



MEET ■ MATCH ■ MATERIALIZE!

Partner opportunities 2015

MEET ■ MATCH ■ MATERIALIZE!

**WE CONNECT
YOU WITH
SPECIFIERS**



MATERIA

MEET

MATCH

MATERIALIZE!

CREATIVE
PROFESSIONAL

+

MANUFACTURER





About Materia

Through an effective mix of strategies we can help you achieve your goals.

Jeroen van Oostveen
CEO at Materia

Materia's history

Materia was founded in 1998 as a bridge between architects and manufacturers of innovative materials. It is built around a freely accessible, independent and inspiring collection of innovative materials. The criteria for inclusion in this collection are strict. The material has to add something new to the areas of aesthetics or technology, or be socially relevant in some other way. The current collection consists of over 2,500 materials. Around this independent and continuously growing collection of exciting materials, Materia connects professionals through exhibitions, trade shows, conferences, materia.nl and social media.

**Materia is
doing a great job
for architects and
designers**

Ken Yeang
Architect

Encouraging Innovation

In our society, value-added knowledge is increasingly shifting from individuals or institutes to collectives sharing common goals. Materia facilitates these connections and encourages joint innovation on the road to a smarter, more sustainable and high-quality built environment.

Doing more with less. Using materials that are more beautiful, more efficient and less demanding of the environment. Those are the challenges for both manufactures of materials as well as those who specify them in the built and designed environment. This requires constant development of new, better and more sustainable materials. Innovations like this require a network connecting all stakeholders surrounding material use. This includes architects and manufacturers, but also universities, trade groups, media partners and the government. The Materia network has helped architects all over the world to successfully create new material applications and has opened new markets for many manufacturers.

Materia for Manufacturers

Daily new contacts with your target group

Materia brings you in touch with architects, interior designers and other creative professionals. As the leading network in the field of innovative materials, we continually connect you with tens of thousands of specifiers in the Netherlands and far beyond!

Materia is an international platform of creative professionals, manufacturers and event organisers. Around an independent materials collection, Materia brings together professionals in the field of materials innovation. Daily via materia.nl, periodically on travelling exhibitions and events and annually for Material Xperience.

The Materia network encourages innovation towards a smarter, more sustainable and high-quality built environment.

Materia: your strategic partner

For the past 17 years, Materia has been guiding its partners to achieve greater brand awareness, successful material and product introductions, market expansion and strong brand positioning. Through a clever mix of strategies we can help you, whatever your budget, to achieve your goals.

Want more information?

Please contact Michael van Ockenburg.

+31 (0)20 71 30 613 / m.vanockenburger@materia.nl

About Materia



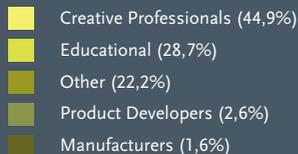
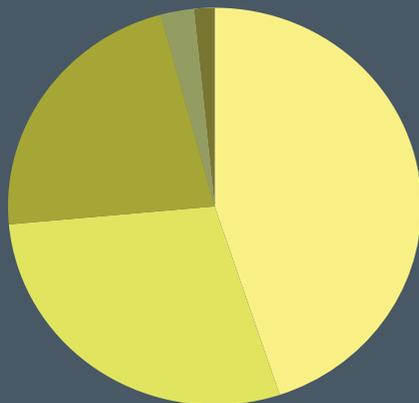
Materia.nl

“By presenting our materials on materia.nl we received direct leads from our target group.

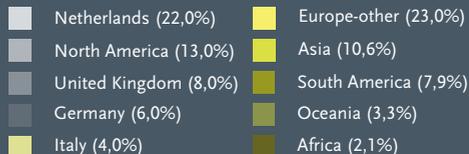
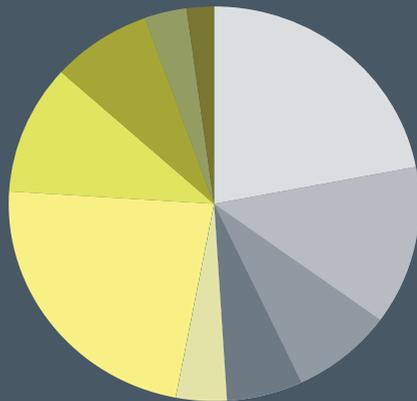
Yvonne Lauryzen
Lama Concept

Materia.nl

Visitors profile



Visitors location



Materia.nl

The worldwide material resource for creative professionals

Materia.nl is the world's leading website in the field of innovative materials for the built and designed environment. As a partner of Materia, you benefit directly from the worldwide reach of top companies and design professionals.

Materia makes it easy for you. We photograph your materials, translate your texts and create an outstanding presentation on our platform. Your materials will be freely accessible on our website and will be a part of our material database where your target audience searches for new materials.

Besides an online profile on materia.nl, you can opt for an extensive media campaign on our homepage or your brand featured within a specific theme. The result is effective, with increased name recognition of both your brand and your materials.

Your benefits

- Access to decision makers
- Worldwide reach
- High-quality presentation
- Complete package
- We make it easy for you

Investment: from € 995,- / year

Want more information?

Please contact Michael van Ockenburg.

+31 (0)20 71 30 613 / m.vanockenburg@materia.nl

Materia.nl

Which Brands are visiting Materia.nl?*

ALSOP & partners - Apple - Wiel Arets - Asymptote - Ateliers Jean Nouvel - BMW - Bugaboo - Calvin Klein - Corus - Daimler Chrysler - Dominique Perrault - Dupont - Exxon Mobil Chemical - Erick van Egeraat - Ferrari - Ford - Foreign Office - Foster and partners - Fritz Hansen - G-Star - GE - Gehry Technologies - Herzog & de Meuron - Hunter Douglas - ING Real Estate - Intel corporation - Jo Coenen & Co - Kas Oosterhuis - Landrover - Leolux - Levi's - Lundia - Marcel Wanders Studio - Mecanoo Architecten - Meyer & Schooten - Microsoft corporation - Moureaux Hauspy Design - MVRDV - Muppets studio - Nicolas Grimshaw - OMA - Paramount pictures - Paul de Ruiter - Philips - Philip Starck - Renault - Rojkind architects - Samsung - Siemens - SonyEricsson - Total Petrochemicals - Toyo Ito - Toyota Europe - Unilever - UNstudio - Villeroy & Boch - Volkswagen

*) selection of 100,000 registered Materia visitors

Materia.nl

The numbers

350,000

monthly page views

100,000

registered visitors

75,000

newsletter subscribers

60,000

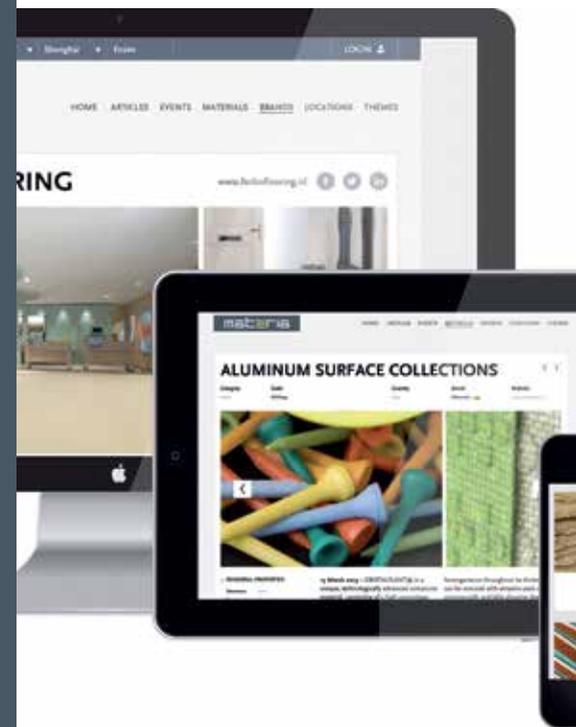
monthly unique visitors

30,000

monthly new visitors

6

average pages per visit





Material Xperience

Material Xperience brings you into direct contact with specifiers.

Victor Franke
Director at Relius Benelux



Where to join?

ROTTERDAM

Ahoy

January 27th - 29th 2016

History Material Xperience

Since 2006 Materia has been organising the leading material event for architects and designers: Material Xperience, in the Netherlands and abroad. In 2012 the first Asian edition was held in Shanghai while in 2014 Material Xperience was organised in Germany for the first time. Material Xperience showcases innovative and inspiring materials from both Materia's own curated collection as well as carefully selected partners.

Material Xperience

In direct contact with specifiers

Meeting forms a good foundation for doing business. But where do you meet the designers that will specify your materials the very next day?

Material Xperience is the leading event for (interior) architects and creative professionals focused on materials innovation. The concept is unique: you have the convenience of a complete package with high results at a low cost.

Materia makes it easy. We provide a high-end environment with the familiar white Materia cubes where your presentation can really come into its own. Together we ensure maximum exposure. You can organise lectures and receive your business relations in our VIP Lounge. There are also many opportunities to promote your innovations in the period both before and after the event.

Your benefits

- Meet many new architects and creative professionals
- Low cost per lead
- Complete package
- We make it easy for you

Investment: from € 2,795

Want more information?

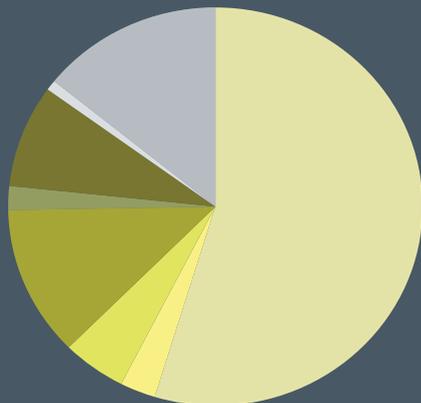
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Material Xperience

Material Xperience

Visitors profile



- Creative Professionals (54,6%)
- Technical Consultancy (2,8%)
- Manufacturers (5,0%)
- Educational (12,2%)
- Product developers (2,0%)
- Contractors & Suppliers (8,4%)
- Government (0,8%)
- Other (14,2%)

The numbers

7,000

Expected Visitors

3

Days (January 27th – 29th 2016)

50

New leads a day*

37

Follow-up appointments a day*

91%

of visitors rated the quality good to excellent

42%

re-booked during MX 2015 for MX 2016

*) Average

Material Xperience

Which Brands Exhibited?*

3A Composites - 3FORM - 3M - Acosorb - AGC Flat Glass - Agrob Buchtal - Armstrong Floor Products - Barrisol Normalu - BN Wallcoverings - Bolefloor - Bolidt - Bolucchi Panel Systems - Ceramiche Refin - Cityroofs - Cosentino - Desso - Euramax Coated Products - Fetim Professional - Finiglas - FINSA - Forbo Flooring - Foreco - Gerflor - Interface - Kabel Zaandam - Kaindl Flooring - Knauf Insulation - MBI Beton - Merford Noise Control - Metten Stein+Design - Modulyss - Moso International - Nora flooring - ODS - Plastica Plaat - Plexwood - Polyrey SAS - Porcelanosa - PyraSied Xtreme Acrylic - Relius Benelux - Roba Metals - Royal Mosa - Saint-Gobain Glass Interior Glass Solutions - Schott AG - Strikolith - Tata Steel - TFD Floortile - Tierrafino - Trespa - VELUX - Verotex - Vescom - Wienerberger - Woodpecker

*) selection of Material Xperience exhibitors

Curated Exhibitions



“The Materia Exhibition is the star of the show”

David Zhong
CEO at VNU Exhibitions Asia



***) Experts in our network**

The following speakers have been happy to share their knowledge: Christiano Ceccato of Gehry Technologies, Gijs Bakker of Droog Design, Caroline Bos of UNStudio, Manuela Gatto of Zaha Hadid Studio, Prof. Mary O'Mahony of Technotextile, Mark Barry of the Sagrada Familia, Daan Roosegaarde and many others.

Materia Curated Exhibitions

Add that extra sparkle to your event

Materia curated material exhibitions have proved to be a highly effective way of enriching the experience of your event and attracting extra visitors.

The Materia exhibitions with their famous white cubes have enriched fairs and events from Paris to Shanghai. From a small exhibition display of just 50 materials to a completely orchestrated exhibition with 300 materials and inspiring lectures from top designers, researchers and architects.

Increase your audience

The 100.000 creative professionals in our network enable us to increase your audience. Your event features in our worldwide newsletter and online event calendar. In addition, targeted banner campaigns expand your communication options even further.

Leading lecturers

The positive magnetic effect of the Materia exhibitions can be intensified by lectures by the experts in our network*.

Your benefits

- Increase the innovation and experience value of your event
- Attract more visitors
- Communication support

Investment: on request

Want more information?

Please contact Jeroen van Oostveen.

+31 (0)20 71 30 641 / j.vanoostveen@materia.nl

Materia Curated Exhibitions

Materia Curated Exhibitions

Who invited us?

Architecture Biennale – Sao Paulo, Brazil

Salone del Mobile – Milan, Italy

University of Rome – Rome, Italy

Museum of architecture – Oslo, Sweden

Architect@work – Rotterdam, the Netherlands

Bouwbeurs – Utrecht, the Netherlands

Gevel – Rotterdam, the Netherlands

Surface – Den Bosch, the Netherlands

METS – The Netherlands

Ildex – Toronto, Canada

Batimat – Paris, France

RITM – Melbourne, Australia

Domotex – Shanghai, China

R+T – Shanghai, China

Architect@work – Beijing & Shanghai, China

BAU – Munich, Germany

Domotex – Hannover, Germany

LIGNA – Hannover, Germany

Industrail Supply – Hannover, Germany

DEUBAUKOM – Essen, Germany

Technodrev – Novosibirsk (Siberia), Russia

Batibouw – Brussels, Belgium

Architect@work – Luik & Kortrijk, Belgium

Architect@work – London, United Kingdom

100% Design – London, United Kingdom

May Design Series – London, United Kingdom

Nordbygg – Stockholm, Norway

Retail fair – Hong Kong, China

Bella Centre – Copenhagen, Denmark

Parqueteam – Tel Aviv, Israel

“The Materia Exhibition was
a highlight for me

Ina Vrancken

Market and Segmentmanager at 3M

Materia Curated Exhibitions

Exhibitions 2015

Green Matter

How can we reduce waste, CO2 and toxic emissions and still be able to make beautiful, exciting products and projects? Sustainability is the key: materials made from recycled or renewable sources combined with lightweight and even energy creating materials. This exhibition aspires to make sustainability sexy.

Lightweight Wonders

In this exhibition, visitors can interactively become acquainted with lightweight materials, their operation and effects. From glass foam to 3D printed columns, from the development of new fibres to inflatable textiles, from ingenious cell structures to ultra thin laminates and many more inspiring applications, the visitor is challenged to interact with each material by lifting it, touching it and testing it's strength.

Biobased Revolution

In this exhibition, visitors can interactively learn about bio-based materials through material samples and inspiring examples. Some examples include: panels made of peanut shells, isolation of egg white protein, bioplastics created from starches from the fry industry, lighting with algae, lampshades made from coffee grounds and various vegetable or intermediate coatings.

Tailor-made

What's the theme of your exhibition? Ask us what we can do! Materia can create any material exhibition you want - sustainable, interactive or translucent materials for instance. Or would you like to show just one material group? Inspiring metals, concretes or coatings perhaps? Materials made by designers, different industries or manufacturers?

A group of five people are gathered around a table in a meeting room. They are looking at a small white object on the table. The room has large windows with blinds in the background. The lighting is bright and natural.

Consultancy

‘ We will
guarantee a
solution that
brings you
ahead of the
competition

Els Zijlstra
Founder Materia



Consultancy

Always ahead of the competition

Every company wants to be ahead of the competition. But how do you maintain the lead? Or how do you access new markets and keep up with the latests developments in your industry?

With more than 17 years experience, the Materia specialists and the experts in our network can help you with these challenges. Due to our expertise and access to the search behaviour of your target group on our website, we are able to:

- Identify new markets and opportunities for your materials
- Identify improvements for your new product and material ideas
- Identify trends, related to your case(s)
- Identify solutions for specific challenges

- Identify solutions for making your materials more sustainable
- Identify the best way to promote your materials to your target group

Our independent and ‘out of the box’ approach will guarantee a solution that brings you ahead of the competition. Always.

Investment: on request

Want more information?

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Consultancy & Lectures

