

YOUR ONLINE CALENDAR IN THE INDUSTRY

EXHIBITIONS

CONGRESSES

PRESENTATIONS

SEMINARS

WORKSHOPS

ROADSHOWS

TRAININGS

EDUCATIONS

COURSES

WWW.INDUSTRYPLANNER.COM

YOUR ONLINE CALENDAR AND NEWSLETTER FOR ALL EVENTS AND COURSES IN THE INDUSTRY



Industryplanner is the events calendar for the industry in which all trade fairs, congresses, conferences, seminars, company days, workshops and educations, seminars, and training courses are collected and organized. The calendar contains a very refined search system allowing you to search for industrial events at branche, product and service level.



Industryplanner is the event calendar for the industry in which all trade fairs, congresses, conferences, seminars, roadshows, workshops and education, seminars, training and courses are collected and organized.

Industryplanner brings visitors and event/course organizers together and creates the heart of all industrial events: the right person to the right event!

Visitors Profile

More than 14,000 visitors per month of Industryplanner are decision makers in the industry who would like to be informed about trends, novelties, technique and developments within their specific field. They are actively involved in the business, policy, production, sales and technical issues.

Every day hundreds of visitors search the Industryplanner website for opportunities and possibilities in their specific field of interest.

The right person to the right event

The calendar contains a very refined search system allowing visitors to search for industrial events on branche, product and service level. An optimal personalized calendar with only events they are interested in.

Function

Director/Owner
(Technical) Manager
Engineer
Purchaser
Consultant
Manufacturer
PR/Marketing
Sales/Account manager
Technical Service (Manager)
Research Development (Manager)
Industrial designer
Maintenance (Manager)
Production workers
Logistics (Manager)
Human Resources (Manager)
(Technical) Inspector

Branches

Biotechnology
(Petro)Chemical
Environment
Food & Beverage
Mechanical Engineering
Metal
Offshore
Oil Gas
Pharmacy
Energy
Pulp and Paper
Rubber Plastic
Utilities
Waste & Recycling
Water & Waste Treatment
Wind & Solar





Whom is Industryplanner meant for?

Visitors

Industryplanner focuses on everyone in the industry who wants to be informed when a potential event is planned within their field of expertise. In addition, the target audience has a strong urge to develop themselves by following courses, trainings, etc.

Organizers and speakers

- organizers of events such as exhibitions, congresses, seminars, workshops, road shows, etc.
- organizers of courses, trainings and educations.
- speakers at exhibitions and congresses who want to draw extra attention onto their presentation.

Advertisers

Advertisers who want to put their event, course, product or service into the spotlight at their target audience.

- more than 14.000 visitors per month
- average visit is 2:18 minutes
- 4.26 pages per time
- 228 views per event

Measurement period 28 November 2010 – 27 November 2011

Testimonia

“Industryplanner gives you a complete calendar overview of possible trainings, seminars and exhibitions targeted at your own industry and personal areas of interest”

Jos Berkien, Expertise Leader Instrumentation & Automation, Akzo Nobel



“The website www.Industryplanner.com is an excellent tool for companies active in the Oil & Gas industry, like Total E&P Nederland. It provides an easy access to networking opportunities and selection of trade exhibitions, seminars etcetera, relevant to our industry”

TOTAL Sikko de Jong (sr.), Technical Advisor Electrical / Instrumentation & ICSS, Total E&P Nederland

“Industryplanner is an easy and quick way to list all of the relevant events. It is also a good platform to highlight our own initiatives”

Meüs van der Poel, Sales Manager Benelux, Honeywell Process Solutions

Honeywell

ShinEtsu

“At a glance, with Industryplanner I have a good overview of events, all focused on our industry and interests”

Leen van der Reiden, Reliability Engineer E&I, Shin-Etsu PVC

“Industryplanner lives up to its name. All industrial related topics here are organized by category and can be found easily. That’s why it is also a great tool for organizers to plan their event!”

André Braakman, CEO, Industry Association FEDA Drive and Automation technology



WIB

“I use Industryplanner both as an organizer and as a visitor of Control and Automation events; in that way I can inform WIB members efficiently of important knowledge-sharing opportunities in our field”

Tom Kuperij, CEO, International Instrument Users’ Association-WIB

“With Industryplanner you get a complete picture of all of our major events within our world of engineering and technical services”

Willem van der Graaf, Managing Director, SPIE Controlec Engineering



“IndustryPlanner is a very convenient, modern tool that gives us a broad overview of all kinds of activities within the field. It also gives us the possibility to reach a wider audience”



ACTEMIUM Hans van Wijk, Operational Manager Edulab-Actemium

Place your events online and benefits

Free acces

All your events are posted online for free. No costs are involved. With this we can guarantee our completeness towards all visitors.



Reach your target audience

Industryplanner offers organizers of events and courses the ability to reach their target audience. The organizer links the event to the corresponding categories, the visitor fills in his/her personal interests: by matching, only those appropriate events/courses will be shown within the personal preferences of the visitor.

Information any time, any place

Due to the functionality that allows visitors to synchronize events and courses with their personal calendar, your event/course will always be brought under the attention of your potential visitors. Visitors can also synchronize their personal calendar with your event or course on their tablet or smartphone.



Personal newsletter

Visitors with an Industryplanner profile can sign up for a monthly newsletter which shows all relevant events that are associated with their personal preferences, for the upcoming month: a reminder for your potential visitors to visit your event/course.

Link to your own website - search optimisation

Visitors have the ability, to be redirected to your company website by viewing your event on Industryplanner: this brings extra traffic to your own website and also helps you to get a higher ranking on Google.



Clear overview to plan an event/course

At the "overview" button on Industryplanner you can see when and what kind of similar events and courses are taking place at a glance: therefore, when planning your event/course, you can take other (similar) events/courses of your colleagues into account. Important data such as (school)holidays are included in the calendar: this can be useful for you to consider when planning your own event/course.

Organizer login account

If you would like to use Industryplanner and want to add your events/courses, please contact us by phone number 0031 (0)23 7370143 or by mail info@industryplanner.com (please mention the kind of event in the e-mail). After acceptance you will receive a login and password.



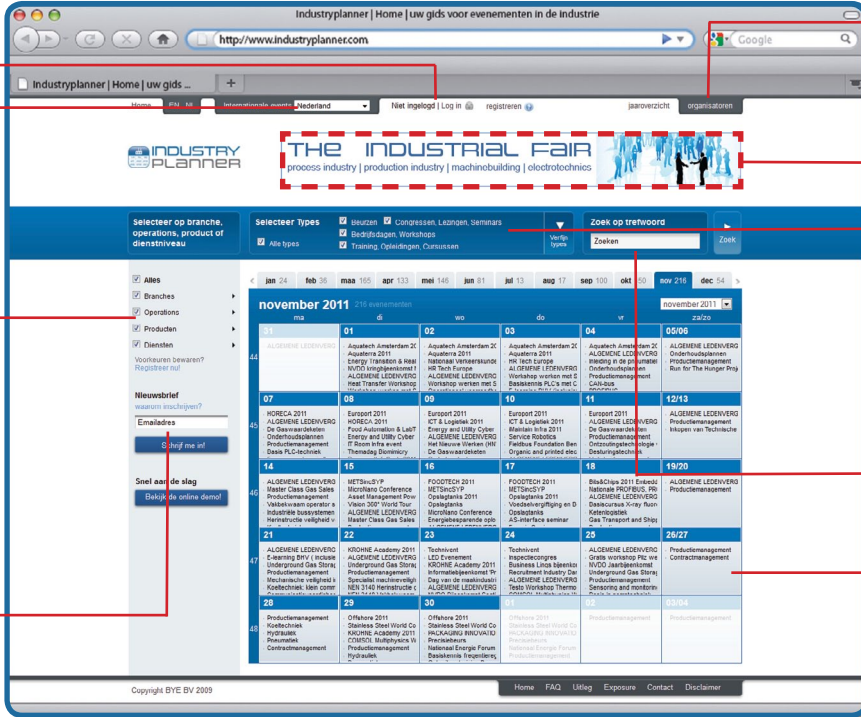


Visitors login

Search by country

Search on industry, operations, product or service level. With more than 200 different choices to tick, the visitor is able to search precisely on his/her area of interest

Visitors registration for the free digital newsletter



Login organizers

Banner Ad
Leaderboard
Format 728x90

Visitors can check what type of event they want to see (exhibitions, congresses, courses, etc)

Search by keyword

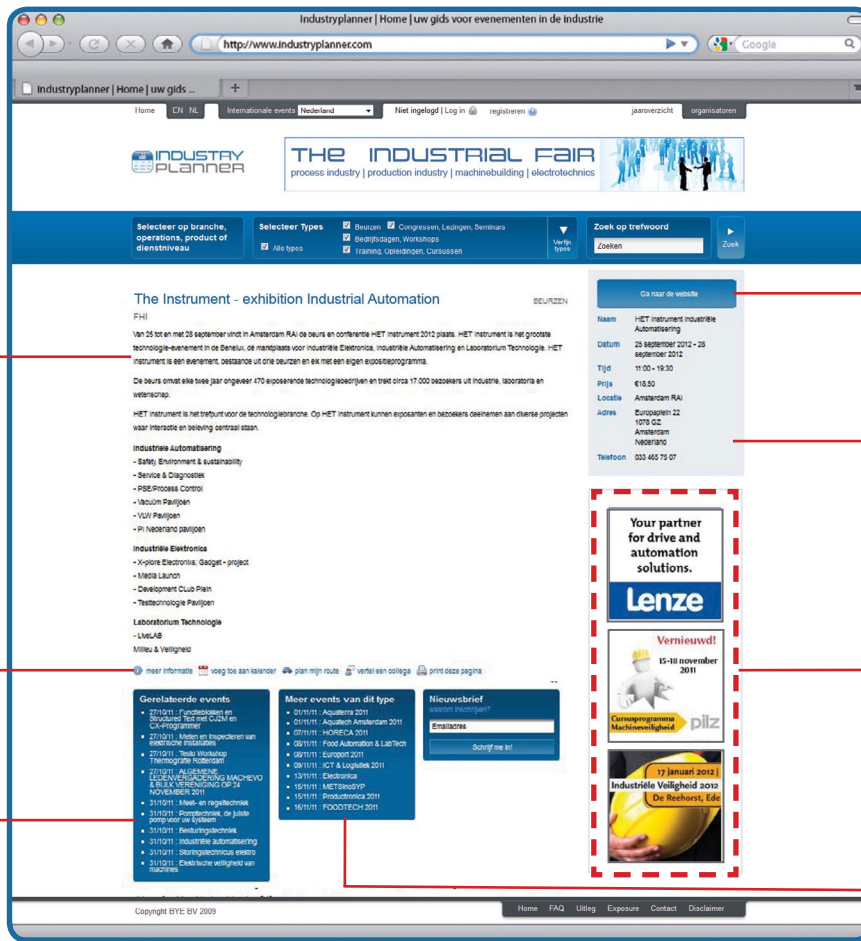
Month view with all events

Eventpage

All information about the event or training, specified by the organizer

The ability to add this event to your own calendar (e.g. outlook) or sending this event to a colleague by email

Related events: overview of which similar events in the same category which take place soon



Button to go directly to the website of the organizer

General information block with date, address, opening hours, etc

3x Banner Ad
Rectangle
Format 180x180

More events: overview of similar events of the same type which take place soon

A top ten with events/courses, according to the specified preferences of the visitor, which will take place next month

Banner Ad Full Banner Format 120x600



Banner Ad Skyscraper Format 468x60

Button to go directly to the personalized agenda of the visitor on Industryplanner.com

Banner advertising opportunities

Website

Leaderboard (format 728 x 90 pixels)	1x	6x	12x
Always present and excellent visibility. The best position to bring your event or product to your target audience. Your banner at the top of the website will be seen by all visitors - from the homepage to all consecutive pages.	€ 800	€ 750	€ 690

Rectangle banner (format 180 x 180 pixels)	1x	6x	12x
Your banner is shown next to all of the events and courses associated with the visitor interest.	€ 400	€ 375	€ 325

Newsletter

Skyscraper (format 468 x 60 pixels)	1x	6x	12x
In clear sight and fully under the attention on a top position.	€ 800	€ 750	€ 690

Full banner (format 120 x 600 pixels)	1x	6x	12x
Large banner directly below the top ten events. Ideal for content to promote your event or product/service.	€ 500	€ 450	€ 390

BYE BV
Slachthuisstraat 1a
2033 HA Haarlem
The Netherlands

Phone +31 (0)23-7370143

Mr. Erik de Jong
Mobile +31 (0)6-24685225

info@industryplanner.com
www.industryplanner.com

coc 34327194

