



# Promotional kit exhibitors

**Lead quality customers  
to your stand**

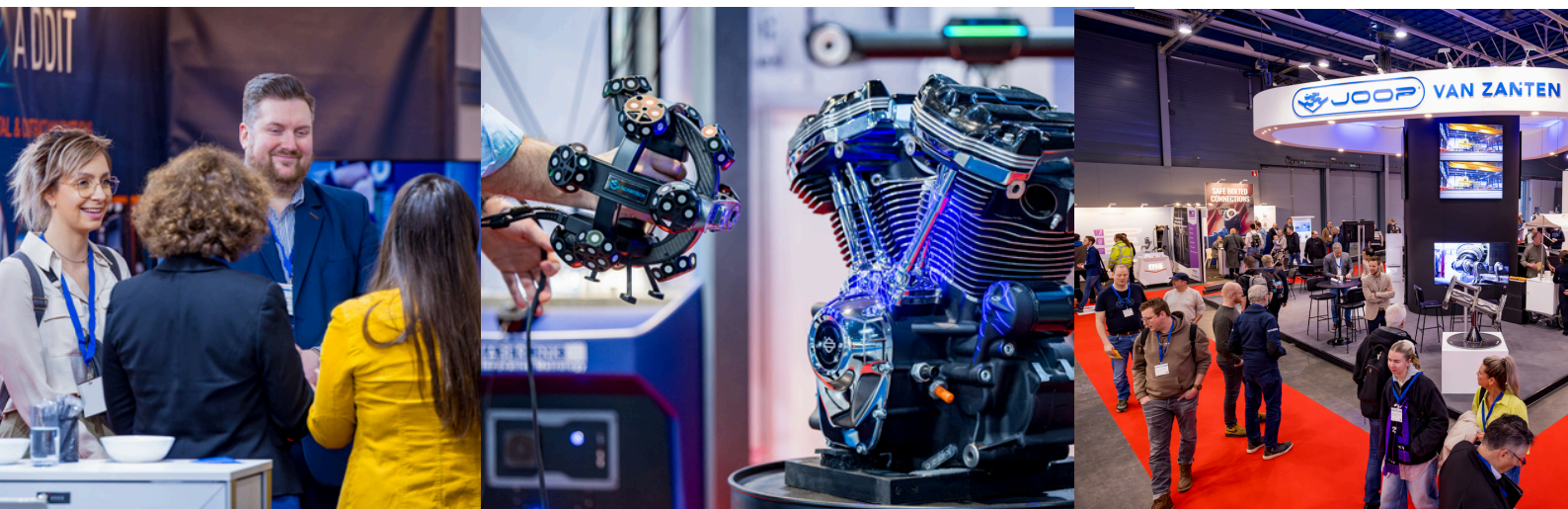
**TechniShow**  
by fpt

**ESEF** **MAAK**  
**INDUSTRIE**



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# Background information

**The materials from the Promotional kit will help you before, during and after the fair to be fully visible to thousands of visitors and interested parties. These materials have been prepared separately for TechniShow and for ESEF Maakindustrie.**

From March 10 to 13, Jaarbeurs Utrecht will once again become the meeting place for everyone working on a future-proof manufacturing industry. TechniShow and ESEF Maakindustrie are located next to each other and offer a complete overview of solutions, trends, and innovations that will help the sector move forward over four days.

The TechniShow and ESEF Manufacturing Industry trade fairs will take place with the following key themes:

- Factory of the future
- Semicon
- Defense
- Green Manufacturing

## **For whom?**

Executives, management, consultants, specialists, professionals and students from the manufacturing industry

## **When?**

Tuesday, March 10: 10.00 AM – 6.00 PM

Wednesday, March 11: 10.00 AM – 6.00 PM

Thursday, March 12 maart: 10.00 AM – 9.00 PM

Friday, March 13: 10.00 AM – 5.00 PM

## **Where?**

Jaarbeurs, Utrecht



# Use images and banners

This Promotional kit is for your own marketing campaign.  
If you use this kit, we ask you to follow the guidelines.

All materials such as banners, social media templates, trade fair photos and an email signature can be found here:

[Click here](#)



Above you see material applied this year and 2024.  
Examples of the communications for 2026 are on page 5.



# Use images and banners

Images logos:



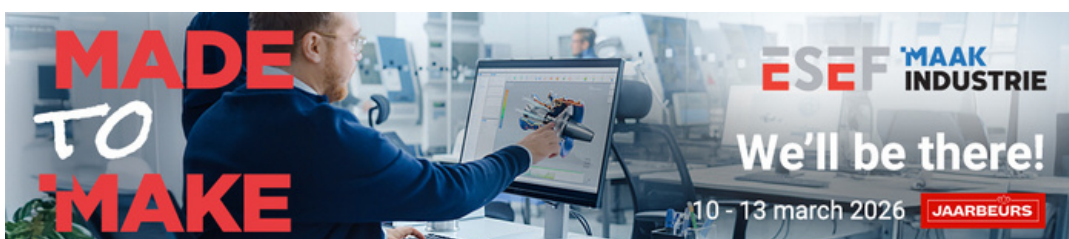
Social media banners LinkedIn:



Website banner:



Website banner:





# Invite your network via email

Research shows that email invitations generate the highest number of registrations.

We make this as easy as possible for you. Below you will find an image and sample text that you can send by email. You can adjust the text entirely according to your own wishes. You can invite your relations by email to visit the trade shows and ask your colleagues to do the same.



Dear [name],

We would like to personally invite you and your colleagues to meet us at our stand at [TechniShow/ESEF Maakindustrie/combination](#) from March 10-13, 2026 in Jaarbeurs Utrecht.

Did you know that TechniShow and ESEF Maakindustrie have been held simultaneously for years, but that in 2026 the trade fairs will be merged? This collaboration is a response to the increasing demand for chain cooperation and innovation in the manufacturing industry. By joining forces, both trade fairs can offer a platform where the latest technologies, processes, and collaboration models are presented.

## **The meeting place for the manufacturing industry** [\(text ESEF Maakindustrie\)](#)

ESEF Manufacturing Industry is the place to be for professionals looking for the latest developments and opportunities in the manufacturing industry. Meet experts, see groundbreaking technologies, and discover smart solutions that help the industry move forward. Whether you are looking for new partners, innovative materials, or sustainable production methods, here you will find everything you need to make your business future-proof.

## **The trade fair for industrial production technology** [\(text TechniShow\)](#)

TechniShow is the leading trade fair for industrial production technology. For 75 years, this has been the only event that brings together the entire manufacturing industry chain. Three-quarters of TechniShow visitors are involved in purchasing decisions. Make sure they remember your company. Convince the nearly 30,000 visitors to TechniShow why you are their best partner and join us.

Click here for free admission [<insert your unique invitation link here>](#)  
Our booth number is [<insert your booth number here>](#)

**Will we see you at [TechniShow/ESEF Maakindustrie/combination 2026](#)? Until then!**

Yours sincerely,

[Email signature](#)



# Invite your network through your email signature

An invitation in your email signature is a powerful tool that allows you to easily reach a large part of your network on a daily basis.

Use a banner in your email signature and add your unique registration link. This way you promote the registration for TechniShow and ESEF Maakindustrie unnoticed every time you send an email.



## Text and separate image

From March 10-13 we will be at [TechniShow/ESEF Maakindustrie/combination](#): the place where everyone in the manufacturing industry needs to be.

Visit our stand and register your visit via the link below.

<place your unique registration link here>



## TIPS

- Include the unique registration link in your email signature so that you can see which relations register via your link. You can find your registration link in MyJaarbeurs.
- Also ask your colleagues to include this content



# Win the Marketing Award(s)

**This ensures even more visibility for your organization during and after the fair!**

We are presenting a total of 4 Awards for TechniShow & ESEF Maakindustrie: 2 in the category 'most registrations' and 2 in the category 'most registrations per m2 of floor space of the stand'.



## What can you win

### 1st prize

- Royal Silver (5 sec still), screen in the entrance area with a gross media value of €2,994.
- Congratulations on the LinkedIn channel of ICT&Logistiek or Logistica Next on February 19.
- Reference date and presentation: February 19.

### 2nd prize

- Photo opportunity of the award ceremony at your stand.
- Congratulations on the LinkedIn channel of ICT&Logistiek or Logistica Next on March 10.
- Drinks box and a bottle of bubbles.
- Reference date and presentation: March 10.

Invite your relations to visit the fair - and ask your colleagues to do the same - and have a chance to win one of the four TechniShow and ESEF Maakindustrie 2026 Marketing Award(s)!

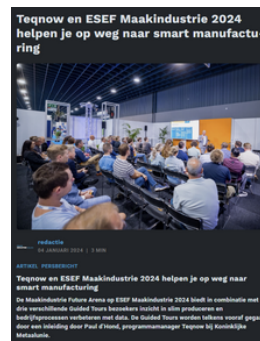




# Share your innovation or news through the TechniShow and ESEF Maakindustrie channels

We will tag you in the messages and would love it if you shared this on your channels. A win-win activity: extra exposure for the trade show and extra exposure for your company and activities.

## Voorbeeld artikelen



### Article for website and LinkedIn\*

For an article, answer the questions below. We will write an article with the answers. Send your input with accompanying images to [jacob.koster@jaarbeurs.nl](mailto:jacob.koster@jaarbeurs.nl)

### Video voor LinkedIn\*

You also answer the questions for a video. You record the answers on video yourself or with the help of a colleague. The video must meet the following specifications:

- Please allow max. 2 minutes for all answers.
- Record the video horizontally.
- Make sure there is enough space around the video so that we have room to cut.
- Film in a 'light' environment, but not against the light.
- Find a calm, neat background.
- If someone else is filming, don't do it too far away because of the sound.
- Do not place text or other content in the video.
- Do you have additional footage? Share this with us and we will include it in the video.
- Send video and accompanying images via WeTransfer to [jacob.koster@jaarbeurs.nl](mailto:jacob.koster@jaarbeurs.nl)

### Questions for article and video:

1. Can 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 is the innovation you're showcasing at the event, and what makes it unique?
3. Which trends or market challenges inspired this development?
4. How does your solution improve logistics processes or business operations? (Think in terms of time savings, cost reduction, sustainability, or efficiency.)
5. What can visitors expect when they visit your stand? (For example: demos, hands-on experiences, previews, giveaways.)
6. Why should visitors definitely stop by your stand? (Think: unique offering, inspiration, interaction, something appealing.)
7. What is your vision for the future of the logistics sector?

After approval by our editorial team, we will publish it on our website and/or LinkedIn.



# Use your own social media for even bigger reach

LinkedIn is the leading professional platform to reach logistics industry professionals, including key decision-makers – ideal for promotion.

Do you have great innovations, a cool (company) video or are you organizing a theater session? Then use your social media channels to inform the market and conclude with your unique registration link.

To increase the impact, tag the TechniShow/ESEF Maakindustrie channel in your message. We then share the most relevant messages.

## Most important hashtags TechniShow:

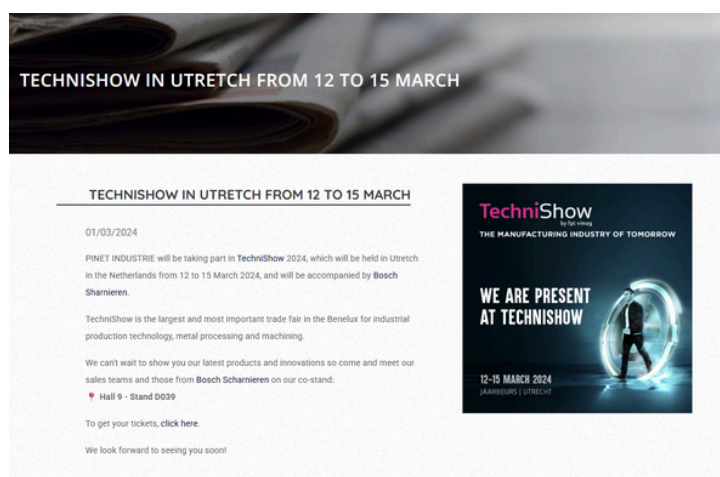
#technishow2026 #technishow #technishow75jaar #maakindustrie #jaarbeurs

## Most important hashtags ESEF Maakindustrie:

#esef2026 #esef#esefmaakindustrie #jaarbeurs

## Tips:

- Use social media before, during and after the trade show.
- Use the images and banners from this promotional kit.
- Use hashtags and tag companies and people.
- Include your unique registration link in the messages so that you can see which relations register via this link. You will find your unique registration link in MyJaarbeurs.
- Go to the TechniShow MyJaarbeurs [here](#).
- Go to the ESEF Maakindustrie MyJaarbeurs [here](#).
- Ask your colleagues to like and/or share the messages.



Above you will find two examples applied in 2024.



# Use the Event Platform and meet the visitors before, during and after the fair

## Connect with thousands of professionals via the Event Platform

The Event Platform is therefore the place where you meet visitors before, during and after the fair

On the Event Platform you will find potential customers that the platform searches for you based on your company profile, in which you show them in one go what solutions you offer. In addition visitors will find a map there and you can advertise in the Event Platform as an exhibitor.

You will receive an invitation to the platform and can then invite your colleagues.





# Promotion through our media partners

## Share your message via our media partners

TechniShow and ESEF Maakindustrie work with a range of media partners. As an exhibitor, you can use these partners to promote your message to a broad audience. Please contact the media partners directly to explore the available opportunities. Below you will find an overview of all partners.

**3DPRINT**  
MAGAZINE

**AANDRIJF**  
**TECHNIEK**  
PASSION FOR TECHNOLOGY

**ab**

**ALURVS.nl**

**ELMA**  
MEDIA  
Mediapartner voor sector-  
en beroepsverenigingen

**engineersonline.nl**

**HIGH-TECH**  
**SYSTEMS**

**INDUSTRIE**  
**VANDAAG**

**KUNSTSTOF**  
MAGAZINE

**Made-in**  
**Europe**  
3D-print & CNC-technology

**METAALNIEUWS**

**MTL**  
METAALMAGAZINE

**PLAATBEWERKINGSNIEUWS**

**processcontrol**  
Industrial Control & Automation

**VERSPANINGSNIEUWS**

**VAKBLAD**  
**VOEDINGSINDUSTRIE**

**vraag&aanbod**  
INDUSTRIË IN DE MAAK



# Need help?

## Ask our Content marketers

Our marketers Jacob and Julia are ready to help you!

Do you have a creative idea? Or would you like an image with a different layout? Don't hesitate and contact us. Jacob and Julia will work with you to see what is possible.

In this way we work together towards a fantastic edition of TechniShow and ESEF Maakindustrie.

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