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DACT TREASURY FAIR 2027

Exhibitor Packages

11–12 March 2027 · Van der Valk Hotel Schiphol



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TREASURY FAIR

TWO DAYS WHERE DUTCH TREASURY MEETS

Every March, the Dutch treasury community comes together at Treasury Fair: corporate treasurers and the banks, fintechs and advisers who work with them, under one roof for **two days and an evening**. In 2027, DACT hosts the 23rd edition at Van der Valk Hotel Schiphol.

23rd
edition of Treasury Fair

650
participants expected

11–12
March 2027

750+
DACT members

WHAT WE HEARD

WE ASKED. YOU ANSWERED.

Before shaping the 2027 edition, we asked members, partners, exhibitors and sponsors what makes Treasury Fair valuable and what should change.

In short: keep the Fair, and sharpen what happens inside it.

The Fair is the anchor

Members rate it the most valuable DACT service, and partners name it as what makes DACT distinctive.

Partners come for people, not leads

Relationships and the quality of the audience decide whether partners and exhibitors return.

Members want practical, peer-led content

Workshops, peer cases and AI top the wish list, and content comes before sales.

Room to grow together

Partners want a year-round role, exhibitors want to grow into partnership, and follow-up can be stronger.

WHAT PARTNERS AND EXHIBITORS SAY

YOU COME BACK FOR THE PEOPLE IN THE ROOM

For partners and exhibitors, one thing decides whether they return: **the quality of the people they meet.**

92%

rate the match with their target audience as good or very good

92%

rate the quality of conversations as good or very good

88%

say attendee quality decides whether they return

77%

get a lot or a great deal of value from DACT

88% strengthen existing relationships to a great extent at the Fair.

73% say the Fair is what sets DACT apart.

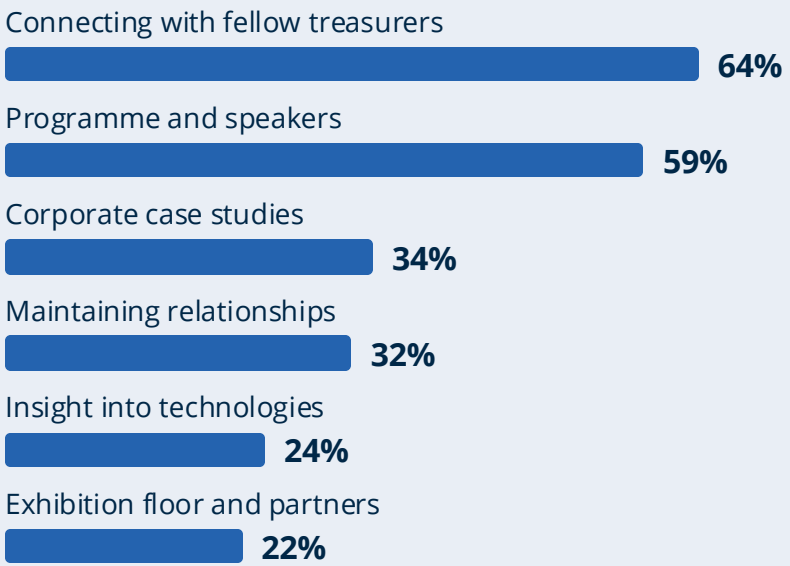
"The annual go-to event where you can meet the vast majority of your clients and potential clients in two days."

Exhibitor, Treasury Fair 2026

WHAT MEMBERS SAY

MEMBERS COME FOR PEERS AND CONTENT WITH DEPTH

What members value most at the Fair · % of attendees



98%

of attendees find the Fair (very) valuable

56%

want more workshops and masterclasses; 52% more peer cases

85%

expect AI and digitalisation to have the biggest impact on their work

71%

welcome a partner case with a treasurer; 11% a product demo

Content before sales: members welcome partners who bring real expertise.

WHO YOU MEET

SENIOR TREASURERS FROM LARGE ORGANISATIONS

Experienced treasury professionals, **most of them from €1 billion+ companies.**

650
participants expected at Treasury Fair 2027

275
organisations sent DACT members to the Fair in 2026

70%
work at €1 billion+ companies; 37% at €5 billion+

66%
have more than 10 years of experience in treasury

87%
of member attendees work at corporates

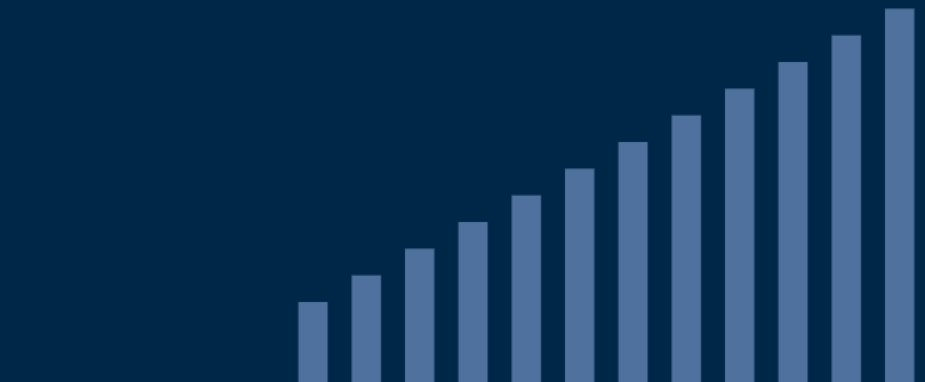
82%
stay overnight: two days and an evening to meet

"Networking was great to meet treasurers, bankers, brokers and consultants." ***– Member, Treasury Fair 2026***

DACT

2027: SHARPER, NOT DIFFERENT

Members and partners asked us to keep the Fair as it is, and to change what happens inside it: more practical content, more time for conversations, and proof of what your participation delivers.



WHY THE PACKAGES LOOK LIKE THIS

EVERY PART OF THE OFFER STARTS WITH YOUR FEEDBACK

WHAT THE RESEARCH SHOWS	SO IN 2027
71% of members welcome a partner case presented with a treasurer, and **54%** of organisations want to present one.	You can host a **workshop, masterclass or customer case** together with a treasurer.
85% of members see AI as the biggest change, and **50%** of organisations can share AI expertise.	A dedicated **AI programme track**, co-developed with partners.
42% need proof of reach and **38%** the number of meaningful interactions.	**Badge scanning** at your stand is now included in every package.
Follow-up after the Fair is the aspect partners rate lowest of all.	DACT sends a **follow-up email** to everyone you scanned, plus an **audience report**.
62% of partners want a year-round role, and **58%** of organisations ask for better networking.	A **year-round content partnership**, with two additional sessions and an **introduction programme** with members based on mutual interest (pilot).
Clear package levels are the format organisations prefer most.	**Three clear levels** for exhibitors and for partners, so you can grow step by step.

EXHIBITOR PACKAGES

THREE WAYS TO EXHIBIT

WHAT YOU GET	Essential Build Your Presence	Engage Share Expertise	Elevate Extend Your Impact
Medium stand 3 × 2 × 2 m with 2 LED spots	✓	✓	✓
Table, 2 chairs, 3 m printed back wall, power, Wi-Fi	✓	✓	✓
24-hour tickets	**4**	**5**	**6**
Listing in programme, app and website	✓	✓	✓
Badge scanning at your stand	✓	✓	✓
Workshop, masterclass or customer case with a treasurer, incl. speaker coaching	–	✓	✓
Badge scanning at your session	–	✓	✓
Article on dact.nl and LinkedIn post about your session	–	–	✓
DACT follow-up email and audience report	–	–	✓

Hotel New for 2027: hotel stays are not included. Following your feedback and given limited capacity, you book your own stay.

Content All content is curated by DACT, and content slots are allocated in order of booking.

Information For pricing and further information, please email dact@ddg-europe.com.

PREMIUM ADD-ONS

MAKE THE MOMENTS EVERYONE REMEMBERS YOURS



New · Fri 07:00

DACT Run

- Naming: DACT Run powered by you
- Logo in app, programme and website
- Your merchandise for all runners
- Photos of the run for your own use



New · Fri 07:00

DACT Cycle

- Naming: DACT Cycle powered by you
- Logo in app, programme and website
- Your merchandise for all riders
- Photos of the ride for your own use



4 available

Networking lounge

- Your stand in the networking lounge
- Shared lounge branding and a mention in the app
- One partner per category
- Catering activation optional, at extra cost

MAIN STAGE

3 available

Keynote sponsor

- Named sponsor of one keynote
- Logo on screen before and after
- Logo in app, programme and website
- Mention by the host

Interested? We send you a detailed proposal. Merchandise is supplied by the sponsor; each add-on is allocated in order of booking.

ADD-ONS

MAKE YOUR PRESENCE STAND OUT

Every package can be tailored to your goals. Add-ons give you more visibility on the floor, more people at your stand and/or more reach before the Treasury Fair.

Premium location
A stand at the busiest spots.

Additional floor signage
Signs that guide visitors to you.

Premium visibility
Location and signage combined.

Charging station
A branded spot visitors return to.

Coffee corner
Where every conversation starts.

Delegate bag insert
Your message in every bag.

Full list in the DDG Partner Portal for DACT, where you select your add-ons.

Booking Add-ons are allocated in order of booking.

STAND ACTIVATIONS

ONE ACTIVATION PER STAND, NO TWO ALIKE

An activation gives visitors a reason to stop and starts the conversation. We want one at every stand, coordinated so that **no two stands offer the same: first come, first served.**

Espresso bar
The easiest reason to stop by.

Stroopwafel station
Warm stroopwafels, made on site.

Treasury trivia quiz
A quiz with a prize to win.

Beat the Banker arcade
A game with a competitive edge.

Golf putting challenge
One putt, one conversation.

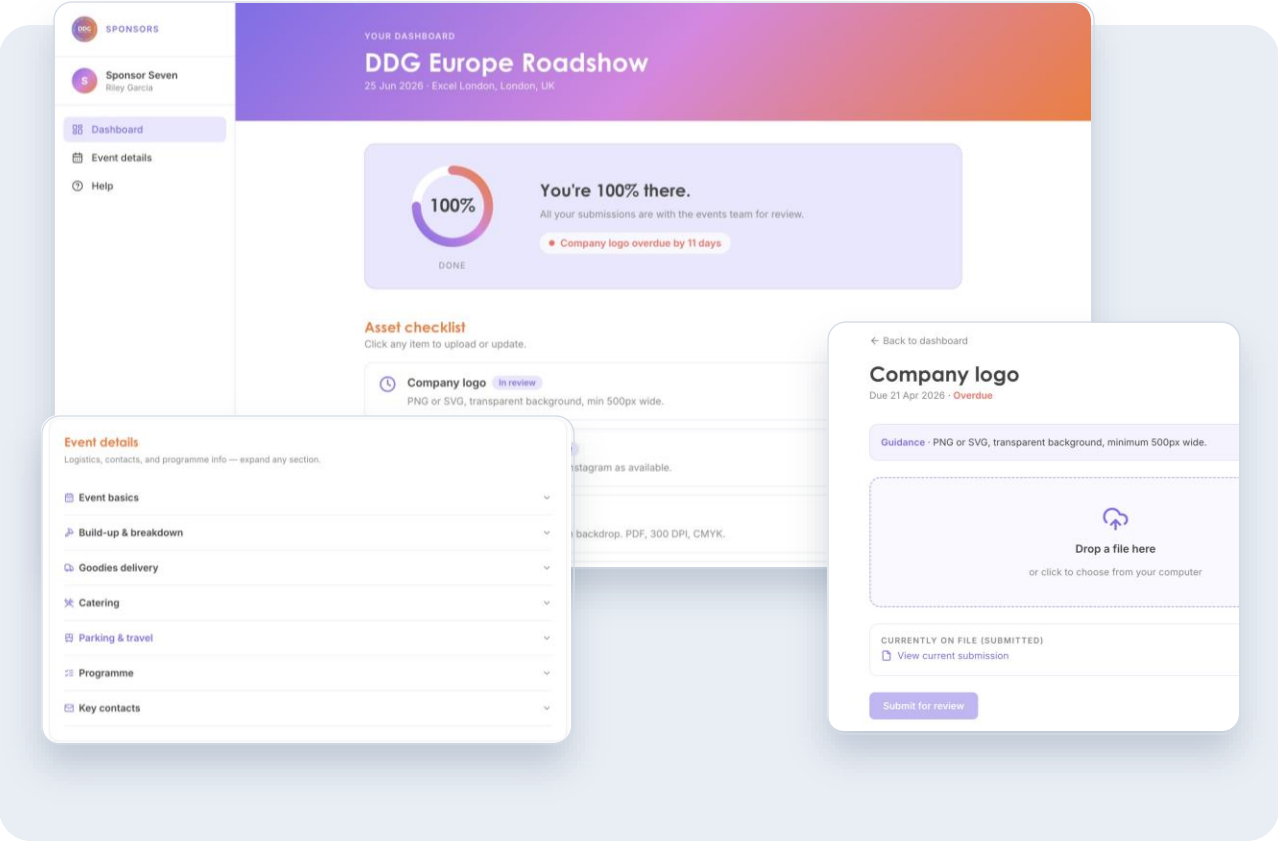
Instant portrait
A pro photo to take home.

Full list in the portal. Reserve your activation by 6 weeks before the Fair. Prices on request.

Your own idea? Organise it yourself: just tell us what you plan, so no two stands are the same.

DDG PARTNER PORTAL FOR DACT

EVERYTHING FOR YOUR PARTICIPATION IN ONE PLACE



After booking you receive an invitation and a **personal onboarding**. From then on, everything is in one place:

- **Your package and benefits**
- **Deadlines and milestones**
- **Event information and updates**
- **Logistics and stand requirements**
- **Marketing assets and deliverables**
- **Open actions and approvals**
- **Add-ons and stand activations**
- **Direct contact with the event team**

NEXT STEPS

TAKE YOUR PLACE AT TREASURY FAIR 2027

1. **Choose** your package
2. **Book** via dact@ddg-europe.com
3. **Get started** with portal access and onboarding
4. **Select** your (premium) add-ons in the portal

Premium stand positions and activations are allocated in order of booking.

YOUR CONTACT

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DDG Europe organises Treasury Fair 2027 on behalf of DACT

DACT Guardians of Cash · Architects of Financial Stability