Dutch Design Week

Information
Ketelhuisplein
Registration April 1 - June 30

ddw.nl | 21 - 29 Oct 2017
During the 16th edition of Dutch Design Week in Eindhoven you can see with your own eyes how tomorrow’s world is already taking shape. Smart solutions and inventive designs offer new perspectives that look very promising. From 21 to 29 October 2017 the doors to the future will once again be open for nine days in a city that buzzes with innovation and creative energy.
Dutch Design Week invites everyone who designs at a professional level to sign up. Designers, collectives, labels and cultural institutes can register from 1 April until June 30 2017 through the website. Present your work among an unprecedented number of young talents and established names. Put yourself in the limelight for the press and public, enrich your network and do good business.
Press and publicity
DDW attracts journalists and photographers, bloggers and scouts from around the world. As an official participant, your work will be actively drawn to our media partners’ attention.

Get seen
Design lovers, purchasers, curators and colleagues: DDW draws a huge public. Website and social media are visited and consulted with an incredible frequency throughout the event.

Personal web account
As a registered participant, you will be allotted your own account on www.ddw.nl to which it is simple to upload text and images. During the event in 2016, the website had more than two millions page views.
Expand your network
During DDW you make contacts. With colleagues, representatives from commerce, education and the cultural sector, and possibly collaborative partners and people that inspire you.

Good business
DDW is about doing business too. Commerce and industry are well represented, your target group too. In addition, DDW maintains good contact with international design events, knowledge institutes and grant providers.

SPONSORS & PARTNERS

Have fun
Eindhoven is a real design city – with a rich industrial past and two leading educational institutes for design. It is also the home base for countless designers and their creative hatching ground. Everyone who has attended Dutch Design Week will agree: this event excites, inspires, and is an exceptional experience. For nine long days, Eindhoven is the place to be in a relaxed atmosphere.

FACEBOOK, TWITTER, INSTAGRAM

Numbers
2600 designers
440 events
110 locations
295,000 visitors
750+ press accreditations
The Ketelhuisplein is one of the most popular DDW locations and is increasingly emerging as the ultimate festival square. Situated at the foot of the Klokgebouw, it is a hotspot for a variety of presentations, DDW Music acts and hospitality facilities, ensuring a relaxed atmosphere in the heart of DDW.

The bubbling liveliness is very appealing to the visitors and makes the Ketelhuisplein a really attractive place to organise an exhibition.

See next page for the conditions or sign up before June 30, 2017 via www.ddw.nl.

photo: Cleo Goossens
Agri meets Design showcase
Costs

Do you want to exhibit at the Ketelhuisplein and be part of this unique location, it is possible from € 1,950 (excl. VAT and participation costs, see last page)

All prices are including electricity group (3600W, 230V, 16A), permits, waste disposal and security.

Small

Stand of 10-40 m²
€ 1,950 (excl. vat).

Medium

Stand of 41-60 m²
€ 4,975 (excl. vat).

Large

Stand of 61-100 m²
€ 9,200 (excl. vat).

Extra Large

Prices for pitches of 100 m² or more are available upon request.
Please contact Antoinette Klawer, antoinette@dutchdesignfoundation.com.
Facilities

**Electricity**
An extra group (3600W, 230V, 16A) costs €350 excl. VAT, a group (11000W, 400V, 16A) costs €700 excl. VAT, and a group (22000W, 400V 32A) costs €1,050 excl. VAT. Quotes for other services available upon request.

**Internet**
Quotes for wired internet connection or Wi-Fi network available upon request.

**Water**
Water connection is available upon request and at extra cost.

**Waste**
Waste disposal has been included in the pitch costs. If you want a container of your own, they cost €110 excl. VAT per container.

**Toilets**
DDW provides a toilet amenity.
Terms and conditions

Registration implies that the participant accepts the following terms and conditions:

Permits
All information for the permit request must have been submitted to the DDW organisation before 1 July.

Opening hours
Obligatory opening hours are: daily from 11.00 – 18.00 hrs. Maximum opening hours: Sunday till Thursday 10.00 – 21.00 hrs, Friday and Saturday 10.00 – 23.00 hrs.

Set-up and take down
Setting up is possible as of Thursday, October 19; taking down is scheduled for Monday, October 30 (for different times, contact the organisation).

Security at night
DDW provides night security from Friday, October 20 through Sunday, October 29, between 18:00 hrs and 10.00 hrs. DDW is not liable for any damage due to the or vandalism.
If you have questions or need more information, please contact Antoinette Klawer, antoinette@dutchdesignfoundation.com, +31 (0)6 414 898 91.
## Participants costs

Participants pay a contribution that depends on the event and the number of people (and/or events) that they register. This is exclusive of any other costs for the rental of locations and other production costs. Separate conditions apply for the Klokgebouw, Veemgebouw and Ketelhuisplein.

### EXHIBITION (9 days)

<table>
<thead>
<tr>
<th>Participant DESIGN</th>
<th>Designer/Design studio</th>
<th>€ 100,- (excl. VAT)</th>
<th>one designer or one designstudio with 1 to 20 employees.</th>
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</thead>
<tbody>
<tr>
<td>Design studio Large</td>
<td>€ 750,- (excl. VAT)</td>
<td>designstudio with 20 or more employees.</td>
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<tr>
<td>Design Collective</td>
<td>€ 300,- (excl. VAT)</td>
<td>two or more designers and/or design studio's.</td>
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</table>

| Participant EDUCATION and CULTURE | | € 750,- (excl. VAT) | educational and cultural institutes. |

<table>
<thead>
<tr>
<th>Participant BUSINESS and ORGANISATIONS*</th>
<th>Business Medium</th>
<th>€ 375,- (excl. VAT)</th>
<th>organisation with 1 to 6 employees.</th>
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<tbody>
<tr>
<td>Business Large</td>
<td>€ 750,- (excl. VAT)</td>
<td>organisation with 7 to 14 employees.</td>
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<tr>
<td>Business XLarge</td>
<td>€ 1500,- (excl. VAT)</td>
<td>organisation with 15 to 29 employees.</td>
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<tr>
<td>Business XXLarge</td>
<td>€ 3000,- (excl. VAT)</td>
<td>organisation with 30 or more employees.</td>
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### ACTIVITEIT

(registration one or two half days, such as lectures, seminars, kick-offs.)

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<tr>
<th></th>
<th>€ 50,- (excl. VAT)</th>
<th>Activities which are freely accessible.</th>
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<tr>
<td></td>
<td>€ 750,- (excl. VAT)</td>
<td>Activities with ticket sales and activities for BUSINESS and ORGANISATIONS that do not have an exhibition in their programme.</td>
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</tbody>
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### HORECA

| Participant HORECA | | € 750,- (excl. VAT) | (Pop-up) hospitality event, providing the planned events have a link with design. |

* A company or organisation that does not have a main activity that falls within the domain of design, such as brands, manufacturers, knowledge institutes, etc. (Not included in this category are: designers, design studios, collectives, education institutes or cultural institutes).