

SPONSORSHIP OPPORTUNITIES



Main Media Partner:



Supporting Partners:



About PotatoEurope 2025

PotatoEurope is an international event exclusively dedicated to the entire value chain of potatoes: from Farm to Fork! The event takes place each year in one of the event's four partner countries: the Netherlands, Germany, Belgium and France.

The next edition will be held on 3 and 4 September 2025 at the location of Wageningen University & Research (WUR), Field Crops in Lelystad, the Netherlands.

This new location for PotatoEurope is situated in the heart of one of the main potato-growing regions of the Netherlands and close to World Potato City Emmeloord. The location is only 60 kilometers from Amsterdam and near major highways.

PotatoEurope 2025 is expected to welcome around 350 participants and approximately 15.000 visitors. The event has built a solid reputation as the most focused event in the potato sector in Europe and beyond!



What are the benefits of being a sponsor?

Sponsoring PotatoEurope 2025 offers several significant benefits for businesses and organizations looking to engage with the global potato industry. Below are the key reasons why it is advantageous to sponsor this premier event:

Targeted Audience Reach: Directly engage with a specialized, international audience of industry leaders, decision-makers, and innovators from across the potato value chain.

Showcase Your Innovations: Sponsorship provides an opportunity to showcase your products, services, or innovations to a relevant and engaged audience. Whether it's machinery, technology, or solutions for sustainability, PotatoEurope provides a platform for demonstrating cutting-edge developments.

Brand Visibility: Increase your brand recognition through prominent on-site branding, marketing exposure, and media coverage before, during, and after the event.

Industry Leadership: Align with a reputable event supported by top organizations, enhancing your corporate image and positioning your company as a leader in the potato sector.



Sponsorship Items



Badges*

Exclusive

€ 7.500

All PotatoEurope visitors will receive a personalized trade fair badge upon entering the exhibition grounds. Present your company or your brand on the badge. They become one of the first points of contact and receive maximum attention.

Complimentary items included. View page 7 for more details.



Lanyards*

Exclusive

€ 7.500

All PotatoEurope visitors will receive a personalized trade fair badge upon entering the exhibition grounds. To attach the badges, lanyards will be distributed free of charge at the entrances and worn visibly by trade visitors during their stay at the fair. Present your company or your brand on the lanyards. They become one of the first points of contact and receive maximum attention.

Complimentary items included. View page 7 for more details.



Photo booth*

Exclusive

€ 7.500

Opportunity to reinforce your brand to all participants and provide a small keepsake as a memento of the event. The photo booth will be located in a prominent position within the fairgrounds. Opportunity for the photo booth sponsor to provide branded props (chalkboard, message signs etc), at the sponsor's expense. Your logo to be featured on all photos.

Complimentary items included. View page 7 for more details.



Benelux

Sponsorship Items



Newsletter

€ 950

Enhance your brand visibility by placing your image-text advertisement in the high-coverage and widely read PotatoEurope 2025 newsletter. Reach a targeted and engaged audience of industry professionals, experts, and decision-makers, ensuring maximum exposure for your message.

Requirements: Headline max. 60 characters; teaser text max. 600 characters incl. spaces, image in high resolution.



Program Seat drop

€ 750

At PotatoEurope 2025, keynote speakers and various sessions will cover a wide range of topics spanning the entire potato value chain, held in the dedicated conference area. Your promotional material will be strategically placed on attendees' seats at your chosen time, ensuring that your company's information reaches everyone. Please note the materials need to be provided by the sponsor.



Sponsored content on Social Media

€ 750

Use the reach of the PotatoEurope account on Instagram, LinkedIn and Facebook and inform visitors exclusively about your trade fair appearance.

- 1 story on the PotatoEurope Instagram account, 1 LinkedIn post and 1 Facebook post. You may advertise your trade fair presence and the associated new products that you are presenting at the trade fair.
- Video or image contribution. Video up to 30 seconds.
- If desired, a link to the website, etc. can be included.

Sponsorship Items



Banner placement

Options

Main Entrance - € 750: Position your banner at the Main Entrance of PotatoEurope, making your brand one of the first things attendees see as they arrive. This prime location captures the attention of all visitors, ensuring maximum visibility and a strong initial impression as they enter the event.

Restaurant - € 450: Place your banner in the bustling restaurant area, where attendees gather to eat, network, and unwind. This sponsorship guarantees brand exposure during key moments of social interaction and relaxation, keeping your brand top of mind in a lively and engaging setting.

Items marked with * include the following services:

Website: Your company will be featured as a sponsor in the footer of every webpage at www.potatoeurope.nl.

Newsletter: Your company will be highlighted as a sponsor in the footer of every PotatoEurope newsletter from the moment you sign up until the event concludes on 4 September 2025.

Welcome banner: A welcome banner will be displayed at the main entrance, serving as one of the primary points of contact and capturing maximum attention. Make sure to include your logo on the banner.

See you next year banner: A "See You Next Year" banner will be displayed at the main entrance as a final touchpoint before guests exit. Including your logo on the banner provides brand visibility to all departing guests, reinforcing your company's presence and creating a lasting impression.



Contact us now

Sponsorship opportunities can be designed to fit any business plan and budget. Items can be tailored to achieve your business goals and help establish a stronger presence within the industry.

DON'T MISS OUT ON THIS CHANCE

to connect with the entire potato industry and make your mark in this exciting and innovative field.

CONTACT US TODAY

to learn more about available sponsorship opportunities at PotatoEurope 2025!



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