

THE INSPIRATION SOURCE FOR (INTERIOR) ARCHITECTS




**MATERIAL
DISTRICT.**
ROTTERDAM

MAKE IT MATTER

The logo for mo:so is displayed on a light-colored wooden wall. The letters 'mo' are in a dark, lowercase sans-serif font, followed by a colon and the letters 'so' in the same font. A green circular graphic element is positioned between the colon and the 'o' of 'so'.

mo:so®

Two women are standing in a trade show booth. The woman on the left is wearing a grey blazer and a patterned skirt, and is holding a yellow cylindrical container filled with wooden samples. She is looking down at the samples. The woman on the right is wearing a black jacket and black boots, and is holding a tablet or brochure. They are both smiling and appear to be engaged in a conversation. The booth has a curved wooden wall and a wooden floor.

We have a passion for material innovations and matchmaking R&D and design professionals with material manufacturers of new materials. Our events offer the ideal environment to present your latest and most innovative materials to a large and relevant audience. We know that new materials have a strong appeal to your target group and are therefore the best “tool” to come into contact with potential prescribers. That is why the materials of our exhibitors are at the center of our events. MaterialDistrict Rotterdam owes its success to the spatial design with the focus on new materials. The open atmosphere in which your materials can be experienced with all the senses invites conversation with relevant specifiers and potential customers.

MATERIALDISTRICT ROTTERDAM

THE ULTIMATE EVENT FOR MATERIAL MANUFACTURERS

Meeting is the foundation of doing business. But where do you meet R&D and design professionals to specify your material for their next project? MaterialDistrict Rotterdam (formerly Material Xperience) is the only annual event in the Netherlands that brings together material manufacturers and specifiers of materials in all sectors of spatial design (interior, architecture, garden & landscape, leisure, furniture & interior construction and exhibition, stage & decor). As exhibitor you are guaranteed an amazing experience and contact with a varied and relevant audience. The concept is unique: you have the convenience of a complete package with a proven result with various participation possibilities for every budget.

The next edition of MaterialDistrict Rotterdam takes place from 23 until 25 June 2020 in Rotterdam Ahoy, the Netherlands. The event draws in a varied mix of visitors: renowned (design) firms, (interior) architects, R&D professionals, specifiers, students, brand managers, purchasers and other material professionals from the world of spatial design. We expect to beat the amount of visitors of the 3 day event in 2019 of 7,501 visitors.

Take a look at our convenient and affordable all-in packages detailed further on. MaterialDistrict Rotterdam 2020 is filling up fast, so make sure you book your stand soon and don't miss out!

**“HERE IS WHERE
WE MEET THE
TARGET
AUDIENCES WE
CANNOT
NORMALLY
REACH”**

MICHEL VAN DEN GOORBERGH,
MICHEL OPREY & BEISTERVELD
NATUURSTEEN





**“THIS EVENT IS
FANTASTIC TO MEET
DESIGNERS AND
ARCHITECTS WHO
ARE LOOKING FOR
NOVELTIES”**

**CARLA GIESSEN
VINK KUNSTSTOFFEN**



**“A BUSY EVENT WITH
A TRANQUIL LOOK,
SO YOU CAN HAVE A
NICE CONVERSATION”**

**OLAF VERMEULEN
OYDESIGNS**





MATERIALDISTRICT ROTTERDAM

PACKAGES

The professional team at MaterialDistrict is closely involved with every exhibitor. We are dedicated to making this your best exhibition experience ever. We take care of everything: from the basic stand structure and logo presentation, to promotional activities, catering and general advice and support. We assist and guide you in fine-tuning your stand concept and presentation of your materials. This will maximise the number of visitors at your stand.

MaterialDistrict makes it easy for you; there are no expensive stands, but instead a high-end environment with the famous MaterialDistrict white cubes and black-frame pergola stand constructions where your materials will become the heroes of the show. Together we ensure maximum exposure. You can organise lectures or receive your business relations in our VIP Lounge. There are also many opportunities to promote your innovations in the period both before and after the event.

CUBICAL 1/8



A CUBICAL 1/8 offers you a fantastic opportunity to successfully present an individual material to your target group or enter a new market sector at a low price. This package offers a 1x1 m presentation cube, allows a one-person stand crew, ½ page editorial in the official exhibition catalogue, and on Rotterdam.MaterialDistrict.com

Presentation cube 1x1 m, logo on presentation cube, basic stand lighting, 1-person crew, catering for 1 person, ½ page editorial in the official exhibition catalogue, editorial on Rotterdam.MaterialDistrict.com.

Prices from € 2,350

Upgrade to a 1x2 m presentation cube and 2-person crew (incl. catering) for an additional € 1,000

CUBICAL 1/4



A CUBICAL 1/4 allows you to effectively raise your product and brand awareness. The package offers a black frame pergola stand construction, including 3x3 m floor space and 3x3 m vertical wall space where your materials can be presented to attract more visitors. This package allows two people as stand crew, ½ page editorial in the official exhibition catalogue, and on Rotterdam.MaterialDistrict.com

Stand 3x3 m with pergola stand construction, vertical wall space 3x3 m (h x w), logo and basic stand lighting, 2-person crew, catering for 2 people, ½ page editorial in the official exhibition catalogue, editorial on Rotterdam.MaterialDistrict.com

Prices from € 4,700

“WE ARE CLOSELY INVOLVED WITH EVERY EXHIBITOR”

CUBICAL 1/2

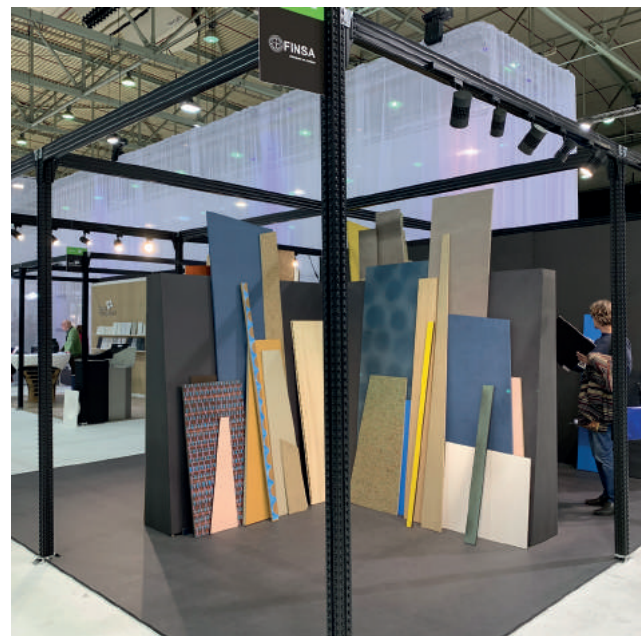


A CUBICAL 1/2 offers you a great visibility to our audience. The package contains a 3x6 m floor space with a black-frame pergola stand construction and 3x6 m vertical wall space where your materials can be presented on a large scale. This package allows four people as stand crew, 1 full page editorial in the official exhibition catalogue, and on Rotterdam.MaterialDistrict.com

Stand 3x6m with pergola stand construction, vertical wall space 3x6 m (hwx), logo and basic stand lighting, 4-person crew, catering for 4 people, 1 page editorial in the official exhibition catalogue, editorial on Rotterdam.MaterialDistrict.com

Prices from € 9,400

CUBICAL 1/1



The CUBICAL 1/1 offers you access to your target audience through every means possible. The package contains a 6x6 m floor space with a black-frame pergola stand construction and 3x12 m vertical wall space where your materials can be presented on maximum scale. This package allows eight people as stand crew, 2 page editorial in the official exhibition catalogue, and on Rotterdam.MaterialDistrict.com

Stand 6x6 m with pergola stand construction, vertical wall space 3x12 m (hwx), position directly adjacent to exclusive VIP Lounge, logo and basic stand lighting, 8-person crew, catering for 8 people, 2 page editorial in the official exhibition catalogue, editorial on Rotterdam.MaterialDistrict.com

Prices from € 18,800



VISITOR PROFILE 2020

MEET YOUR AUDIENCE

AMOUNT OF VISITORS

7501

EVALUATION VISITORS*

Average evaluation visitors

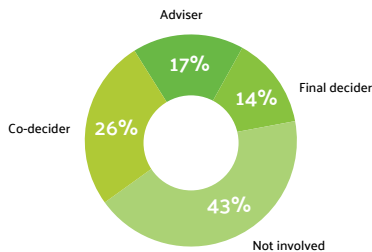


EVALUATION EXHIBITORS*

Average evaluation exhibitors

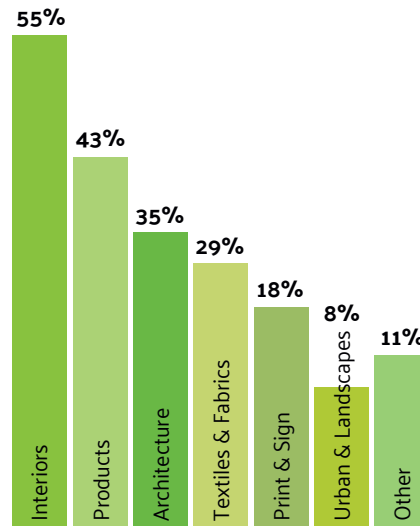


DECISION-MAKING AUTHORITY



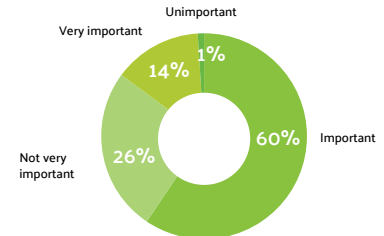
SECTORS

Visitor is working in sector

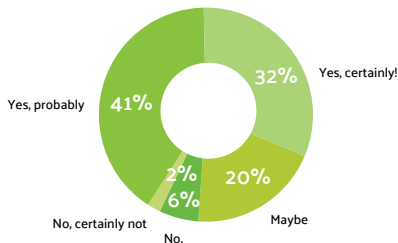


LEVEL OF IMPORTANCE

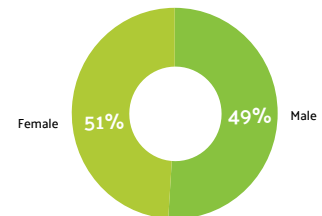
How important is a visit to you and / or your company?



REPEAT VISIT 2020

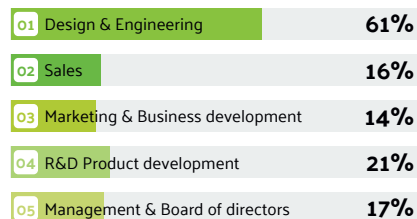


MALE / FEMALE RATIO



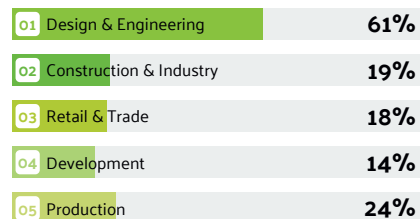
WORKING IN DEPARTMENT

Visitor works in the following department



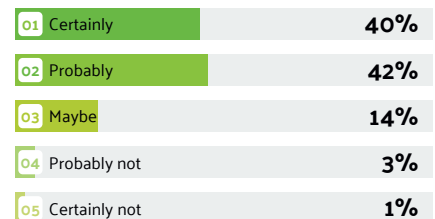
MAIN ACTIVITY ORGANISATION

Main activity organisation where visitors works



RECOMMEND TO FRIEND OR COLLEAGUE

Would you recommend a friend / colleague to visit?



A trade event with a unprecedented lay out, great presentations and everything is to the point

Exceeding my expectations: I definitely recommend this trade fair!

Inspiring, innovative and with things 'that matter'

Incredibly beautiful event I look forward to every year.

Event with a good set up and exhibitors of great value.

MATERIALDISTRICT ROTTERDAM

TAKE THE SHOW TO THE NEXT LEVEL AND MAXIMISE YOUR IMPACT

To maximise your succes at this 3-day event, we created these useful extra packages. Each extra package has been created for your convenience and to increase the effectiveness of your stand (crew) at MaterialDistrict Rotterdam 2020.

Take a look at the following extras!

PLUS PACKAGE



If your objective is to support your stand crew the best possible way, the plus package will suit all your needs. It includes a useful set of tools for your stand crew and assists you in keeping track of your visitors and potential leads.

License for a lead scanner app, unlimited WiFi internet, electrical point 220v, parking space at Rotterdam Ahoy, locker for storage of personal items, exhibitor dinner on the opening evening

Prices from € 410

WEB SPECIAL



If you are interested in a multi-channel communication strategy, the Web Special package is the right choice. With this package your novelty will be promoted on the MaterialDistrict.com website and to the 68,000 subscribers of the weekly MaterialDistrict.com newsletter.

With the web special, your brand and materials receive extra exposure from not only visitors to the fair, as well as professionals that weren't able to attend the fair. Your novelty will be promoted on the website and to the 68,000 newsletter subscribers, serving a succesful multi-channel communication strategy. Exclusive to partners of MaterialDistrict Rotterdam.

Prices from € 535

“WE HAVE CREATED THESE EXTRA PACKAGES TO ENHANCE YOUR EXHIBITION EXPERIENCE”

CATALOGUE ADVERTISING



If you want to increase the awareness during and after the exhibition, an appealing advertisement in the official MaterialDistrict Rotterdam catalogue is the way to get there. This impressive book is used as a guide during the exhibition, and lives on after the show as a long-term reference on the desks of leading (design) agencies and material specifiers.

Your brand and material novelty in a collector's item, appearing in 5,000 copies of the official exhibition catalogue, on the coffee table of your target audience, remaining in view of your target audience, exclusive to exhibitors of MaterialDistrict Rotterdam.

Prices from € 535

SPONSOR PACKAGES



As a MaterialDistrict Rotterdam Sponsor, we will take your brand visibility to the next level. As a sponsor you are guaranteed maximum exposure to our visitors and great success in influencing decision makers.

The sponsor package (limited to 10 exhibitors) includes an advertising banner on the MaterialDistrict.com website, logo in the MaterialDistrict.com newsletter, 1 page advertisement in the exhibition catalogue, lecture: and a 20-minute timeslot for your speaker in the theatre.

Prices from € 3,595

“MATCH-MAKING MATERIAL NEEDS & MATERIAL SOLUTIONS”

Manufacturers



MATERIAL
DISTRICT.

R&D and Designprofessionals

In this world where we live, work and play, almost everything around us has been designed, created and manufactured from materials. Materials that have been specified by R&D and design professionals to serve our needs, enhance our lives, and last through time. By definition, material innovation is the principal driver for technological, economical, aesthetical and environmental development - with 70% of all innovations evolving from new materials*.

* Source: <http://www.madec.polimi.it/tag/material-innovation/>

ABOUT MATERIALDISTRICT

MATCHMAKING MATERIAL NEEDS WITH MATERIAL SOLUTIONS

As the world's leading platform for innovative materials, MaterialDistrict makes worldwide innovation possible by matchmaking material demand and material supply. MaterialDistrict is the leading international platform for material innovation for spatial design, focused on meeting, inspiring and co-creating. MaterialDistrict stimulates joint innovation on the road to a more beautiful, more sustainable and high-quality designed spatial area. With six sectors - 'Interior', 'Architecture', 'Garden and Landscape', 'Leisure', 'Furniture & Interior Construction' and 'Exhibition, Stage & Decor' - we make sure that your material solution matches the needs of our worldwide network of R&D and design professionals for the spatial environment.

For more than 20 years, MaterialDistrict (formerly Materia) helps its partners extend their brand awareness, successfully introduce new materials and strengthen their market position. The 150,000+ professionals in our network are your new audience; daily via MaterialDistrict.com, annually at MaterialDistrict Rotterdam, and periodically during the year at MaterialDistrict Pop-Up events.



MATERIAL DISTRICT. COM

With an average of 350,000 page views a month, 115,000 registered members, 68,000 newsletter subscribers and 27,500 followers on social media, MaterialDistrict.com is the world's leading website in the field of innovative materials. With each visit lasting on average 6 minutes and including 6 page views, MaterialDistrict's value as a high-end materials inspiration source is clear: visitors are looking for new material solutions and are, therefore, you potential customers.

MaterialDistrict.com



MATERIAL DISTRICT. ROTTERDAM

MaterialDistrict Rotterdam (formerly Material Xperience) is the only annual trade fair in the Netherlands that brings together material manufacturers and specifiers of all sectors of spatial design. As an exhibitor, you are guaranteed an amazing experience and contact with a varied and relevant audience (7,501 visitors in 2019).

Rotterdam.MaterialDistrict.com



MATERIAL DISTRICT. POP-UP

MaterialDistrict Pop-Up (formerly Material Xperience *On Tour*) is based on the successful formula of MaterialDistrict Rotterdam, the leading event for material manufacturers and specifiers. The travelling pavilion consists of an independent, leading-edge materials exhibition with innovations from selected brands. As one of twelve partners you can benefit directly from the attention of visitors at famous shows such as METSTRADE and World Architecture Festival.

**WE ARE
DEDICATED TO
MAKING THIS
YOUR BEST EVENT
EVER**

MATERIALDISTRICT ROTTERDAM - WANT TO KNOW MORE?

Find out what MaterialDistrict can do for you.

Give one of our advisors a call on: +31 (0)20 713 0613

ROTTERDAM.MATERIALDISTRICT.COM

Check us out on: Twitter, Facebook and LinkedIn