

Exhibitor Manual

Organiser:



Project Management Partner:



Contacts:

Slump
Potatoeurope@welkombijslump.nl
T: +31 85 4857774

Event Location:

Edelhertweg 1
8219 PH Lelystad
The Netherlands

Main Media Partner:



Supporting Partners:



potato-europe

potatoeurope

www.potatoeurope.nl



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Introduction

Dear exhibitor,

We are delighted to announce that PotatoEurope 2025 will take place on Wednesday, 3 September and Thursday, 4 September 2025, at the Open Field Crops business unit of Wageningen University & Research in Lelystad. This unique combination of an international trade fair and field demonstrations makes PotatoEurope a remarkable event for the entire sector.

Handbook

This handbook provides all the information you need for a successful participation in the exhibition. Whether you are taking part in the trade fair, the field demonstrations, or both, this document will serve as your guide during the preparation period. Please note that this handbook may be updated with additional information over time.

Exhibitor webshop

In collaboration with Slump, the official project management partner for PotatoEurope 2025, an exhibitor webshop is available. In the webshop, you can place various orders for your stand, electricity, catering etc. After registering for the exhibition, you will receive an email with access to your personal environment in the webshop.

Additionally, it is mandatory to use a grid form to outline the layout of your stand, specifying where the ordered facilities should be placed.

Website

For the most up-to-date information about PotatoEurope 2025, we kindly refer you to our website: www.potatoeurope.nl.

We are committed to making PotatoEurope 2025 a great success and we wish you a very successful exhibition. Should you have any questions, please do not hesitate to contact us.

On behalf of:



Benelux

DLG Benelux B.V.



Slump

General information

Organization

The overall organization of PotatoEurope 2025 is overseen by DLG Benelux, Slump will however be responsible for all additional services and onsite operations. During the entire setup, breakdown, and exhibition days, an information desk will be available at the exhibitor entrance of the venue for any inquiries.

Organizer:



Benelux

DLG Benelux
P.O. Box 257
3740 AG Baarn
The Netherlands
Phone: +31 85 - 401 73 97
E-Mail: info@dlg-benelux.com
Website: www.potatoeurope.nl

Project Management Partner



Slump
Het Rister 11
8314 RD Bant
Phone: +31 85 - 485 77 74
Email: potatoeurope@welkombijslump.nl
Website: www.welkombijslump.nl

Location

PotatoEurope will be held at the Open Field Crops business unit of Wageningen University & Research, located at Edelhertweg 1, 8219 PH, Lelystad – the Netherlands. The field demonstrations will take place on a 25-hectare plot.

View the current map on the website: <https://potatoeurope.nl/floor-plans/>

Accessibility and directions

By car: PotatoEurope 2025 is conveniently located just outside Lelystad, near the A6 highway.

- From Almere (A6): Take exit 11 (Lelystad Noord) and follow the signs for "PotatoEurope 2025."
- From Emmeloord (A6): Take exit 11 (Lelystad Noord) and follow the signs for "PotatoEurope 2025."

Parking

Parking facilities are available on a lot adjacent to the exhibitor's entrance. The exhibition area is within walking distance and accessible for visitors with mobility challenges. Please follow the on-site signage to park in the correct location. Visitors can park for free.

Opening Hours

For visitors:

- Wednesday, 3 September 2025: 09:00 – 18:00
- Thursday, 4 September 2025: 09:00 – 18:00

For exhibitors:

The exhibition area opens at 08:00 on exhibition days. Exhibitors are kindly requested to arrive at their stands at least 30 minutes before opening.

- On 3 September 2025, please vacate the grounds by 19:00
If you wish to stay on the premises for a longer period, for example, if you would like to organize a meeting or drink, please let us know in advance. Email the project management team!
- On 4 September 2025, exhibitors may remain until 21:00 for stand dismantling

Exhibition floor plan

For the most up-to-date floor plan, please refer to the website <https://potatoeurope.nl/floor-plans/>. While every effort is made to accommodate the preferences of exhibitors, the final layout is determined by the organizing team. Please note that the floor plan is subject to change without prior notice.

Terms and Conditions

DLG Benelux's general terms and conditions can be downloaded via the following link: [General Terms and Conditions](#).

Important Key Points to Note:

- It is not permitted to source water, electricity, AV equipment, or catering from suppliers other than those listed in this catalog or on the webshop.
- Frying food at your stand is allowed under strict conditions. Please contact the Project Management Partner Slump for details.
- During setup days, water will not be available on-site.
- Water misting systems are prohibited at the event.
- All transport to the exhibition venue must be registered with CEVA in advance. No registration = no access. Please see the logistics and transport section on [page 13](#).
- Smoking in halls and tents is prohibited. This includes e-cigarettes.

Exhibitor Checklist

Internal

1. Confirmation:

- Verify the dimensions and type of stand (custom-built stand, standard stand, or pagoda tent) on your confirmation.
- Confirm the plot size for field demonstrations as stated in your confirmation.

2. Budget:

- Prepare a budget for your participation.

3. Inform and Register:

- Inform colleagues about participation in PotatoEurope 2025.
- Order exhibitor badges. (Possible from 1 April 2025, you will be notified of this).

Important: Without registration, access to the exhibition grounds is not permitted.

- Ensure you have ordered enough badges for your staff.
- Brief your stand team on where to collect badges at the exhibitor desk.

4. Promotional Materials and Giveaways:

- Prepare sufficient brochures, giveaways, and promotional items.

5. Cleaning:

- Order stand cleaning services or arrange cleaning supplies and staff yourself.
Aisles will be cleaned daily, however the exhibitor is responsible for cleaning the stand area unless additional cleaning is ordered.

6. Accommodation and Planning:

- Book hotel accommodations for your stand team if needed.
- Create a detailed schedule for stand personnel and organize a pre-event briefing or training.

7. Client Relationship Management:

- Invite current and (potential) clients by sharing the invitation [link](#).
- Send promotional materials to clients in advance.
- Engage with attendees and non-attendees before, during, and after the event to maximize your investment.
- Integrate event participation into your marketing efforts (e.g., use event logos and banners, downloadable via www.potatoeurope.nl/banners).
- Utilize the social media toolkit, which includes a banner and email signature featuring your company logo and stand number. The toolkit can be tailored to your specific needs to help promote your presence effectively.

8. Transport Registration:

- Register all your transport with CEVA.

Important: No registration means no access to the venue!!

External

1. **Advertising:**
 - If desired, create an advertisement for the exhibition catalogue.
2. **Catering:**
 - Order catering via the webshop starting from 1 April 2025.
 - Consider lunch packages for your team and refreshments for visitors.
3. **Liability Insurance:**
 - Secure liability insurance (mandatory).

Grid Form Submission

1. Complete and submit the grid form for stand layout (mandatory). The form is available for download at <https://potatoeurope.nl/manuals/>.
2. Clearly indicate the front (visitor walkway) and back of your stand.
3. Submit the completed form to: potatoeurope@welkombijslump.nl

Deadlines

Order	Deadline
Submission of stand design for custom stand construction	1 May 2025
Grid form (outdoor spaces only)*	1 May 2025
Tents	1 July 2025
Electrical connection	1 July 2025
Internet connection	1 July 2025
Standard stand construction (incl. fascia board)	1 July 2025
CEVA - transport registration	1 July 2025
Water connection + drainage	1 August 2025
AV equipment (light/sound/video)	1 August 2025
Stand cleaning	1 August 2025
Furniture	1 August 2025
Advertisement in trade fair catalogue	1 August 2025
Catering	1 September 2025

* the form can be downloaded on www.potatoeurope.nl/manuals

Meeting these deadlines is crucial for timely and accurate preparation. Ensure that all necessary orders are submitted before the deadlines.

Should you wish to place or modify orders after these dates, we cannot guarantee their fulfillment. Nevertheless, we will make every effort to accommodate your request. Please note, however, that additional costs may be applied by the organization in such cases.

Exhibitor webshop

Slump is the official service partner for exhibitors at PotatoEurope 2025. After registering for the event, you will receive an email with access to your personalized account for the webshop.

Through the exhibitor webshop, you can order the following services and facilities:

- Tents
- Electricity
- Stand construction
- Internet
- Furniture
- Water connection
- AV equipment
- Catering (available from 1 April 2025)

For any specific requirements not listed in the webshop, please contact Slump:

Phone: +31 85 - 485 77 74

Email: potatoeurope@welkombijslump.nl

Stand Construction

Stand Construction Options

When registering for PotatoEurope 2025, you can select one of the following stand construction options:

- **Indoor space, own stand construction**
- **Indoor space, including stand construction**
- **Pagoda tent(s)**

Please ensure that the selected option is correct. Changes to the type of stand construction can be communicated until **1 July 2025**, via potatoeurope@welkombijslump.nl.

If you have not yet placed an order for your stand construction, you may order tents, standard stand construction, and additional stand construction options (such as extra facilities) via the exhibitor webshop.

Indoor space, own stand construction

If you opt for indoor space with own stand construction, you are fully responsible for the design and execution of your stand. You will receive a bare floor area on-site, aligned according to the layout drawing provided.

Construction Dates:

- Thursday, 28 August 2025: 08:00 - 17:00
- Friday, 29 August 2025: 08:00 - 17:00
- Saturday, 30 August 2025: 08:00 - 17:00

Submission of Stand Design:

The design of your stand must be submitted for approval by **1 May 2025**, please send your submission to potatoeurope@welkombijslump.nl

To ensure a smooth review process:

- Complete the grid form, available for download at <https://potatoeurope.nl/manuals/>, as clearly as possible.
- Include a visual representation of the stand with your submission.

Stand Construction Height:

The maximum construction height for indoor locations is **280 cm**.

- Exceptions are only possible with the approval from Slump.
- It is not permitted to place or affix goods, furniture, signage, or advertisements of any kind outside or above the allocated stand space.
- The rear walls of stands should always be decorated in a neutral white manner.
- Coordination and approval will be managed by the Project Management Partner, Slump.

For all regulations please refer to the [general terms and conditions](#), article 13 “Fitting out”

Registration CEVA for transport and logistics:

Don't forget to register with CEVA for all your transport and logistic needs such as f.e. loading and unloading, before 1 July 2025. This ensures we know when to expect you and the materials you will bring. Please refer to page 14 for information on loading and unloading.

- Provide your stand builder with specifications, such as build-up and breakdown days.
- Register any external parties with CEVA as well.
- Share a copy of the exhibitor manual with all involved parties.

Stand Furnishing

Order furniture and other products via the webshop. You can access your personalized portal through the link provided in your email.

Pagoda tents

- Available sizes: 5x5 (25 m²) meters or 4x4 meters (16 m²).
- Equipped with a reinforced heavy-duty floor.
- Walls are made of standard white fabric, with a transparent front wall.

For technical specifications of tents ordered via the webshop, please visit:
www.potatoeurope.nl/manuals.

Important: If you have reserved an outdoor space and plan to set up your own tent (or similar object), larger than 24 m² (from 25 m²), please note that you will be required to provide the organizers with a complete tent book before May 1st!. The tent book must include all the necessary construction details, including the details on how tent will be anchored, for the authorities to issue a permit for the tent's use. The organizers will not be liable if the authorities do not approve your tent documentation.

Standard Stand Construction

When registering for the exhibition, you had the option to order standard stand construction. If you would like to request an upgrade, you can do so by emailing potatoeurope@welkombijslump.nl.

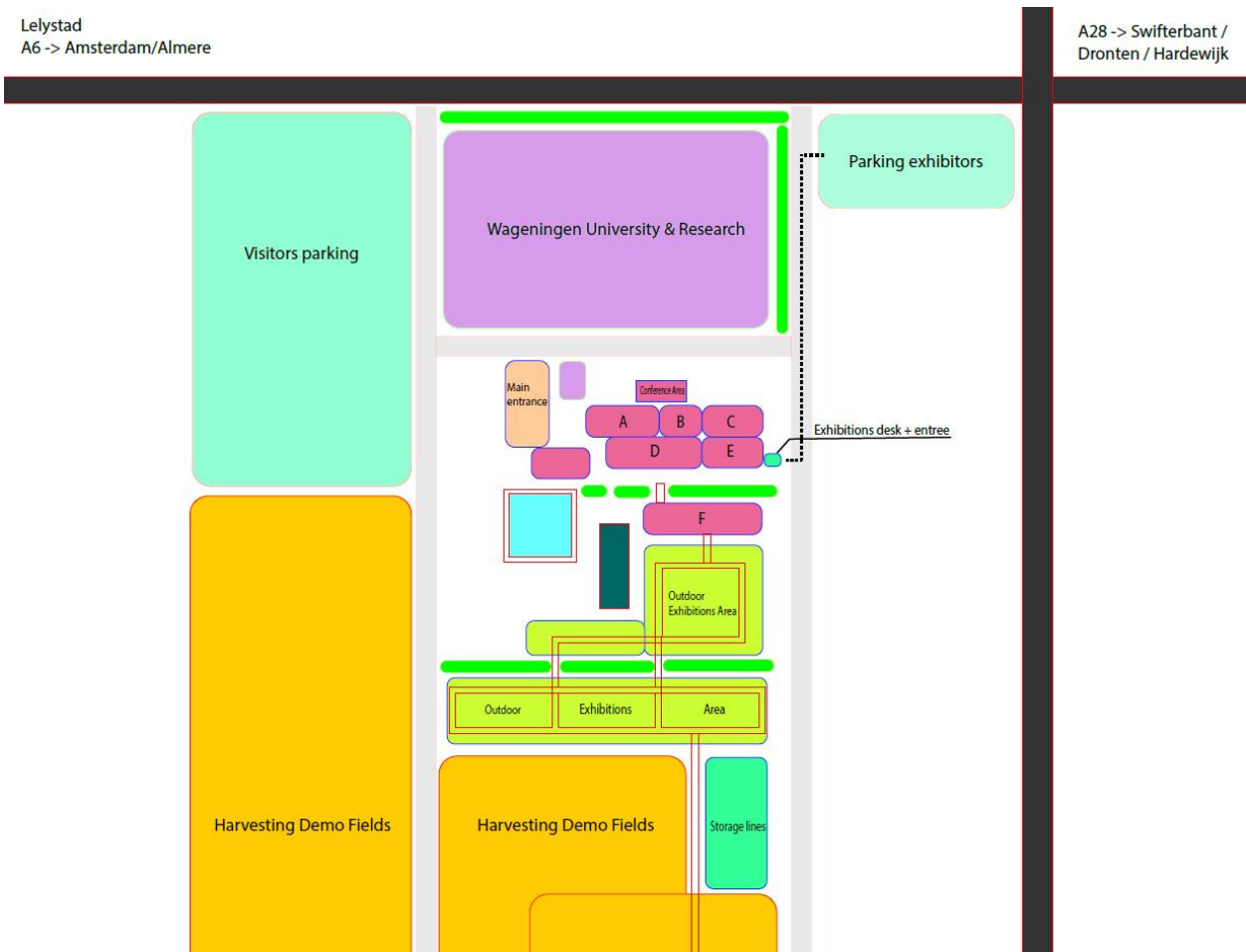
Multiple stand construction packages are available through the webshop. If you require a custom-built stand, please contact ABooth.
Contact person: Sem de Jong, sem@a-booth.nl

Important: Any damage caused to walls or frames will be charged accordingly.

Logistics and Transport

Parking

The exhibitor parking lot is adjacent to the exhibitor's entrance, providing easy access to the trade fair grounds. The area is also accessible for visitors with reduced mobility. Follow on-site signage to park your vehicle in the designated location. The parking area has limited capacity. Once the exhibitor parking lot is full, you will be redirected to the visitor parking area.



Loading and Unloading

CEVA Logistics is the exclusive logistics partner for PotatoEurope 2025.

Attention! Anyone who requires access to the premises for loading and unloading must first be registered with CEVA Logistics. This also applies to self-propelled vehicles, such as tractors and agricultural machinery.

Transport Registration:

- Registration: All transport must be registered in advance via the provided links below.
- Loading/Unloading: Time slots can be specified by the hour. On-site, additional hours may be invoiced. Alternatively, an invoice can be sent afterward. Once loading or unloading is complete, an order will be signed jointly and sent to you via email.
- Weight Estimates: Estimated weight can be provided during registration.
- Storage: All storage will be measured, and you will receive confirmation via email. If additional storage beyond the initial estimate is required, an extra invoice will be sent via email.
- Confirmation: Upon registration, you will receive a confirmation email, including a reference number and an exit pass. This pass must be visibly displayed in the vehicle upon arrival.

For modifications to your registration, please contact us via:
events.nl@cevalogistics.com / +31 88 0283 100

Registration Links:

- Self-operated vehicles (up to 5,5 meters, free of charge):
<https://showfreight.cevalogistics.com/Showbook/Showbook/Tariff/8505>
- Loading/unloading services by CEVA (order placement):
<https://showfreight.cevalogistics.com/Showbook/Showbook/Tariff/8331>

Setup and Dismantling

IMPORTANT: You will receive a time slot from CEVA after registering your transport!

The following dates and times apply to both the indoor area and the outdoor areas. After registering, you'll receive a confirmation with your time slot in your inbox.

Setup (Build-up):

- Unloading Machinery (indoor and outdoor):
 - Thursday, 28 August, 2025 – 08:00 - 17:00
 - Friday, 29 August, 2025 – 08:00 - 17:00
 - Saturday, 30 August, 2025 – 08:00 - 17:00

- Own stand construction / tent construction (indoor and outdoor):
 - Thursday, 28 August, 2025 – 08:00 - 17:00
 - Friday, 29 August, 2025 – 08:00 - 17:00
 - Saturday, 30 August, 2025 – 08:00 - 17:00

- Own small vehicles on the premises:
 - Thursday, 28 August, 2025 – 08:00 - 17:00
 - Friday, 29 August, 2025 – 08:00 - 17:00
 - Saturday, 30 August, 2025 – 08:00 - 17:00

- Stand arrangement* for **all** indoor stands and outdoor spaces:
 - Monday, 1 September 2025 – 08:00 - 17:00
 - Tuesday, 2 September 2025 – 08:00 - 17:00

- Piccolo service, free service, no registration possible:
 - Monday, 1 September 2025 – 08:00 - 17:00
 - Tuesday, 2 September 2025 – 08:00 - 17:00

*** Please note unloading is only possible through the (free) piccolo service on Monday, 1 September and Tuesday, 2 September. See more information on page 16.**

All stands must be ready for inspection on Tuesday, 2 September, at 17:00 hrs!

Dismantling (Breakdown):

- Piccolo service, free service, no registration possible:
 - Thursday, 4 September 2025 – 18:00 - 21:00
 - Friday, 5 September 2025 – 08:00 - 12:00

- Loading machinery:
 - Thursday, 4 September 2025 – 18:00 - 21:00
 - Friday, 5 September 2025 – 08:00 - 17:00
 - Saturday, 6 September 2025 – 08:00 - 12:00

- Stand dismantling:
 - Friday, 5 September 2025 – 08:00 - 17:00
 - Saturday, 6 September 2025 – 08:00 - 12:00

- Own small vehicles on the premises:
 - Friday, 5 September 2025 – 08:00 - 17:00
 - Saturday, 6 September 2025 – 08:00 - 12:00

Piccolo Service – No registration required!

The Piccolo Service is a free service available during the time slots listed above. It assists with transporting small items (dimensions: 40x60x40 cm) and some pallets (max. 23 kg) to your stand.

Please note: On Monday, 1 September and Tuesday, 2 September 2025, it will NO LONGER be possible to enter the premises with your own vehicle.

Catering

In the coming weeks, we will inform you about the exclusive catering partner for PotatoEurope 2025.

Starting 1 April 2025, catering services can be conveniently ordered through the webshop. The following services will be available:

- Crew Catering:
Provided during setup, event days, and dismantling.
- Stand Catering:
Hot and cold beverages, lunch packages, and a variety of snacks.
- Hosts/Hostesses:
Available for assistance during the event.

Important Information:

- Exhibitors are not permitted to engage third-party catering providers within their stand area.
- If you wish to offer product sampling requiring equipment, we can facilitate this. Requests can be sent to potatoeurope@welkombijslump.nl.
- If you wish to provide food at your stand in a manner other than product sampling, please contact project management partner Slump for further coordination.

Catering Service Desk Opening Hours:

The catering desk will be staffed daily from 08:00 to 18:00, during both setup and dismantling days as well as the event itself.

Cleaning Services

Cleaning During the Event:

We offer comprehensive cleaning services before and during the event. These services can be easily requested via our webshop. By utilizing this service, your stand will be carefully prepared for a professional start to each event day.

Waste Management:

At the end of each event day, we provide waste collection services. The following guidelines apply:

- **Waste Collection at Your Stand:** Place waste at the aisle near your stand after the first event day.
- **Collection Points:** Designated collection areas are available in Halls A, B, C, E, and F.

The organization ensures that all waste is promptly removed to provide a clean environment for the second event day.

For questions or specific requests, please contact our service desk or use the options available in the webshop. We are happy to assist!

Promotion

PotatoEurope 2025 is supported by an extensive press and publicity campaign, designed to highlight the event, its participants, and the showcased products and services.

Media Channels

- Website: www.potatoeurope.nl
- Social Media:
 - Facebook
 - X (formerly Twitter)
 - LinkedIn
 - Instagram
 - YouTube
- Aardappelwereld Magazine: The official media partner of PotatoEurope 2025
- Mailings
- Advertisements: Published in national and international media
- Press Releases: Distributed to national and international trade journals and general press
- Special Features: Published in trade journals focused on the potato supply chain
- Exhibition Catalogue: Distributed free of charge to all visitors

Promotional Opportunities for Exhibitors

PotatoEurope 2025 offers a variety of opportunities to promote your company and products, including:

- Sponsorship, click [here](#) to explore sponsorship possibilities
- Advertisements or advertorials in our newsletters or on social media.
- Use of our free social media kits, which include a banner and email signature featuring your company logo and stand number, customizable to suit your promotional needs.

For more information on promotional opportunities, please contact the organization at:

Email: info@dlg-benelux.com

PotatoEurope 2025 Exhibition Catalogue

Aardappelwereld Magazine

The official exhibition catalogue is created and published by Aardappelwereld Magazine. It includes details of all participating companies, such as:

- Full company name
- Address
- Telephone number
- Website
- Email address
- Stand number

Distribution:

The exhibition catalogue will be distributed free of charge to all visitors of PotatoEurope 2025 as well as the media.

Advertising in the Catalogue:

Would you like to place an advertisement in the exhibition catalogue? This is possible until **6 August 2025**. For inquiries, please contact:

- Contact Person: Jaap Delleman
- Email: redactie@aardappelwereld.nl