

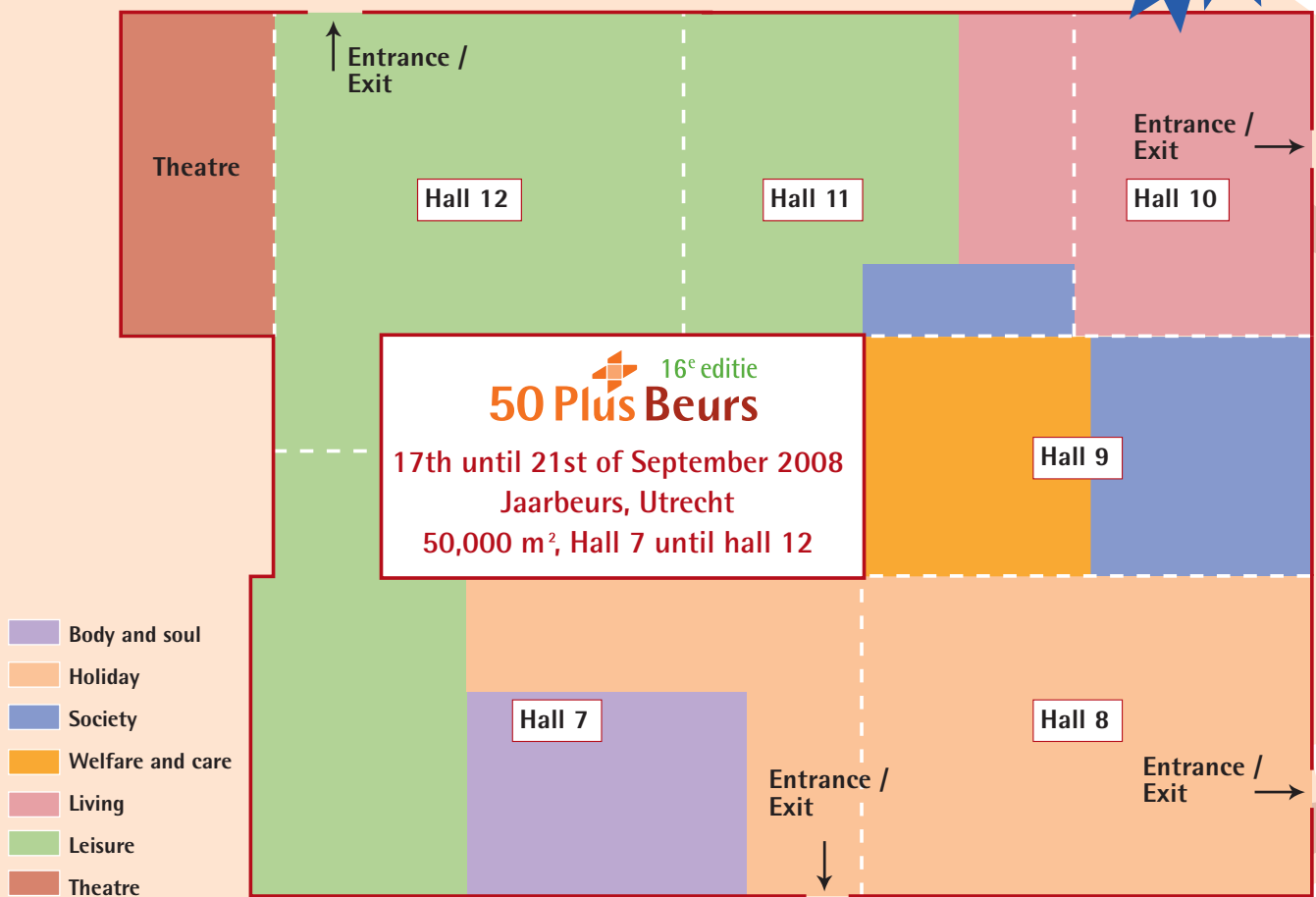


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World's largest event for active '50 plussers'



95,000 visitors and 600 exhibitors
on 50,000 m² in 6 halls

The seamless connection of the 6 halls will guarantee a fluent routing for the visitors

There is only 1 50PlusBeurs, miss it, miss out!

The 50PlusBeurs....

- is world's largest event for your target group
- attracts prosperous baby boomers and active seniors
- connects A-brands with sophistication and quality
- offers a thematically ground plan and atmospheric furnishing
- offers plenty of room for interactive meetings
- brings consumers who are open for conversation
- awakens all senses through a complete experience
- is challenging, full of action, experience and information
- offers a day full of variety in a relaxed environment
- has a divers program of workshops, lectures and performances
- reaches your target group right in the heart with the media mix
- guarantees publicity success in all possible media
- offers interrelated concerts with attractive business opportunities
- makes a statement: complete CO2 neutral
- brings 20 years of experience within the senior market
- gives The formula with proven result
- works intensively with market leaders like Plus Magazine and De Telegraaf
- is media partner of the ANWB (Dutch motoring organisation), Omroep Max (the first television channel aimed at 50plussers), NBTC (Dutch tourism organisation) and SeniorWeb (the leading website for 50plussers)

Did you know that...

In 2007 94,722 '50 plussers' visited the 587 exhibitors?
This has grown by 7%? Compared to last year?
The average age of the visitors is 61 years young?
Last year '50 plussers' rated the event with a staggering 8.3 out of ten!
They spent over 5.5 hours on the 50PlusBeurs?
All the visitors details can be found on www.50PlusBeurs.nl?



Highly recommended...

The 50PlusBeurs 2007 has been very succesful. Here is a selection of the more than 580 exhibitors:

Loyalis, Rabobank, Herôme cosmetics, PowerPlate, Mercedes-Benz, Honda, Jensen, Tempur, Hans Anders, Scapino, Agis, OHRA, Plus Magazine, Omroep Max, SeniorWeb, 50PlusNet, ANBO, Unie KBO, Consumentenbond, Consument Et Veiligheid, ANWB, Nederlandse Spoorwegen, Bever Zwerfsport, Bernina Naaimachines, Nederlandsche Bank, Belastingdienst, CDA, FNV, Bridgebond, NOC*NSF, Gazelle, Batavus, EssentEneco Energie, Gramo Keukens, Tulp Keukens, Leolux, Stressless, Pfizer, Kimberley-Clark, Yakult, Milner, Groene Koe, Idee Koffie, ProVitaal, Bional, Centrum Vitaminen, Davitamon, KnorrVie, Lu Cracotte, PGGM, Sociale Verzekerings Bank, RCN, Van der Valk, Nintendo, Garmin, Forbo Flooring, Novilon, Geberit, Portas, Samsung, Fujitsu Siemens, Marskramer, CDC Kliniek NRC, Telegraaf.

The complete list of the exhibitors can be found on our website www.50plusbeurs.nl



General information

50PlusBeurs 2008, 16th edition

- Date:** Wednesday through to Sunday: 17, 18, 19, 20 and 21 September
- Location:** Jaarbeurs Utrecht, hall 7, 8, 9, 10, 11 and 12
- Opening hours:** Daily 9.30 a.m. – 5.00 p.m.
- Construction:** Monday and Tuesday 15 and 16 September
- Removal:** After the fair and on Monday 22 September

