

# MIE'26

Insights as a compass



Sponsor brochure



10—11 February 2026

NBC Congress centre

# About the MIE

The MIE is the annual conference for everyone who works with data, insights, marketing, and research. For over 20 years, the MIE has brought together the professionals who make a difference in marketing strategy, consumer behavior, research, innovation, and technology.

## Facts & numbers



2 days in  
February 2026  
(10th & 11th of  
February)



±1.400 visitors  
spread over two  
days



7 theme tracks  
about current  
topics



Keynotes,  
workshops, panels  
& roundtables



1.750 m<sup>2</sup> expo, ,  
lunching zones en  
networking moments



NBC Congress  
centre Nieuwegein  
– central, spacious  
and modern

### With visitors from:

Unilever, NS, ABN AMRO, Bol.com, FrieslandCampina, Heineken, Danone, Jumbo, VGZ, KPN, UWV, Eneco, L'Oréal, TNO, Achmea, Heijmans, de Politie, Vattenfall, and many others.

# Location – NBC Congress centre Nieuwegein

A modern venue with LED columns, digital signage, balustrade branding and spacious hospitality zones.



The expo is the connecting heart of the MIE with 15 stands:

- 3 big ones (12 m<sup>2</sup>)
- 12 small ones (6 m<sup>2</sup>)

Additional sponsorship branding is possible via:

- Digital screens
- LED-columns
- Coffee corners
- Lunch- and networking branding
- Signage and floor stickers



# Contents & formats

The MIE consists of more than 120 sessions in two days:

## Keynotes (40 min)

Inspiring plenary sessions with top speakers

## Breakouts (30 min)

Lectures, cases or panel discussions within 7 theme tracks

## Workshops (30 min)

Interactive formats, ca. 40 participants

## Roundtables (30 min)

Small-scale sessions (8 participants per table), focused on dialogue

## Networking moments

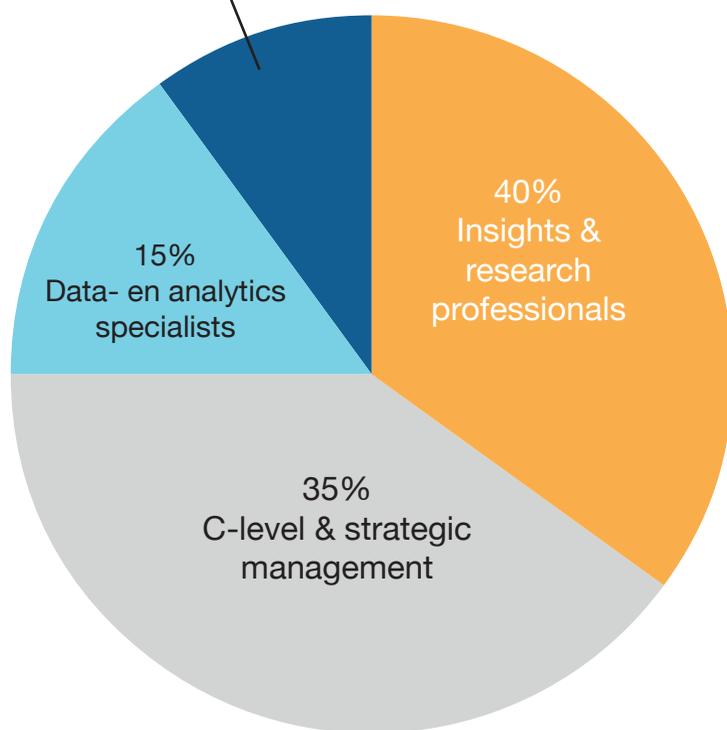
Networking, lunch, coffee corners

**Sponsors can, depending on their package, fill in one or more sessions in consultation with the organisation.**



# Target group & reach

10%  
marketing- & communication  
experts



## Overall:

85% of visitors come from the Netherlands, 15% from Belgium

65% are decision-makers/budget holders

90% of visitors rate the MIE as "excellent" or "very good"

# Sponsor packages

**Platina**

**€22,500**

2 sessions (30 min, spread over 2 days)

Big stand (12 m<sup>2</sup>, premium position)

Exclusive hospitality or Experience Room

Big LED-logo (your own loop)

Media: 4 LinkedIn posts, article in Daily Data Bytes, after mailing

Shout out at the opening & closing

**App-advertisement (exclusive):**

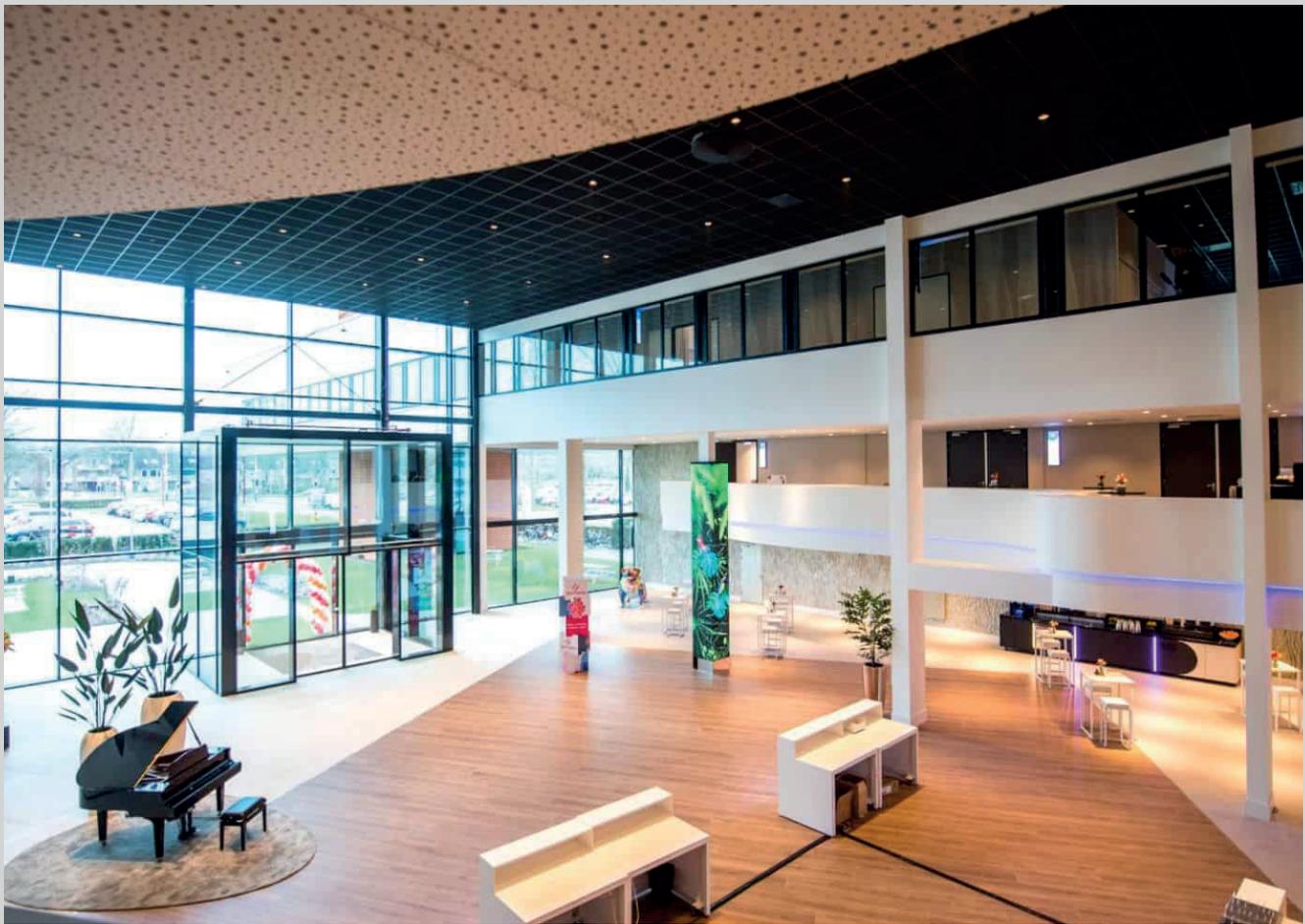
At the bottom of each page or at the bottom of the menu page

Leads: Total visitor list + session leads

20 day passes + 20 invitation codes

Option: chairperson of the day





## Gold

€12,500

1 session (30 min)

Stand (6 m<sup>2</sup>)

Lunch-sponsor (both days) or extra visibility package

Medium LED-logo

Media: 2 LinkedIn posts, shout out in the Daily Data Bytes

Shout out at the opening & closing

**App-advertisement (rotation):** 1 of ythe 3 spots

Session leads

10 day tickets + 10 invitation codes

## Silver

€7,000

1 session (30 min, standard session)

Stand (6 m<sup>2</sup>, residual positions)

Shared LED-logo

Logo in website & app

1 LinkedIn post

Session leads

6 day tickets



## Bronze

€4,000

1 session (30 min, standard session)

No stand

Logo in website, app and print

Shared LED-logo

Session leads

4 day tickets

# Extra sponsor options (Add-ons)

(Optional, not available for purchase separately without sponsor package)

## Content

Extra session– €2.250

Workshop – €3.450

Roundtable – €1.750

## Branding & signage:

Extra LED-slot – €750

Wardrobe-branding – €2.950

Floor stickers– €1.000



## Experience Room - Where Insights Come To Life

New in 2026: the place where brands and insights come together.  
Price indication from: €2,500

In the MIE Experience Room, everything revolves around experience.

It's an open, interactive space next to the main stage, where visitors can literally feel how insights, data, and innovation come to life.

Partners get the opportunity to showcase their brand, technology, or vision in a creative way — not through a traditional presentation, but with a live experience that sparks curiosity and activates visitors.

### **Purpose of the Experience Room**

The Experience Room connects the power of data and human insights with the senses of the audience.

Visitors can see, hear, feel, and do — an inspiring break between keynotes and sessions, and an extra reason to stay on the floor longer.

### **Examples of Experiences**

Human Insight Wall – visitors share their feelings or opinions on a topic; throughout the day, a visual representation of human insights takes shape.

Live Demo Corner – partners showcase a data, AI, or research tool in action, with real-time output.

Co-creation Spot – short interactive assignments with visitors to discover new ideas or behavior patterns.

Sensory Experience – let visitors feel, taste, or smell something that aligns with your brand or research theme.

## Balustrade – “Premium Exposure”

Price indication: € 3.250 – € 3.750

Availability: max. 2 positions

### Locations:

- Foyer hall 3–5 (22 × 1,21 m)
- Lounge floor 2 (15,9 m, visible from multiple zones)

### Including:

- Exclusive visibility at the entrance - or hospitality-location
- Co-branding possible with head sponsor (logo + campagne image)

## Balustrade – “High Traffic Visibility”

Price indication: € 2.200 – € 2.500

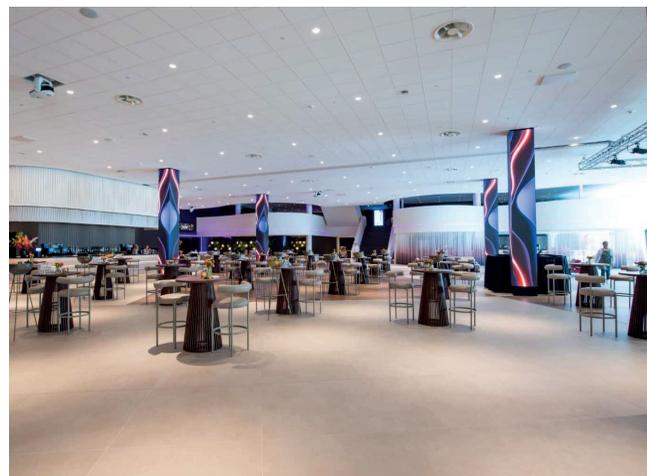
Availability: 3 – 4 positions

### Locations:

- Entresol II B (above the Wine bar, 22 × 1,41 m)
- Round balcony at the plenaire hall (15,2 × 1,24 m)
- Entresol II A (right above at the Event Hall, 18,5 × 1,41 m)

### Including:

- High visibility at walking routes to the plenaire hall
- Logo + tagline or short campagne message



## Balustrade – “Supporting Presence”

Prince indication: € 1.600 – € 1.750

Availability: 2 – 3 positions

### Locations:

- Entresol I (14,5 × 1,33 m)
- Entresol I left / above the wardrobe Area II (10,8 × 1,33 m)

### Including:

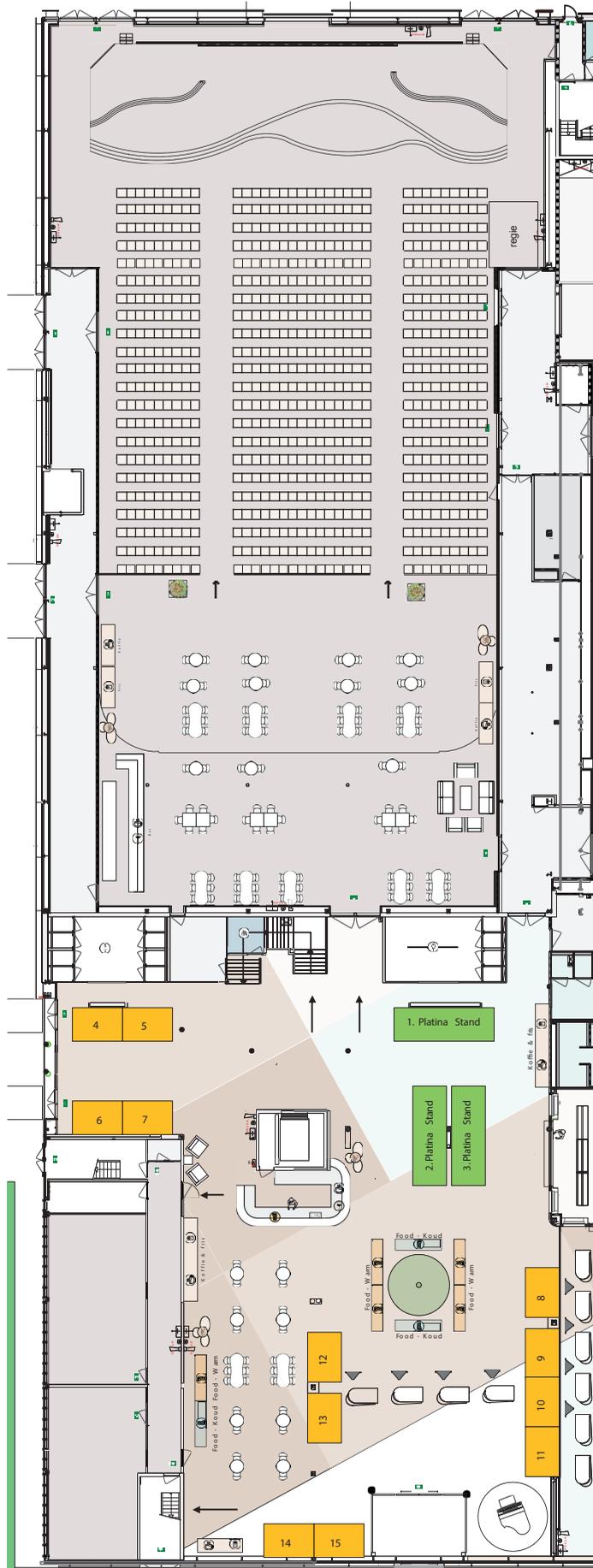
- Placement on a visible secondary zones (reception or passage)
- Logo's in line with MIE house style (full production via NBC)

## Catering & specials:

- Smoothie bar (200 pieces, with logo) – €3.250
- Candy corner – €1.500
- Petit fours – €1.000
- Employee branding (aprons e.d.) – €1.500

## Digital visibility (in the MIE-app)

- 1 ad at the bottom of all pages >> exclusive to Platinum
- 1 ad at the bottom of the menu page >> exclusive to Platinum
- 3 rotating ads >> Gold (max. 3 sponsors total)
- All visitors see these ads through the program and profile overview in the app.



**Legend**

-  Platina stand
-  Gold & Silvers stand
-  Registration desk (morning only)
-  Room routing

**Ground floor:** Networking Plaza · Inspiration Plaza  
· Catering Zone · Keynote Arena

**1st floor:** Lounge · Workshop Loft · Roundtable  
Rooms

**2nd floor:** Track Rooms · Knowledge Hub

# Contact



**Questions?  
Get in touch with Gino**

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**MIE'26**

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