



108th int Brewing and Engineering Conference

108. int. Brau- und maschinentechnische Arbeitstagung

13-15 March 2024, Groningen, The Netherlands



Information for Exhibitors

Berlin, September 2023

About the conference:

- 108 international VLB Brewing and Engineering Conference ("VLB Spring Conference") incl. official grand opening of Holland Malt's Zero Emission Malthouse in Eemshaven
- 13-15 March 2024, MartiniPlaza Event Centre, Groningen, The Netherlands
- Conference addressed at the technical management of breweries, maltings, beverage industry and their suppliers
- Expected attendance about 300+ / Conference language: English / German
- Major topic: "Brewing Industry is moving towards Net Zero – Status and Prospects"

Wednesday, 13 March 2024

- Meeting VLB's Technical Scientific Committee, TSC (members only)
- Afternoon: Setup exhibition
- Evening: Get-together at the MartiniPlaza event centre

Thursday, 14 March 2024

- Morning: Technical presentations "Brewing Industry is moving towards Net Zero – Status and Prospects"
- Afternoon: Bus transfer from Groningen to Eemshaven
- Grand Opening of Holland Malt's Zero Emission Malthouse in Eemshaven (technical visit & opening party)
- 22:00-1:00: Bus transfer back to Groningen

Friday, 15 March 2024

- Technical presentations: Brewing Industry is moving towards Net Zero – Status and Prospects
- 15:00 End of conference

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Present your company / business on this premium event in the accompanying exhibition!

Key facts:

- The exhibition and the breaks take place in the Springer Foyer in direct connection to the lecture hall.
- The Get-together on Wednesday evening takes also place in the Exhibition area
- Equipment: table, stool, electric power (230 V), no walls or other booth construction. You can use your own displays
- 2 sizes (1,5x2 m and 3x2 m)

Exhibitor Packages:

Exhibitor Package A (small space)

- + Conference fee for 1 person (value 1350 €) /
- + Small stand area 1.5 x 2.0 m (value 950 €) / 1 table / 2 chairs / electricity (220 V)
- + VLB-Event APP: Logo, company description, your company or product information as pdf files (max. 3 files each 3 MB)
- + Company logo in the PDF programme for the conference

Fee: 2300 € net

Exhibitor Package B (large space)

- + Conference fee for 1 person (value 1350 €) /
- + Large stand area 3 x 2 m (value 1500 €) / 2 tables / 2 chairs / electricity (220 V)
- + VLB-Event APP: Logo, company description, your company or product information as pdf files (max. 3 files each 3 MB)
- + Company logo in the PDF programme for the conference

Fee: 2850 € net

10 % discount for VLB member companies



Additional Options:

Additional Marketing Package (1000 € net)

Your company will be highlighted as one of the supporters of the conference with your logo in our digital communication in the marketing to the event, e.g. in advertising banners, the VLB newsletter, social media, especially LinkedIn, Instagram, trade press etc.

Additional person for exhibitors: (850 € net)

A second person can be optionally booked once at special conditions when booking an exhibition package. Any registrations exceeding this amount will be charged with the regular participation fees.

The conference ticket includes: Participation in the lecture programme, drinks during breaks, lunch breaks on Thursday and Friday. Participation in the social programme: Get-together on Wednesday evening, excursion to Holland Malt in Eemshaven incl. bus transfer, technical visit to Holland Malt incl. Opening Party.

Our Exhibition Packages – Overview

	Exhibitor Package A (small space)	Exhibitor Package B (large space)	Additional Marketing Package
Booth space	1,5x2 m	2x6 m	-
Complimentary registrations	1	1	-
Discount on 2 nd registration	✓	✓	-
Logo & company info in the event app	✓	✓	-
Logo in the PDF programme	✓	✓	
Logo in our conference marketing tools (newsletter, advertisements)	-	-	✓
Logo on the conference homepage	-	-	✓
Logo in our advertising banner on social media	-	-	✓
Prices	2300 €	2850 €	1000 €



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Cancellation conditions

After receipt of your registration, you will receive a confirmation and 4 weeks before the event starts the invoice. Cancellations received by us at least 6 weeks before the start of the event will be refunded minus a processing fee of € 150 plus VAT. For cancellations received 6 weeks to 21 days prior to the start of the event, a refund will be made less a 30 % retention fee. For cancellations after this date as well as for no-shows, no refund of fees will be possible. The date of receipt of the cancellation is decisive. Name changes are possible at any time.

Save your space and register at

<https://www.vlb-berlin.org/en/groningen2024/exhibition>

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