You can view their brochure here.](#)

### Van Straaten

+31 (0)6 44 19 95 52

[jaarbeurs@vanstraaten.com](mailto:jaarbeurs@vanstraaten.com)

## DIGITAL PROMOTION

# EMAIL DIRECT MARKETING NEWSLETTER

Our e-newsletters are part of the VIV Europe visitor promotion campaign and are sent to a targeted audience of animal protein industry professionals. Each edition shares key event updates and industry news. Newsletter placements apply to one edition of the e-newsletter, selected by VIV Europe, and position your brand in front of registered and potential visitors ahead of the event.

## BUTTON

€ 400

A clickable button included in a VIV Europe e-newsletter, linking directly to your website.

## BANNER

€ 650

A banner placement within a VIV Europe e-newsletter, linking directly to one of your URL's.

## ADVERTORIAL

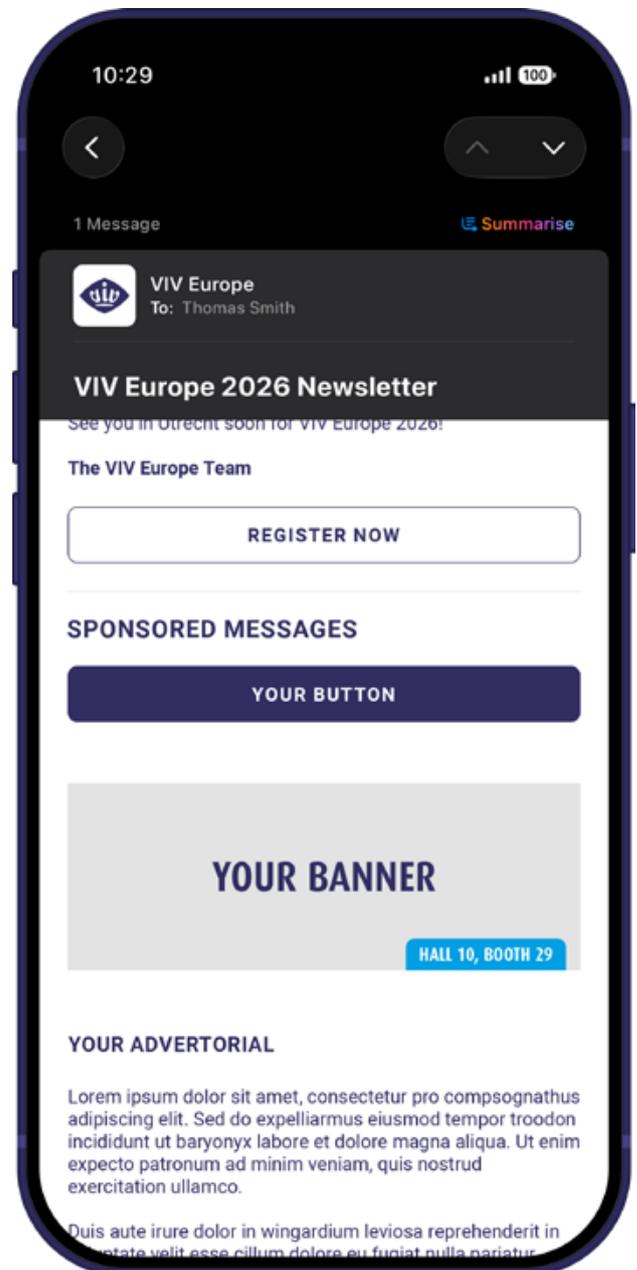
€ 1,060

An article-style advertisement featured in a VIV Europe e-newsletter, including a link to your website.

## FULL PACKAGE

€ 1,795 (INCL. 15% DISCOUNT)

Includes the Banner, Button and Advertorial.



# DIGITAL PROMOTION WEBVERTISING

The VIV Europe website is a key information hub for exhibitors and visitors before and during the event. Webvertising options place your brand in a visible position on the website, ensuring ongoing exposure to professionals actively preparing their visit to VIV Europe 2026.

## LOGO ON OUR WEBSITE

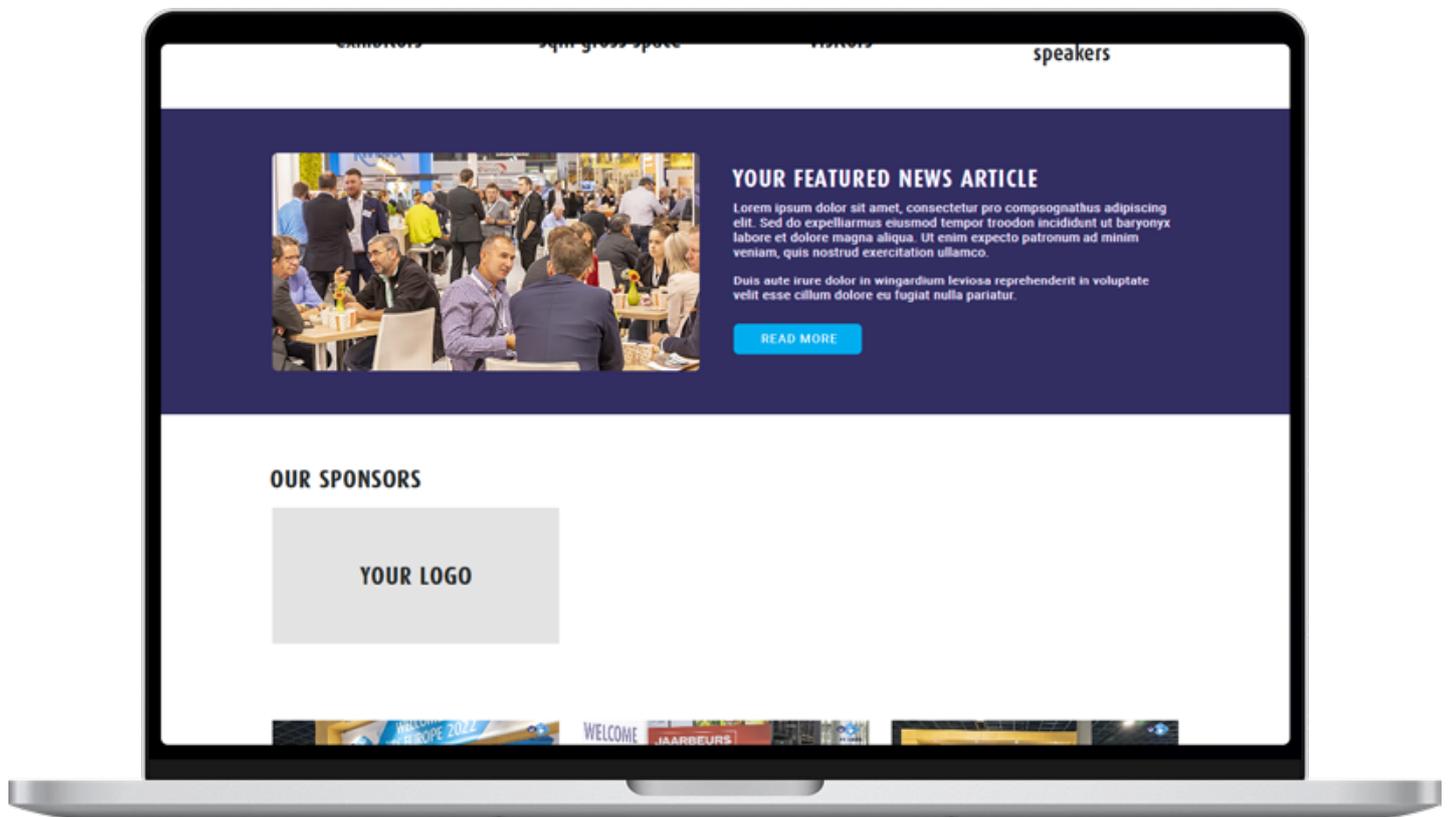
€ 590

Your company logo displayed on the VIV Europe website, linking directly to your company's website for additional visibility before and during the event.

## FEATURED NEWS ITEM ON OUR HOMEPAGE

€ 1,235

A featured news item published on the VIV Europe homepage, highlighting your company or activity in relation to the event. Content is aligned with VIV Europe editorial guidelines.



# DIGITAL PROMOTION SHOW REVIEW

The Digital Show Review highlights key results and moments of VIV Europe, including facts and figures, articles, interviews, and photo impressions. It is published on the VIV Europe website and shared through the post-show e-mail newsletter and social media channels, offering extended visibility after the event.

## HALF PAGE AD

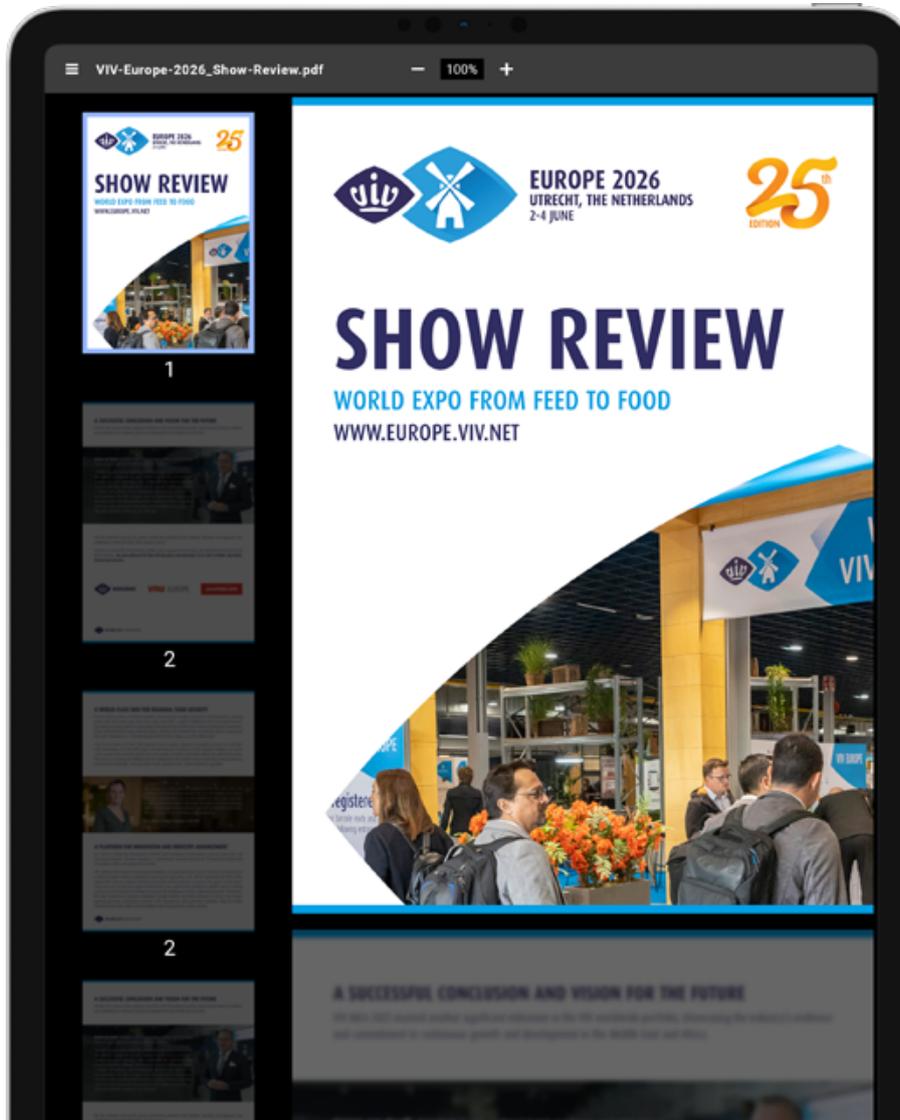
€ 1,375

A half-page advertisement placed within the Digital Show Review, positioning your brand alongside official event highlights and editorial content.

## LOGO ON THE 'THANK YOU FOR VISITING' PAGE

€ 650

Your company logo displayed on the "Thank you for visiting" page of the Digital Show Review, offering additional brand visibility after the event.



## DIGITAL PROMOTION

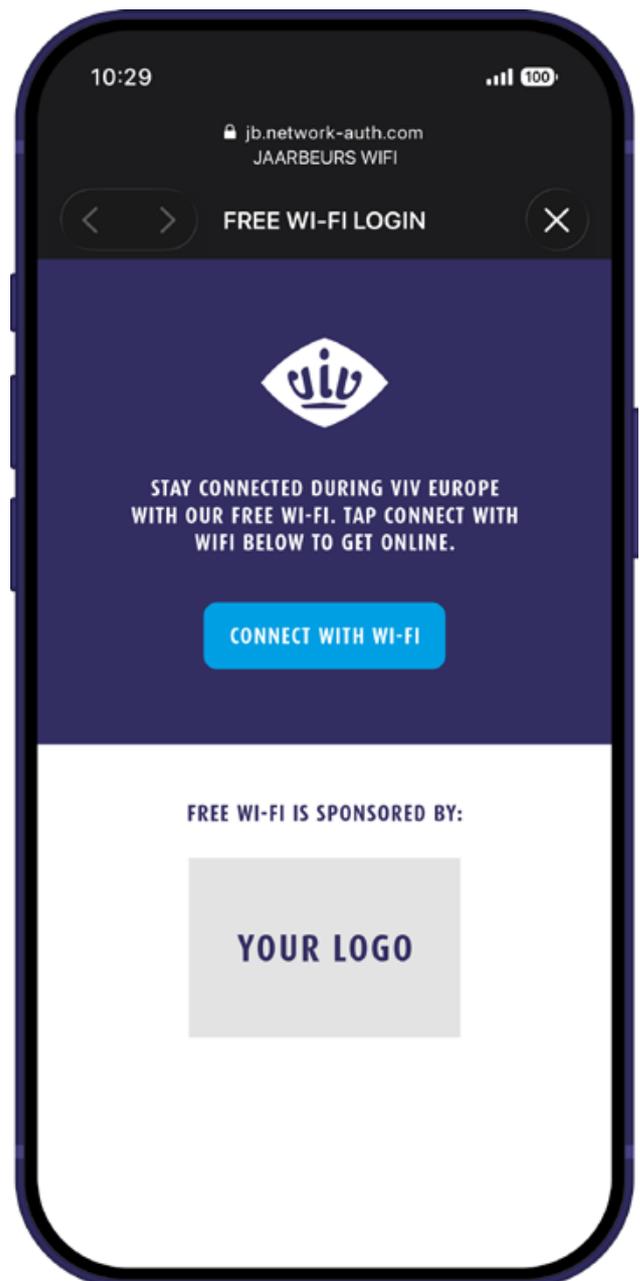
# WI-FI SPONSORSHIP

The VIV Europe Wi-Fi is available to visitors and exhibitors at the venue. Sponsorship allows your logo or banner to be displayed on the Wi-Fi login screen, ensuring high visibility throughout the event.

## LOGO

€ 7,435

Your company logo displayed on the VIV Europe Wi-Fi login screen, visible to visitors and exhibitors when connecting to the network during the event.



## DIGITAL PROMOTION

# SOCIAL MEDIA

Through the VIV Worldwide social media channels, exhibitors can extend their visibility before and after VIV Europe. Social media promotion highlights your brand or innovation within the official event campaign, reaching an international industry audience across multiple platforms.

## VIDEO CAMPAIGN

€ 3,630

A 60-second promotional video supplied by the exhibitor and shared through the VIV Worldwide social media channels:

- Instagram
- Facebook
- LinkedIn
- X (Twitter)





## ONSITE PROMOTION

Onsite promotion offers high-impact visibility across the VIV Europe venue. Through strategically placed branding, printed media, and live content opportunities, your brand remains visible to visitors at multiple moments during their event journey.

## CONTACT

For questions please contact Severina Proskurnova: [Severina@vnueurope.com](mailto:Severina@vnueurope.com)

## ONSITE PROMOTION

# BLOW UP FLOOR PLAN AT ENTRANCE

Make sure to have extra exposure on the floor plan by displaying your logo and thereby highlighting your booth.

## LOGO ON FLOORPLAN

€ 590

Your company logo displayed on the large-format floorplan at the venue entrance, with a visual reference to your booth location to increase findability on the exhibition floor.

## LOGO ON EXHIBITOR LIST

€ 590

Your company logo displayed on the large-format exhibitor list at the venue entrance, offering additional exposure during visitor orientation.



## ONSITE PROMOTION

# SHOWGUIDE

The printed show guide is an A5 booklet distributed to visitors during VIV Europe. It contains essential event information, exhibitor listings, and floorplans, and is used by visitors throughout the event as a practical reference. Advertising in the show guide places your brand directly in the hands of attendees on site.

### FULL PAGE AD INSIDE THE FRONT COVER

€ 1,980

A full-page advertisement placed on the inside front cover of the printed A5 show guide, offering premium visibility at the start of the publication.

### FULL PAGE AD

€ 1,150

A full-page advertisement placed within the printed A5 show guide, distributed to visitors during VIV Europe.

### LOGO ON FLOORPLAN

€ 590

Your company logo displayed on the floorplan inside the printed show guide, increasing visibility as visitors navigate the exhibition.

### FULL PAGE AD INSIDE THE BACK COVER

€ 1,645

A full-page advertisement placed on the inside back cover of the printed A5 show guide, ensuring strong visibility at the end of the publication.

### HALF PAGE AD

€ 700

A half-page advertisement placed within the printed A5 show guide, providing a compact print presence.

### LOGO ON EXHIBITOR LIST

€ 590

Your company logo included in the exhibitor list section of the printed show guide.



## ONSITE PROMOTION SEMINARS

Seminars and workshops are excellent opportunities for knowledge sharing, marketing and product branding. Get in touch with new business relations and book your space timely.

### 1 HOUR SEMINAR

€ 1,375

Includes standard equipment:

- Microphone
- Screen
- Beamer
- Chairs

Catering and additional AV equipment to be ordered separately.

# ORDER FORM

Company:

Contact Person:

Address:

Zip & City:

Telephone:

ITEMS - EMAIL DIRECT MARKETING NEWSLETTER	PRICE
Button	€ 400
Banner	€ 650
Advertorial	€ 1,060
Full Package	€ 1,795

ITEMS - WEBVERTISING	PRICE
Logo on our website	€ 590
Featured news item on Our homepage	€ 1,235

# ORDER FORM

ITEMS - SHOW REVIEW	PRICE
Half Page Ad	€ 1,375
Logo on the 'Thank you for visiting' page	€ 650

ITEMS - WI-FI SPONSORSHIP	PRICE
Logo	€ 7,435

ITEMS - SOCIAL MEDIA	PRICE
Video campaign	€ 3,630

ITEMS - BLOW UP FLOOR PLAN AT VENUE ENTRANCE	PRICE
Logo on floorplan	€ 590
Logo on exhibitor list	€ 590

# ORDER FORM

ITEMS - PRINTED SHOWGUIDE	PRICE
Full page Ad Inside the Front Cover	€ 1,980
Full Page ad Inside the back cover	€ 1,645
Full Page ad	€ 1,150
Half Page ad	€ 700
Logo on floorplan	€ 590
Logo on exhibitor list	€ 590

ITEMS - SEMINARS	PRICE
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1 hour seminar	€ 1,375
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## ORDER FORM

If the material deadline is exceeded and / or the material does not meet the specifications VNU Exhibitions can void the claim. If the material does not meet the specifications, VNU Exhibitions is empowered to update the material. The costs will be borne by the client.

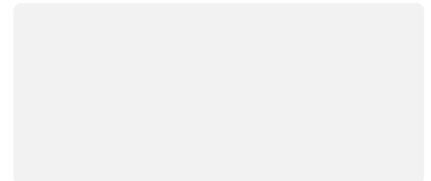
The undersigned participates in VIV Europe 2026 for which the participation [Terms and Conditions](#) are applicable. The Terms and Conditions can be found on [www.jaarbeurs.nl](http://www.jaarbeurs.nl) and filed with the Chamber of Commerce in Utrecht under number 30149544.

**Agreed:** This is a binding reservation. By returning this signed booking form by email scan the booking is final. Canceled reservations are charged according to the Terms and Conditions.

**Name (In Capitals):**

**Signature:**

**Company Stamp:**

A large, empty rectangular box with rounded corners, intended for a company stamp or seal.

For questions please contact Severina Proskurnova at [severina@vnueurope.com](mailto:severina@vnueurope.com)