



Holland High Tech
Global Challenges, Smart Solutions



ECOC '24

Holland Pavilion Partner Packages



ECOC2024
FRANKFURT

The Dutch photonics ecosystem comes together at ECOC 2024

From 23 to 25 September 2024, the ECOC will be held in Messe Frankfurt. PhotonDelta and PhotonicsNL are the organizers of the Holland Pavilion.

The complete Photonics value chain in one country

The Dutch Photonics ecosystem will be present at ECOC: from chip design to fabrication, from back-end assembly to market application, and also (fibre)optics, imaging, and opto-electronics. Together, we showcase the strength of the Netherlands: intensive collaboration throughout the entire value-chain.

Holland High Tech Pavilion

Holland High Tech, in collaboration with the government, has set up a strategic program in which photonics is an important topic. This makes it possible to use the Holland High Tech branding to give greater visibility to the pavilion.

Want to join?

To confirm your participation in the Holland Pavilion, please fill out the online form. Please keep in mind that we have a limited capacity of participants. Booth selection will be based on the date of confirmation. [Click here for the online form.](#)



What to expect

Floorplan

The Holland Pavilion is located in [hall 5,1 booth C24](#). See the floor plan below or [click on it here](#).



Booth design

We strive as much as possible for an open pavilion. At the center of the pavilion we have a collective networking area including a bar. We (only) offer full-service packages. This means that we will take care of everything including a back wall. Just show up with your business cards and demo material and you are ready to go.



How to participate

In order to meet everyone's needs and budget possibilities, we offer 4 full-service packages.

	Platinum	Gold	Silver	Bronze
Space	4m x 2m	3m x 2m	2m x 2m	1,3m x 1m
Back-lit wall with your visual	4m x 2,5m	3m x 2,5m	2m x 2,5m	1,3m x 2,5m
Set of 1 high table + 2 barstools	2	1	1	cabinet + 1 barstool
Power socket	1	1	1	1
Dutch Pavilion booklet pages	yes	yes	yes	yes
Incl exhibitor and communication fees	yes	yes	yes	yes
All day free coffee and tea	yes	yes	yes	yes
Price for PhotonicsNL members & PhotonDelta partners	€ 9.995	€ 7.495	€ 5.495	€ 1.995
Price for non-members/partners	€ 11.995	€ 8.995	€ 6.995	€ 2.995

Platinum Package **SOLD OUT**



Gold Package **SOLD OUT**



Silver Package



Bronze Package



Exhibitor Package

Participation in the Holland Pavilion includes:

- Your company presented at a highly visible central place located in hall 5.1, booth C24,
- A fully designed and built display area (72m²), Holland High Tech branded, with a networking area and bar including catering (coffee/tea/water),
- The space rent, the design and construction of the joint booth and the individual exhibitor units. The exhibitor is responsible for the timely supply of the design for the back wall (instructions will be provided), PhotonDelta and PhotonicsNL take care of the production.
- A Holland pavilion exhibitor directory with company profiles and contact details (digital plus limited printed versions),
- Listing as a co-exhibitor in the ECOC exhibition catalogue and its online exhibitors list,
- PhotonDelta and PhotonicsNL offer an all-round trade fair service by taking over the complete booth organization and support, organization and catering of daily network events at the booth, project management and communications before, during and after the exhibition.

Placement of own (roll-up) banners, panels, etc., is not allowed. If you have specific wishes about your own unit, separate agreements will be made.

The fees do not include any costs for travel and accommodation of the exhibitor's employees or representatives and (transport and insurance of) own exhibition goods. These rates only apply to organizations based in the Netherlands.

Additional supplies

Additional furniture such as display cases or brochure racks, may be ordered via PhotonicsNL and PhotonDelta. Placement of extra furniture is always in consultation with the organizing team. We have to consider that there will be sufficient walking space and that the pavilion maintains an open and communal character.

If you plan to take a demo/machine with you, as well as other materials or extra power supplies, please inform us as soon as possible.

Storage space

The pavilion has a shared storage loft. We advise you not to leave any valuables at the booth or storage loft outside the opening hours of the exhibition, as there will be no security. Please move large bags/boxes, etc., to your car or hotel after unpacking. If you need storage space at the Messe (because of a machine or demo), let us know, and we will check for options.

Other relevant information

Common message

The Holland Pavilion and the exhibitors together provide the joint message:

"Light up your World with Dutch Photonics"

The participant booklet contains information about the Dutch Photonics value chain and exhibitor profiles.

About ECOC

The ECOC Exhibition is the key meeting place for everyone in the fibre optic communication technology industry, attracting over 6,500 decision-makers from across the industry. In 2024, the event takes place at the Messe Frankfurt, in Germany, from 23-25 September.

Join colleagues, customers, peers, and international exhibitors for three days of networking, learning, and business development.

- Your free exhibition pass includes entrance to the exhibition hall for three full days, allowing you to meet with 300+ exhibiting companies
- The Market Focus Theatre offers three days of unrivalled content with 50+ presentations from innovative optics companies discussing key market issues.
- The Product Focus theatre showcases innovative product presentations and live demonstrations. Stay up-to-date with the latest products.
- Attend the ECOC Exhibition Industry Awards ceremony and hear the winners announced live.
- The FTTx Focus area brings together the latest fibre to the 'x' in a dedicated area, showcasing a range of products
- Network with over 6,500 professionals from the industry, sharing knowledge, discussing trends, and fostering business connections

[For more information on ECOC click here](#)

More information

For questions about participating in the pavilion, the designing of the booth or the individual units, or if you want to know more about ECOC or how we present the Dutch ecosystem, please contact:

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