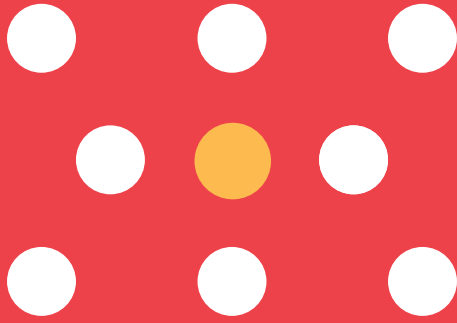


MIE'24

THE ART OF DATA & INSIGHTS



13 & 14 MARCH 2024
JAARBEURS UTRECHT



On 13 and 14 March, the 22nd edition of the largest Data & Insights Event in the Netherlands will take place at the Jaarbeurs Utrecht. Under the banner 'The art of Data & Insights', we will present the latest trends and developments in our field to some 1,500 (digital) marketers, data analysts, researchers, and other data & insights professionals. With more than 80 quality lectures, workshops, Silent Seminars, Round Tables and Masterclasses on Research, Data Analytics, Data Science, AI and much more. A special edition you don't want to miss!

This year, we are intensifying existing collaborations with partners such as Adformatie ILEX, NIMA, Florijnz and ESOMAR. Through this unique joining of forces, we will continue to attract new target groups to the MIE. To optimize the return on your participation, we offer an extensive package of sponsorship and promotional opportunities.

1500 VISITORS

Marketeers | **Data Scientists**
Digital Analysts | Data Professionals
Insights Professionals | **Data-driven**
Marketeers | *Researchers* | **Strategists** |
Digital Data managers | **Managers of**
data- & optimization teams |
Product owners

MIE'23 was rated 8 or higher
by 67% of visitors!

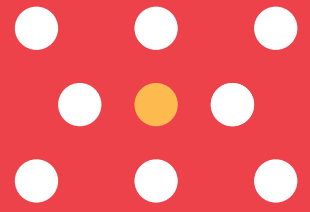
TOPICS MIE'24

Advanced analytics | *Algorithm & standards*
Analytic tools | **Artificial Intelligence**
(AI) | Byron Sharp's vision | *Brand purpose*
Change management | **CRO**
Customer Journey | *Dashboarding*
Data visualization | **Digital & Web**
analytics | *GenZ* | Marketing Mix ROI |
Neuromarketing | *Privacy & Protection*
(AVG) | **Social media analytics**
The Science of Data & Analytics | *Up Next in*
CX/UX | **Machine Learning (AI)**

MIE'24 PARTNERSHIPS

BRANDING | EXPOSURE

THOUGHT LEADERSHIP



As the largest Data & Insights Event, we offer a unique opportunity to position your brand through a special partnership. Our team has one clear mission: to ensure that every participant has seen, heard and experienced your brand before, during and after this 2-day event. All Partnerships are put together from a unique mix of branding, exposure, and content. By choosing a Partnership, you choose an attractive composition of individual items, incl. a matching discount. Request a tailor-made offer via tjitske@dinetwork.nl

AVAILABLE MIE'24 PARTNERSHIPS:

PLATINUM | GOLD | SILVER | COMBI* | EXPERT**

*INCL. MEMBERSHIP DATA & INSIGHTS NETWORK | **ONLY FOR EXPERT NETWORKS

	Platinum	Gold	Silver	Combi	Expert
Media					
• Mediapartner Adformatie	Logo	Logo	Logo	Logo	Logo
• Daily Data Bytes Article	2	1	1		
• Social post	4	4	4		
• Programme in print & app	Logo	Logo	Logo	Logo	Logo
• Podcast recording	1	1	1		
• Aftermailing, incl. PDF presentation	1	1	1	1	1
Content					
• C-level timeslot, 45 minutes	2	1			
• Timeslot, 45 minutes			1	1	1
• Masterclass, 45 minutes	2	1			
• RoundTable (8p.), 45 minutes	2	2	2	1	
Exposure					
• Booth XXL <i>24m2 incl. back wall, inventory, lead scanner & 8 day tickets for exhibitors</i>	1				
• Booth standard <i>12m2 incl. back wall, inventory, lead scanner & 4 day tickets for exhibitors</i>		1	1	1	
• PosterTalk Banner					1
• Trailer's own keynote	2	1			
• Trailer keynote <i>opening & closure day 1 or 2</i>	1	1			
• Room name and chairman <i>incl. branding next to stage, 1 day</i>	1	1			
• Lanyard, 1 day	1				
• Wifi spot, 1 day	1				
Sales					
• Leadslijst OPTIN	1	1	1	1	1

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	Platinum	Gold	Silver	Combi	Expert
Tickets					
• Day tickets for relations and colleagues	10	5	3		
• Day tickets for clients and customers, per 1.000-euro 1 day ticket	Ja	Ja	Ja	Ja	Ja
• Day tickets for room chairman max 2	2	2			
• Day tickets for host's podcast max 2	2	2	2		
• Day tickets for timeslot 1 ticket per speaker	1	1	1	1	1
• Day tickets for booth staff, total tickets for 2 days	8	4	4	2	4
• Code series to invite relations	Ja	Ja	Ja	Ja	Ja

CONTENT: SINGLE TIMESLOTS & MASTERCLASSES
NOW WITH 10% DISCOUNT FOR MEMBERS OF THE DATA & INSIGHTS NETWORK

1

TIMESLOT | SILENT SEMINAR

- 45 minutes, incl. Q&A
- Duo-presentation (businesscase)
- Attendees vote
- OPTIN-list after session

2

ROUND TABLE

- 45 minutes
- Max 8 attendees, incl. the host
- Pre-registration
- Deep session and interactive

3

MASTERCLASS

- 45 minutes, incl. Q&A
- Own interpretation
- Morning or afternoon sessions
- Exclusive or public

4

PODCAST

- 30 minutes, own host
- Subject of your choice
- Incl. editing and music
- Own distribution or via MIE

EXPOSURE ON THE TRADE FLOOR

VIEW THE FLOOR PLAN FOR AN IMPRESSION OF THE POSSIBILITIES

STAND SPACE WITH STANDBOOKS,

Request the offer and book 12m2incl. 4 stand crew cards, incl. carpet, backing, 1 power point, 1 standing table with stool and 1 table with 4 chairs, and scanning your leads at the booth

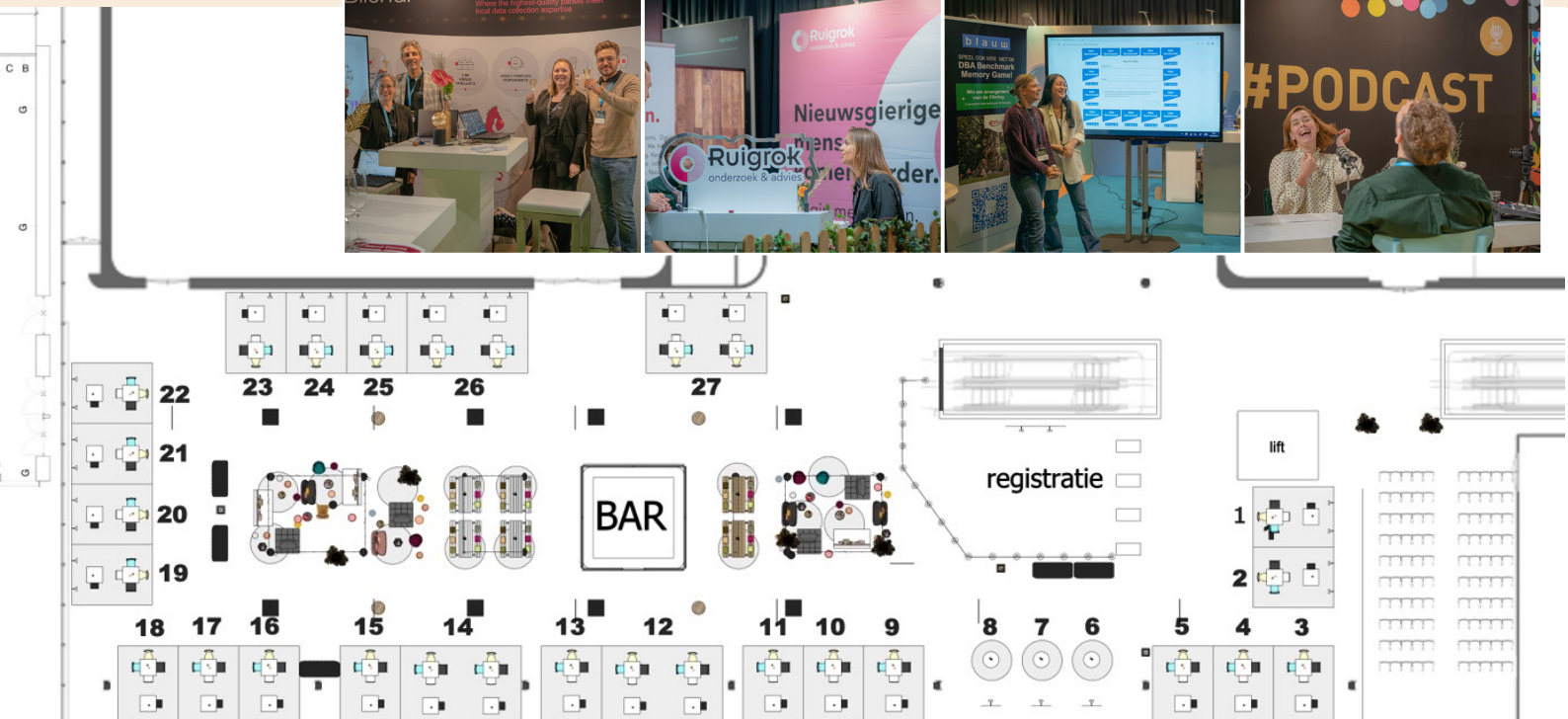
POSSIBLE AS XXL FURNITURE

24m2 Incl. 8 stand crew cards, incl. carpet, back wall with lighting, 1 power point, 2 standing table with stool and 2 table with 4 chairs and scanning your leads at your booth.
ALSO POSSIBLE WITHOUT STAND CONSTRUCTION

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MEETING AREA

Always wanted your own Data Insights café, bar, VIP room or meeting area where you can meet your relations and potential clients? Then claim your spot ASAP, because gone is gone! Price on request.

CONTACT

Of course, there are plenty of other sponsorship options. For more information contact Tjitske Buurman via tjitske@dinetwork.nl or by phone on +3120 581 07 16/ +316 27 84 74 27

MEDIA EXPOSURE

An extensive communication campaign will start from January 2024 in all major (digital) channels. For example, you will read all about MIE'24 in the editions of Daily Data Bytes and Adformatie. Digital attention will also be paid to MIE'24 in the mailings of DDB, D&IN and Adformatie and on their websites. We promote the event extensively through our own social media channels and those of our partners. The logos of all package sponsors will be included in the campaign.

DATA & INSIGHTS NETWORK

MIE'24, in collaboration with the MIE partners, is offered by the Data & Insights Network; the Dutch network and knowledge centre for Data, Analytics & Insights.

[DATAINSIGHTSNETWORK.NL](https://datainsightsnetwork.nl) | [MIE.NL](https://mie.nl)