

# THE DUTCH NATIONAL FRANCHISE EXPO

## PARTICIPANTS INFORMATION

OCTOBER 11 & 12, 2024  
EVENEMENTENHAL, GORINCHEM

“ Largest  
franchise fair  
with the most  
visitors ”



**80.000**

total candidate reach  
from the databases

**80+**

exhibitors

**20+**

seminars

**1.400**

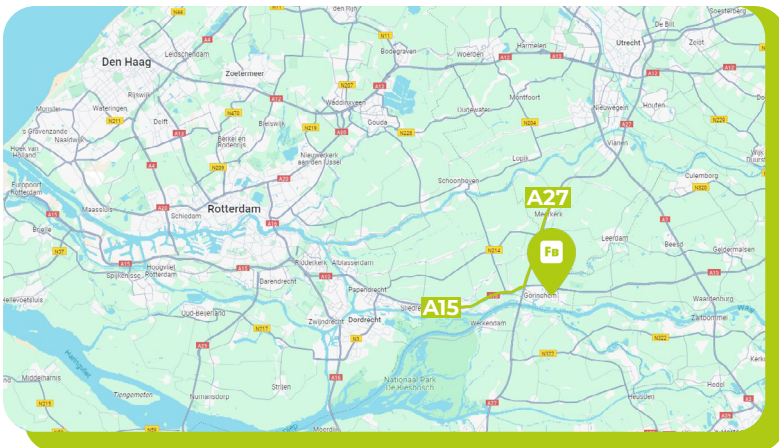
visitors

The Dutch National Franchise Expo is a broad-based trade show where franchisors, franchisees and suppliers can connect directly with prospective entrepreneurs. The Dutch National Franchise Expo is the ideal opportunity to recruit new franchisees.

# STRONG TOGETHER

What makes the fair special is that it is organized by the three leading franchise recruiters in the Netherlands: Hallo Franchise (Franchisefactory), De FranchiseAdviseur and De Nationale Franchise Gids. Thanks to this unique partnership, The Dutch National Franchise Expo is assured of:

- Largest selection of franchise formulas.
- The most visitors
- The largest franchise fair in the Netherlands
- Availability of databases containing 80.000 candidates.
- Record number of visitors and record number of exhibitors in 2023.
- Franchise candidates with a strong profile, largely drawn from the organizers' databases.



## THE LOCATION

### EVENEMENTENHAL GORINCHEM

- Central location.
- Within 500 meters of exits A15 and A27.
- Free parking
- Excellent accessibility by public transport.

## 2x2 METER



Stand construction & lighting

Flooring

Furniture

Free parking

Electricity & wifi

1/6 page in the exhibition catalogue

Catering included

App to register visitors

**€2.050**

## 2x4 METER



Stand construction & lighting

Flooring

Furniture

Free parking

Electricity & wifi

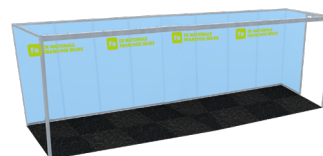
1/6 page in the exhibition catalogue

Catering included

App to register visitors

**€3.675**

## 2x8 METER



Stand construction & lighting

Flooring

Furniture

Free parking

Electricity & wifi

1/6 page in the exhibition catalogue

Catering included

App to register visitors

**€5.500**

## SERVICE PROVIDER



Stand construction incl. printing

Flooring & furniture

1 counter with back wall

Free parking

Electricity & wifi

1/6 page in the exhibition catalogue

Including catering

App to register visitors

**€1.500**

## EXPERIENCE SQAURE



Free stand construction

Flooring

Free parking

Electricity & wifi

1/6 page in the exhibition catalogue

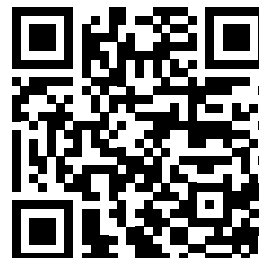
Including catering

App to register visitors

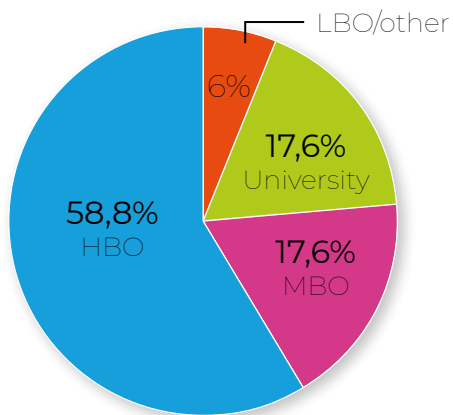
**€250 m<sup>2</sup>**

## FLOOR PLAN

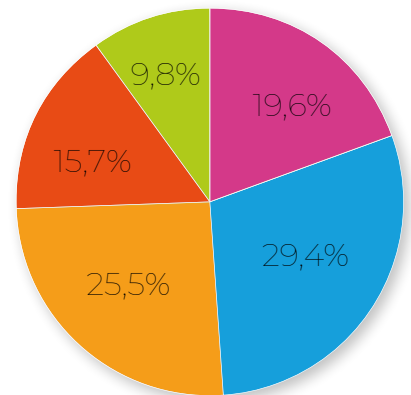
Scan the QR code below or click [this link](#) to go to the current floor plan of the fair.



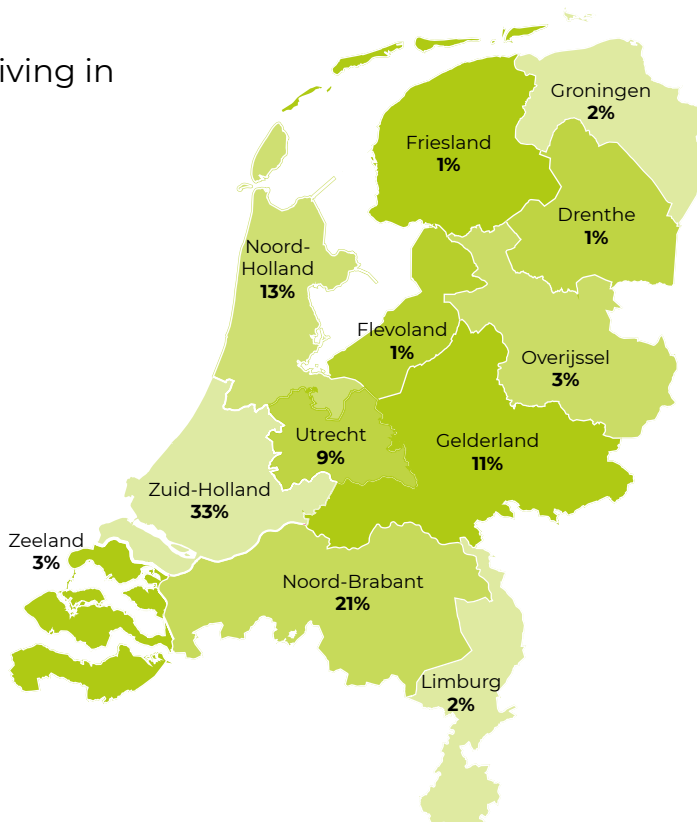
## Education



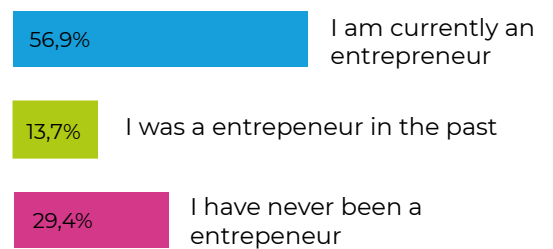
## Branche interests



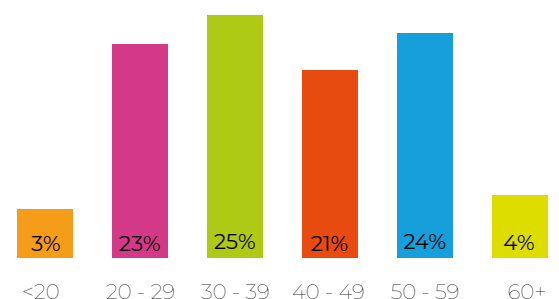
## Living in



## Experience as a entrepreneur?



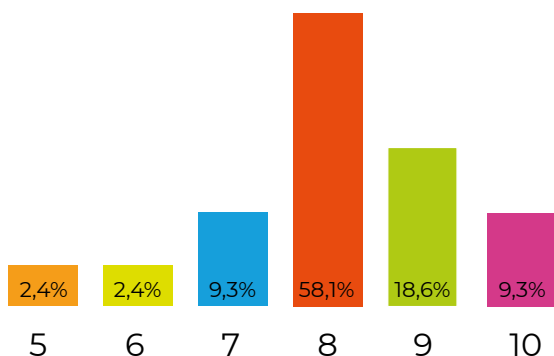
## Average age



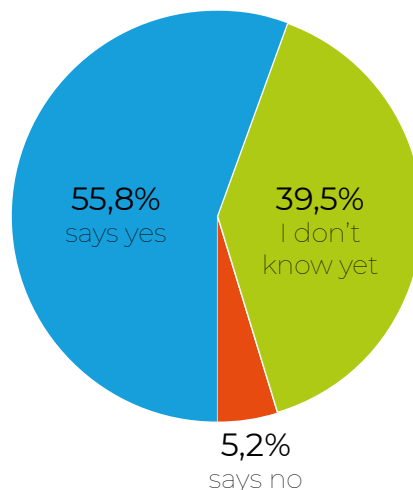
# SURVEY RESULTS EXHIBITORS 2023

franchisebeurs.nl

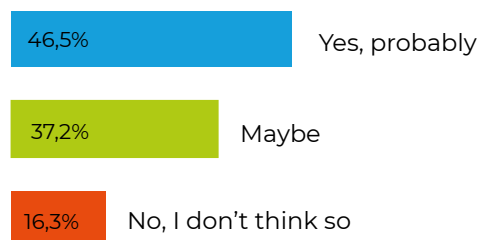
Provision of information prior



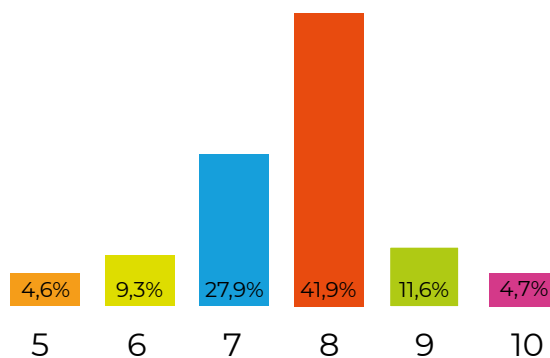
Intention to participate again in 2024



Thinks they have found one or more entrepreneurs through the fair



Rating The Dutch National Franchise Expo 2023



## MARKETING

Prominent presence on the three largest franchise platforms in The Netherlands, in addition: Extensive marketing campaigns on Facebook, Instagram, X (Twitter), LinkedIn, Google Ads.

- 80.000 total candidate reach from the databases.
- Receive €40 excl. VAT for each visitor brought in.
- Election Franchisee of the Year 2024.



# EXPERIENCE EXHIBITORS

franchisebeurs.nl



"Both in terms of exhibitors and visitors, there was a lot of enthusiasm for this fair. Our booth was crowded on both days of the fair. We were able to shake many hands and there were conversations that will definitely be continued. You will definitely find us again at the next edition of The Dutch National Franchise Expo."

**Ferdinand Molenaar (Senior Business Developer at New York Pizza)**



"I look back very enthusiastically on our participation in The Dutch National Franchise Expo. It was striking that many high-quality candidates were present. Valuable conversations were held, with potential entrepreneurs with whom the first appointments have already taken place after the fair. At the next edition Leonidas will certainly be present again".

**Fikret Yilmaz (District Sales manager Netherlands at Leonidas)**



"The Dutch National Franchise Expo was top notch from A to Z. The information and communication prior to the fair was very pleasant. In addition, we were well taken care of on the fair itself: on both fair days, all exhibitors received an extensive lunch. Last but not least, we had several useful conversations with candidates. We definitely think we have one or more entrepreneurs left after this franchise fair."

**Rebecca Koelemeijer (Sales manager Franchise at Nedflex | Zeg het maar)**



Want to participate in The Dutch National Franchise Expo or do you have a question?

Please contact



Send an email to: [info@franchisebeurs.nl](mailto:info@franchisebeurs.nl) or call to 055 8200 226