



e x h i b i t o r   b r o c h u r e

**FOCUS PAYS OFF**


WORLD'S LARGEST EVENT FOR ACTIVE SENIORS



# 50PlusBeurs 2023: Invitation to do successful business in the seniors market

Do you want to get into direct contact with your target audience, increase brand awareness, demonstrate products, promote sales, inform, advise, guide and convey a message? The 50PlusBeurs is the ideal consumer exhibition to reach an enthusiastic and conscious target audience personally. The 29th edition of the 50PlusBeurs will be held on September 12th through the 16th. We are always growing and developing and we can guarantee you a suitable offer!



  
20.000 m<sup>2</sup>  
surface

  
75.000  
visitors

  
7,8  
average  
report mark

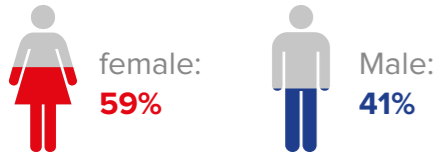
## 50PlusBeurs...

- Is the world's largest event for your target audience
- Attracts prosperous baby boomers and active seniors
- Connects renowned brands with sophistication and quality
- Offers a thematical floor plan and atmospheric furnishing
- Offers plenty of opportunities for interactive meetings
- Brings in consumers who are open to conversation
- Awakens all senses through a complete experience



# Facts and figures

## Profile visitor



## Age

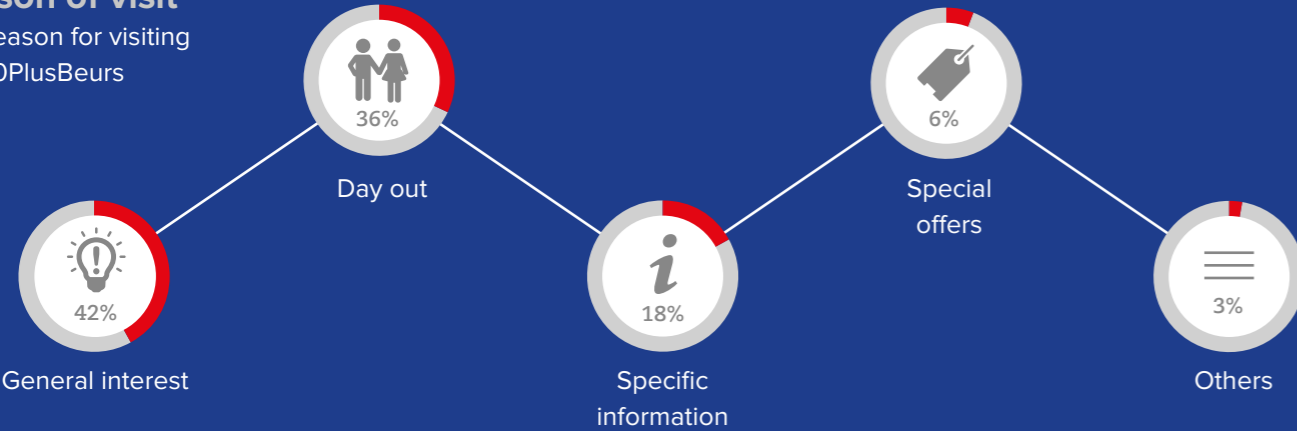
The average age of our visitors is **62** years old.

## Stay

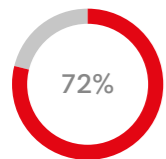
The average duration of their visit is more than **5** hours.

## Reason of visit

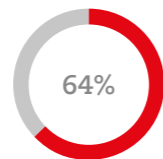
The reason for visiting the 50PlusBeurs



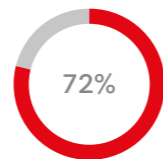
## Spending behaviour



...of the visitors bought one or more products at the 50PlusBeurs.



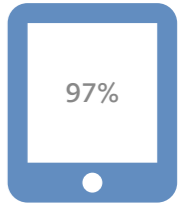
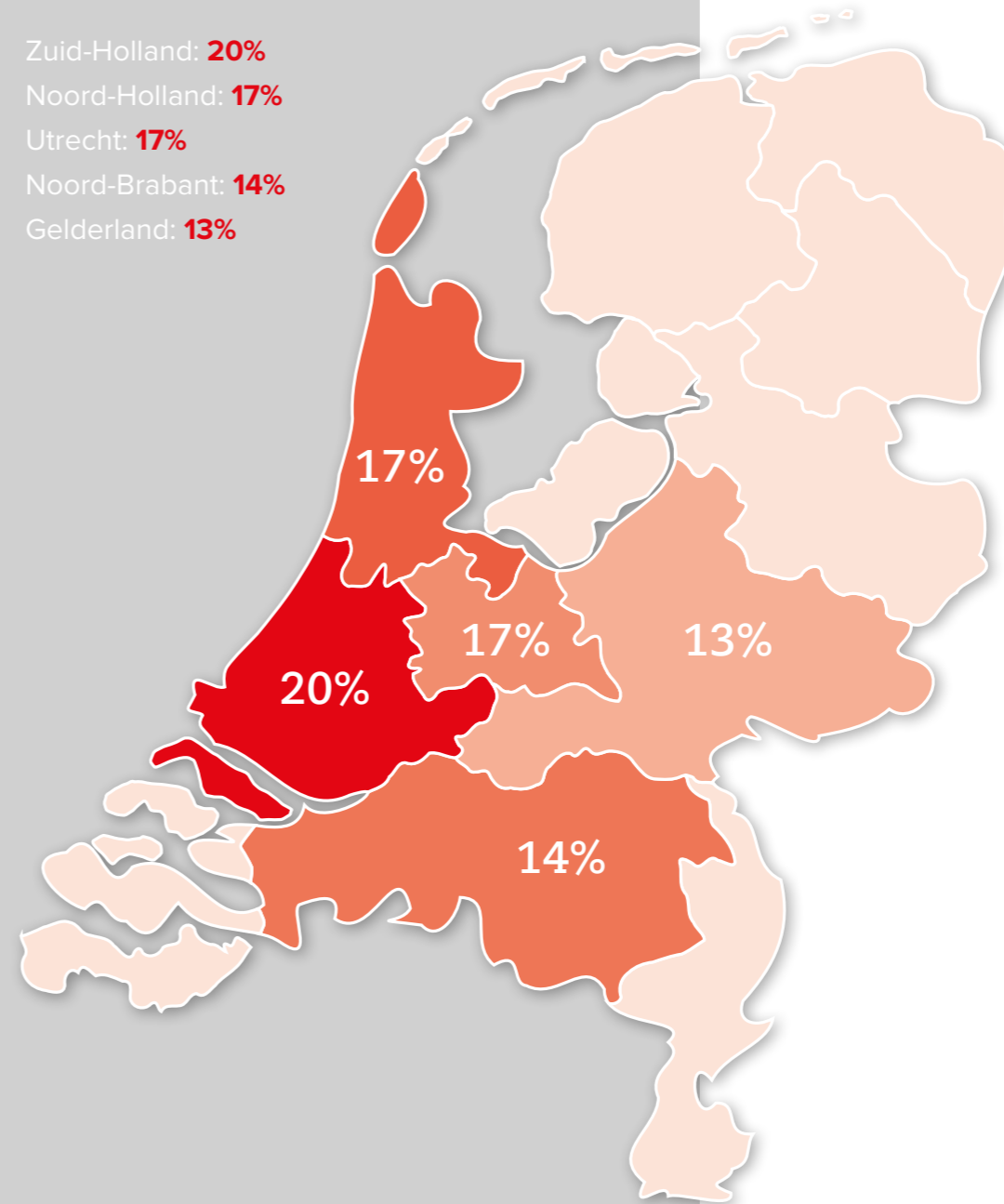
...of the visitors indicates that they will buy a product of one of the exhibitors within 6 months.



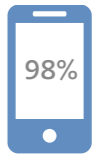
...of the visitors used one or more discount vouchers.

## Place of origin visitors top 5

Zuid-Holland: **20%**  
Noord-Holland: **17%**  
Utrecht: **17%**  
Noord-Brabant: **14%**  
Gelderland: **13%**



of the visitors owns a computer with access to the internet.



of the visitors owns a mobile phone/smartphone.

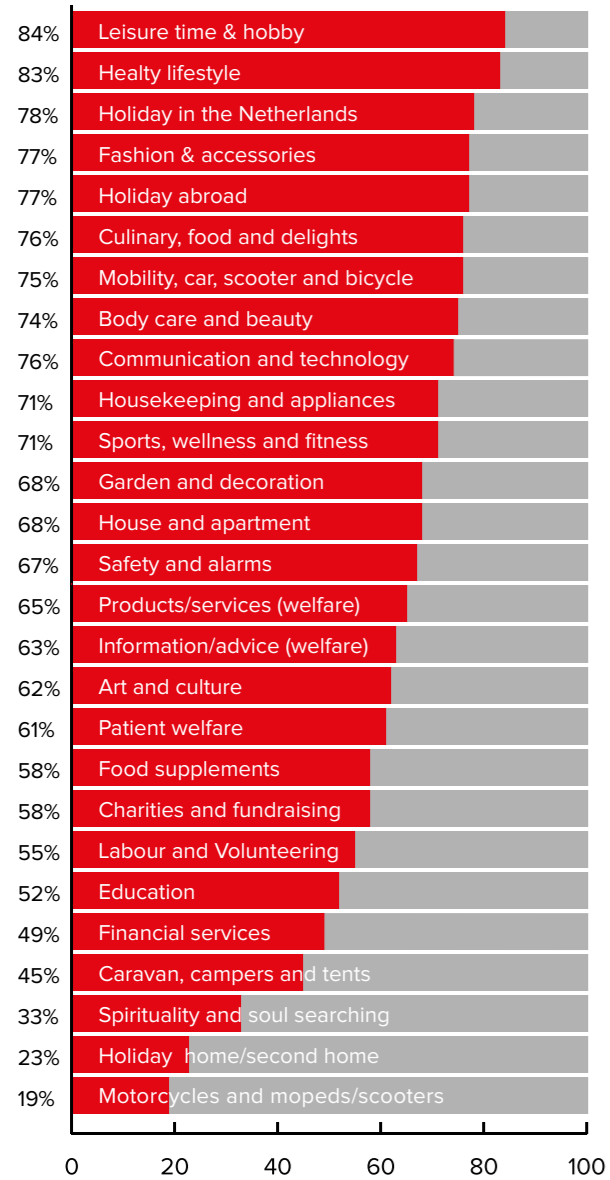


of the visitors owns a house.

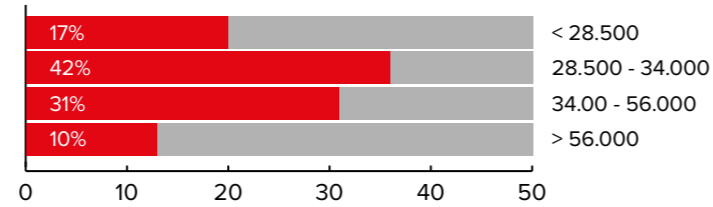


of the visitors live together with their spouse/partner.

## Areas of interest



## Net annual income



## Numbers of visitors per day 2022

62.612 visitors in total.

Tuesday:

10.008

Wednesday:

14.986

Thursday:

14.021

Friday:

12.343

Saturday:

11.254

## Fashion & Beauty

- Body care and beauty
- Fashion
- Shoes
- Accessories
- Wellness



## Holiday

- Travel and holidays (abroad)
- Recreation and holidays (NL)
- Second home (abroad)
- Holiday cottage (NL)
- Kampeer Expo, outdoor vacations



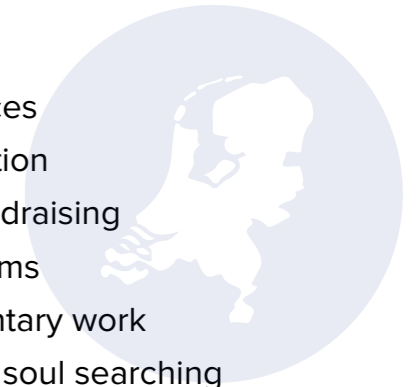
## Health & Welfare

- Products and services
- Patient welfare
- Food supplements
- eHealth & technology
- Sport & fitness



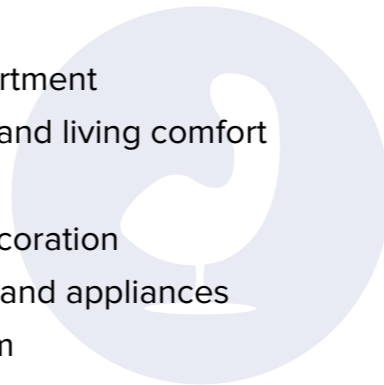
## Society

- Financial services
- Interest promotion
- Charity and fundraising
- Safety and alarms
- Work and voluntary work
- Spirituality and soul searching



## Living

- House and apartment
- Interior design and living comfort
- Art and culture
- Garden and decoration
- Housekeeping and appliances
- Security & alarm
- Domotica & smart living



## Leisure

- Education
- Leisure time and hobby
- Communication and technology
- Mobility, cars and bicycles
- Culinary, food and delights



## The response from our exhibitors

“The performances in the Theatre were very nice but so were the many presentations about holidays and healthcare were very interesting.”

“There is a wide range of products and services offered. We tried a lot of new gadgets. It was fun and the exhibitors were friendly.”

**Citroën** - “The fair once again has lived up to our expectations in terms of numbers of leads. Great and interested visitors for our beautiful brand. Pleasant cooperation with the organization!”

**Keesmakers** - “Many thanks for the incredibly beautiful exhibition this year. This one of the best ones for us so far. Furthermore, the collaboration from the event team remains great! We have already marked down the fair on our marketing calendar for next year!”

“The camper homes zone was very interesting and we also enjoyed the booths where we could taste wines and snacks. There was so much to see! I had a great day with my husband.”

“We have seen many new products and service as well as holiday options. And I was finally able to try out a lot of e-bikes, which resulted in an immediate purchase of one.”

**BookSpot** - “We did not know exactly what to expect, but it exceeded all expectations. We will definitely come again next year.”

“We had pleasant conversations with exhibitors, especially the ones who were in the medical field. It was nice to exchange experiences.”

“It’s great that a fair for active seniors exists!”

**FNV** - “Good place to be, we’ve spoken to lots of people and there was a positive atmosphere.”

**Croatian National Tourism Office** - “We were busy at the stand every day of the fair. A good target group for us.”

**Jack’s Casino** - “The fair was more than we expected. There was a great turnout and many fun guests and beautiful booths!”

## The response from our visitors

“There was so much to see that the day was too short! We have seen much, and laughed and shopped a lot.”

**CortoClinics** - “I had a lot of visitors and had serious interest. First clients have even visited our clinic. The presentations at the Health Stage were also very busy.”

**Bio Vakantieoord** - “We had some beautiful days. And we had great conversations with a lot of people. Through our participation, we have again been able to increase our brand awareness.”

**Omroep Max** - “Very pleasant cooperation! Thanks for all the good care.”

5 days

75.000 visitors

20.000 m<sup>2</sup>

The fair of  
**plus**  
magazine

# 50PlusBeurs 'Silver Event'

World's largest event for active seniors

**Date:** September 12<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, and 16<sup>th</sup> (2023). Tuesday until Saturday.

**Location:** Jaarbeurs Utrecht.

**Visiting hours Expo:** 10.00 to 17.00.

**Do you want to invite clients?** Take advantage of a ticketing offer.

**Do you offer a test or activity?** Take advantage of extra (free) publicity.

**How to participate:** A complete list of opportunities to participate can be found on the attached registration form. For additional questions please contact us.

**Would you like more information?** Please contact us.

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