

MIE'25

REVOLUTIONISING DATA & INSIGHTS



18 & 19 MARCH 2025
DE RIJTUIGENLOODS, AMERSFOORT

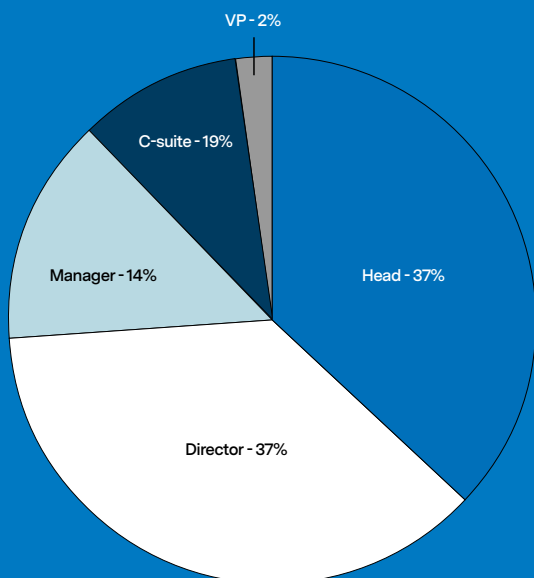


On 18 and 19 March, Rijtuigenloods in Amersfoort will host the 23rd edition of the largest Data & Insights event in the Benelux. This location offers an inspiring environment that invites you to share innovation and knowledge and takes you on a journey into the new era of Data & Insights.

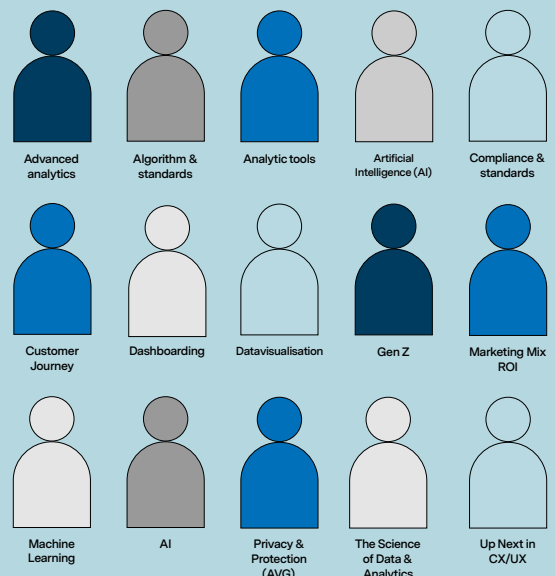
Under the theme “Revolutionising Data & Insights”, around 1,750 data-driven marketers, data analysts, data scientists, research directors, consultants and other data & insights professionals, product owners and (co)founders will be presented with the latest trends, innovations and developments in our field.

It promises to be a special edition you won't want to miss, with more than 100 high-quality talks, workshops, roundtables and masterclasses on insights, data analytics, data science, AI and more. Stay up to date with innovations in data analytics, the future of market research, data-driven decision making and compliance standards within the Data & Insights sector.

1.750 VISITORS



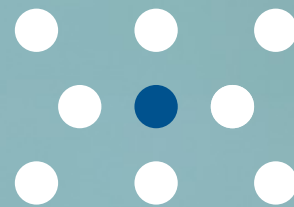
TOPICS



MIE'25 PARTNERSHIPS

BRANDING | EXPOSURE

THOUGHT LEADERSHIP



MIE is the largest data & insights event in the Benelux. It offers a unique opportunity to position your brand through a special MIE partnership.

This is the place where the whole world of Data & Insights comes together to share knowledge, to network and to be inspired by the latest innovations in the Data & Insights sector.

For agencies: an opportunity to connect directly with 700 clients.

For vendors: Reach agencies!

Each partnership is a unique mix of branding, exposure, content and communication.

Your choice of partnership is an attractive mix of products and discounts.

Please note we have a special discount for purchasing a presentation in your exhibition space. Exhibition space 10 m2 (5 x 2) | 1 x standing table, 2 x stools | Lead scanner, and 4 day passes for exhibitors.

1 x 230V power point incl. 3-point socket strip, 1 x 49" LED screen on the stand | Space to be set up by yourself in combination with a 45-minute presentation incl. lead list and speaker ticket for €5,295.00.

Request a customised quote at Tjitske@dinetwork.nl

CONTENT: SINGLE LECTURES & MASTERCLASSES

*NOW WITH A 10% DISCOUNT FOR MEMBERS OF THE DATA & INSIGHTS NETWORK

1

LECTURE

- 45 MINUTES
- Duo-presentation with user
- Visitors decide on the 'Best of MIE'
- Participants list at the end

3

MASTERCLASS

- 45 minutes
- Morning- or afternoon session
- Exclusief of openbaar
- Op voorinschrijving

2

ROUNDTABLE

- 45 minutes
- Space for 8 participants
- Pre-register
- Interaction en depth

4

DEEP SESSION

- 30 minutes, own host
- Subject of choice
- Pre-register

EXPOSURE ON THE FLOOR

SEE THE MAP FOR AN IMPRESSION OF ALL THE POSSIBILITIES

Exposition space, incl. leadscanner Ask for a quote and reserve 10 m2 (5 x 2)

1 x standing table, 2 x stools | Leadscanner and 4 day tickets for exhibitors.

1 x 230V power point incl. 3-point power strip, 1 x 49-inch LED screen on tripod | You can arrange the space yourself with stool and 1 table with 4 chairs.

MIE'25 PARTNERSHIPS

PLATIUNUM | GOLD | SILVER | EXPERT

* ONLY FOR EXPERT NETWORKS

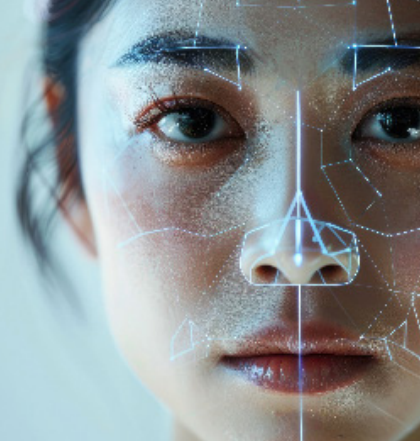
	Platina	Gold	Silver	Expert
Media <ul style="list-style-type: none"> • Mediapartner Adformation • Daily Data Bytes, website & newsletter • Social post 4x • Programme print & app • Aftermailing, incl. PDF presentation • Livestream, plenary hall, incl recording 	Logo 2 Logo 1 1 1	Logo 1 1 Logo 1 1	Logo 1 1 Logo 1	Logo Logo 1
Content <ul style="list-style-type: none"> • C-level Lecture, 35 min, plenary hall • Lecture, 45 min • Deep session in own train car 45 min • Masterclass, 45 min • Roundtable (8p.), 45 min • Best of MIE'25 session 	2 P/round On request 2 1	1 P/round 1 2 1	1 2 1	1 1 1
Exposure <ul style="list-style-type: none"> • Exposition space 12 m2 <i>incl. inventory, led screen, 8 day tickets and train car for own sessions or meetings</i> • Exposition space 12 m2 <i>incl. inventory, led screen, 4 day tickets and train car for own sessions or meetings</i> • Exposition space 12 m2 (6 x 2) <i>incl. inventory and led screen en 4 day tickets</i> • Exposition spaceruimte 6 m2 <i>incl. inventory en led screen</i> • Trailer own keynote • Trailer keynote <i>opening & closing, day 1 or 2</i> • Hall same & chairman <i>& branding hall (next to stage), 1 day</i> • Lanyard, 1 day • Wifi spot, 1 da 	1 2 1 1 1 1	1 1 1 1 1	1 1	
Sales <ul style="list-style-type: none"> • Participants list, related to held lecture lezing 	1	1	1	1
Tickets <ul style="list-style-type: none"> • Day tickets for relatives & employees • Day tickets for customer as client sponsor, per €1.000, 1 card • Day tickets hall chairman during 2-day event, max 2 • Day tickets for lecture 1 per speaker • Day tickets for exhibitors day tickets total for 2 days • Code series on actual costing • PL Tickets 	10 Yes 2 1 8 Yes	5 Yes 2 1 4 Yes	3 Yes 1 4 Yes	Yes 1 Yes

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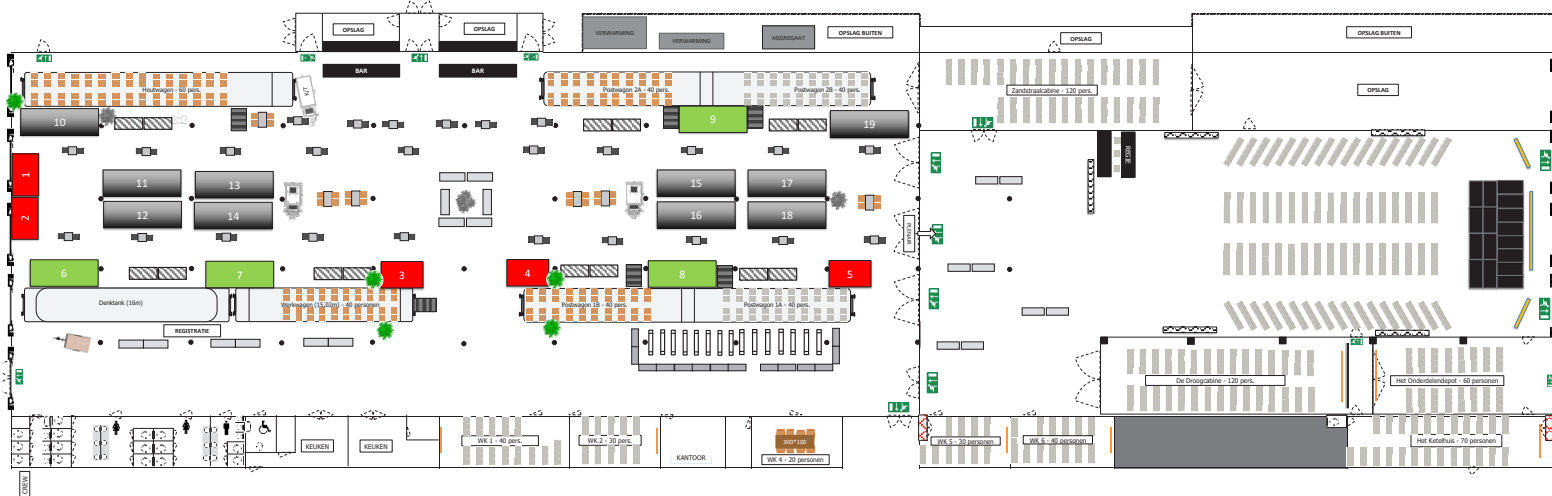
DATA & INSIGHTS EVENT

Dit is een formel plattegrond. Hieraan kunnen geen rechten worden ontleend. Definitieve indelingen zijn afhankelijk van:

- veiligheids- geregelde zaken;
- het aantal bezoekers;
- het catering arrangement (aantal benodigde meters buffet);
- inrichtingselementen (stands / extra podia / doeken etc.)

en dienen derhalve altijd te worden goedgekeurd door De Rijtuigenloods. Graag denken we met u mee!

Legenda	
	Registratie- en middenbar
	Cateringbuffet met dak
	Tafel (1, 4x0,7 of 0,7x0,7)
	Projectorscherm
	Brakets: staal
	Witteboord
	Kruik
	Groen deco niet vervelbaar
	Bamboe
	Gardenbuffet met lampje
	Wandpaneel
	Trap



MEETING AREA

Ever wanted your DJ booth, ice-cream truck, baristo tuktuk, photo booth, cocktail bar or meeting area to meet your business contacts? Then claim your space ASAP, because it will be gone. Price on request.

CONTACT

Naturally, there are many other ways to sponsor. For more information, please contact Tjitske Buurman at tjitske@dinetnetwork.nl or call 0202 - 5810 716 | 06 - 27847427.

MEDIA EXPOSURE

An extensive communication campaign will be launched in January 2025 on all major (digital) channels.

You can read all about MIE'25 in the editions of Daily Data Bytes and Adformatie, as well as from our media partners: Adformatie and ESOMAR.

There will also be digital coverage of MIE'25 in the mailings of DDB, D&IN and Adformatie and on their websites. We are promoting the event extensively through our social media channels and those of our partners. The logos of all MIE partners will be included in the MIE campaign.

DATA & INSIGHTS NETWORK

MIE'25, IN COLLABORATION WITH THE MIE PARTNERS, IS OFFERED BY THE DATA & INSIGHTS NETWORK, THE DUTCH NETWORK AND KNOWLEDGE CENTER FOR DATA, ANALYTICS & INSIGHTS.
DATAINSIGHTSNETWORK.NL | MIE.NL

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With so many influential customers in attendance, the MIE is the place to make valuable connections and share insights with others!

MIE'24 has 700 customers seeking insights, tools and partnerships. MIE is the place to position yourself as a partner of choice, whether you want to expand your current network or explore new collaborations. This list represents a wide range of sectors, from healthcare and government to banking, retail, and media.

ABN-AMRO, Achmea, Adidas, Aegon, Agrico, AH, Alliander, Allianz - België, Allianz Nederland, ANWB, Antonius ziekenhuis, APG, AS Watson, ASR, Athora, Avans, AVRO-TROS, Belastingdienst, Betaalvereniging, Bidfood, Bolletje, Boobook, Brabantia, Brighyfish, Burggroup, Candid Amplify, Candor consult, Centraal Beheer, Chiffon, CZ, Dalosy, Danone, Deelstra en de Jong, Diabetisfonds, Diversions, DKG services (Bruynzeel), DPG media, DSM, EenVandaag, Efteling, Eigen Huis, Elastic-Connect, Eneco, Engie, Enexis, EO, Erasmus Universiteit, Eurail, Eurofiber, Friesland Campina, Gemeente Amsterdam, Gemeente Den Haag, Gemeente Ede, Gemeente Utrecht, Givaudan, Groupm, Havas media, Heijmans, Hema, Heyday FM, Highberg, Hunkemöller, ICTU, Ilisia, Interpolis, I Amsterdam, JDEdecoffee, Jumbo, Kadaster, Kamer van Koophandel, Karsten, KLM, KPN, L'Oreal, Lantmannen, Leaseplan, Lely, LOI, Mainsights, Meijers, Menzis, Ministerie van Algemene Zaken, Ministerie van Financiën, Ministerie S en W, Moguee, Monuta, Nationale Nederlanden, Nationaal Media Onderzoek, NFK, Nimag, No Fairytales, NPO, NS, OHV, ONVZ, Organon, Oetker, Persgroep, PGGM, Politie, Pon, Portbase, Post.nl, Probiblio, Projective Group, Publistat, Puratos, PWN, Quanda, Rabobank, Redcross, Rijksmuseum, Rituals, RN 7, Royal Flora Holland, RTL, RWS, Schiphol, Shimano, Snelstart, S-Heerenloo, Ster, Stedin, Stori Group, SVB, Swappie, Technische Unie, The Conversation Studio, TNO, Toet, Total Energies, TUI, Unilever, UVA, UWV, Van Gogh Museum, Vattenvall, Verzekeraars, VGZ, Vitens, Vodafone-Ziggo, Vogel's, VPRO, Vrumona, Youngworks, Zetetic, Zilveren Kruis, Zonnebloem, Zigt.



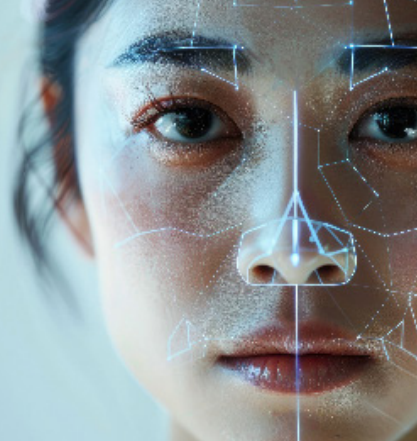
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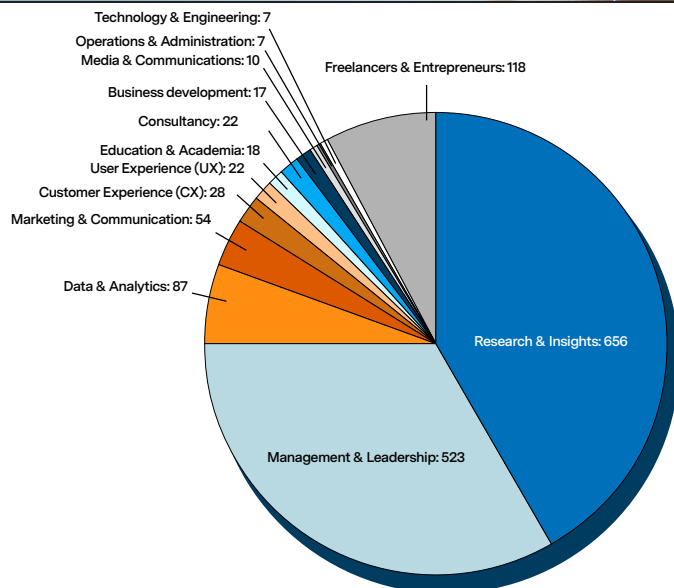
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BIJLAGE 2

During MIE 2024 we welcomed a diverse group of professionals from different sectors and functions. There were 1569 attendees. This allowed you to network with top people from the world of research, data and marketing. Here is an overview of the profiles in attendance:



TOTAL ATTENDANCE PER SEGMENT:

*BASED ON THE MIE'24 - UTRECHT

- | | | | |
|----------|---|-----------|--|
| 1 | RESEARCH & INSIGHTS <ul style="list-style-type: none">• 656 people attended• This is 41,81% of the total attendance | 8 | CONSULTANCY <ul style="list-style-type: none">• 22 people attended• This is 1,40% of the total attendance |
| 2 | MANAGEMENT & LEADERSHIP <ul style="list-style-type: none">• 523 people attended• This is 33,33% of the total attendance | 9 | EDUCATION & ACADEMIA <ul style="list-style-type: none">• 18 people attended• This is 1,15% of the total attendance |
| 3 | DATA & ANALYTICS <ul style="list-style-type: none">• 87 people attended• This is 5,54% of the total attendance | 10 | TECHNOLOGY & ENGINEERING <ul style="list-style-type: none">• 7 people attended• This is 0,45% of the total attendance |
| 4 | MARKETING & COMMUNICATION <ul style="list-style-type: none">• 54 people attended• This is 3,44% of the total attendance | 11 | OPERATIONS & ADMINISTRATION <ul style="list-style-type: none">• 7 people attended• This is 0,45% of the total attendance |
| 5 | CUSTOMER EXPERIENCE <ul style="list-style-type: none">• 28 people attended• This is 1,78% of the total attendance | 12 | MEDIA & COMMUNICATIE <ul style="list-style-type: none">• 10 people attended• This is 0,64% of the total attendance |
| 6 | USER EXPERIENCE <ul style="list-style-type: none">• 22 people attended• This is 1,40% of the total attendance | 13 | FREELANCERS <ul style="list-style-type: none">• 118 people attended• This is 7,52% of the total attendance |
| 7 | BUSINESS DEVELOPMENT <ul style="list-style-type: none">• 17 people attended• This is 1,08% of the total attendance | | |