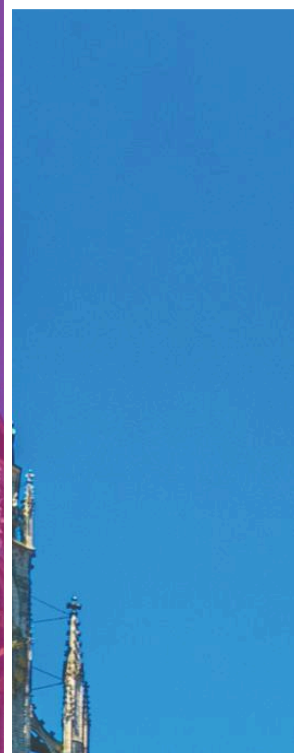
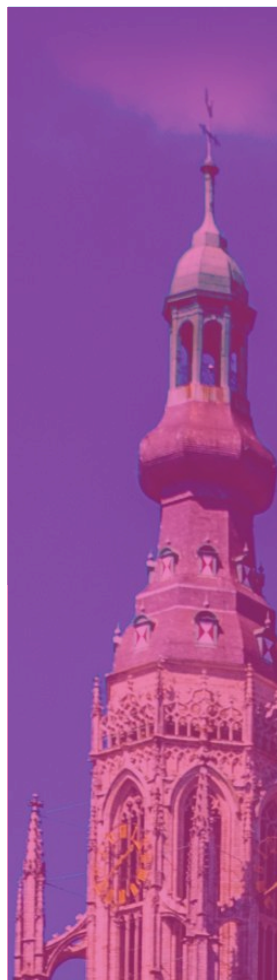


# INDUSTRY BROCHURE

SPONSORSHIP & EXHIBITION



LEISURE FOR A BETTER SOCIETY



**18<sup>TH</sup> WORLD  
LEISURE  
CONGRESS**



# WELCOME

**Breda** is honored to host the **18th World Leisure Congress - from 25th to 28th of August 2025** - gathering professionals from academia, industry, and government to explore current issues in leisure, including tourism, sport, recreation, hospitality, media, and events.

The Congress theme, **"Leisure for a Better Society"**, highlights leisure's role in self-expression and well-being and emphasizes its importance in promoting social and ecological sustainability.

## **BREDA UNIVERSITY OF APPLIED SCIENCES (BUas)**

Breda University of Applied Sciences (**BUas**) is a medium-sized institution with around 7,000 students from 80 countries. BUas offers bachelor's and master's programmes in various fields, including Built Environment, Data Science & AI, Facility, Games, Hotel, Leisure & Events, Logistics, Media, and Tourism. They are dedicated to top academic quality and innovation, collaborating with leading experts and organizations to drive research and new ideas.

## **INDUSTRY DAY**

**"From Knowledge to Experience: Building Bridges between Science and Industry."**

This day is organized by **CETLH (Center for Excellence in Tourism, Leisure, and Hospitality)**, and will not follow traditional formats. Instead, it will embody the very principles it advocates, offering participants an engaging, immersive, and co-creative experience. This means that while some elements may appear conventional (like keynotes and workshops), they will be presented and executed in new, unexpected, and impactful ways. Disruptive elements, meaningful interactions, and creative methods will take center stage.

**Program is subject to change.**



# THEMES

## **Traditional Dutch & Heritage: Innovating the Future with a Nod to the Past**

Delve into the rich leisure heritage of the Netherlands and uncover how it fuels cutting-edge innovation. Explore the fusion of tradition with AI and technological advancements shaping the leisure industry of tomorrow.

## **The Role of Leisure in Urban Development: Shaping Cities Through Recreation**

Discover the transformative power of leisure in urban planning. Learn how leisure activities can breathe life into cities, enhancing livability and fostering community connections.

## **Leisure & Food: The Ultimate Pairing for Memorable Experiences**

Investigating how culinary experiences enhance leisure by fostering sustainability, storytelling, and meaningful connections to culture and place.

## **Inclusion: Leisure for Everyone, Everywhere**

Learn how to make leisure spaces accessible, inclusive, and welcoming. Gain insights on creating experiences that celebrate diversity and resonate with all communities.

## **Sustainability: Designing a Green Future for Leisure**

Discover how sustainability can be seamlessly integrated into leisure services, activities, and infrastructure to create a responsible, eco-friendly future for the industry.

## **Meaningful Experiences: Crafting Moments That Matter**

Uncover the secrets of curating leisure experiences that leave a lasting impact. Learn how to deliver value beyond entertainment, fostering connection, transformation, and growth.

## **Technology & Innovation in Leisure: Creating Immersive Futures**

Discover how cutting-edge technologies such as AI, VR, and AR are revolutionizing the leisure industry. Explore how to create immersive, future-forward experiences that meet evolving consumer expectations and redefine the boundaries of leisure.



# INDUSTRY DAY

This program is designed to seamlessly connect research with practice through innovative and unconventional sessions. Participants will explore unique opportunities in regions like the UNESCO World Heritage Wadden, and diving into urban leisure and scenario planning to address real-world challenges. Sustainability and creating meaningful experiences are central themes, alongside the integration of sports and arts, including the inspiring Blind Walls project in Breda, brought to life by Breda Marketing, and immersive Van Gogh experiences.

We will also look to the future with insights into the evolving leisure sector, event innovation, and revolutionary management techniques that reimagine the use of limited spaces for recreation. Industry leaders like NBTC and initiatives such as monitoring day attractions in Amsterdam, will demonstrate how innovation and data drive impactful solutions in leisure and tourism.

## PROGRAMME STRUCTURE - THE INDUSTRY DAY

- » **09:00** | Grand Arrival & Dynamic Welcome Experience
- » **09:30** | "The future of Leisure research and the role of industry"  
Inspiring Keynote with a Twist. A thought-provoking session with unexpected insights and interactive surprises.
- » **10:00** | Immersive Experience: Unleash Your Creativity  
Dive into a hands-on, participatory session designed to ignite new ideas.
- » **11:00** | Break with a Dash of Adventure
- » **11:30** | Creative Labs  
Collaborate in unique networking workshops connecting industry and the academic world.
- » **12:30** | "Expect the Unexpected" Lunch



» **13:30 | Leisure Tours: Bridging Theory and Practice**

Immerse yourself in one of seven unique themes that blend academic insights with real-world applications in the leisure industry. Whether on-site or off-site, each session promises surprising and engaging experiences, making every choice equally inspiring and worthwhile. Discover the unexpected and see how theory comes to life in exciting ways.

» **16:00 | Round-the-Table Sparks**

Engage in dynamic, small-group conversations that challenge conventional thinking.

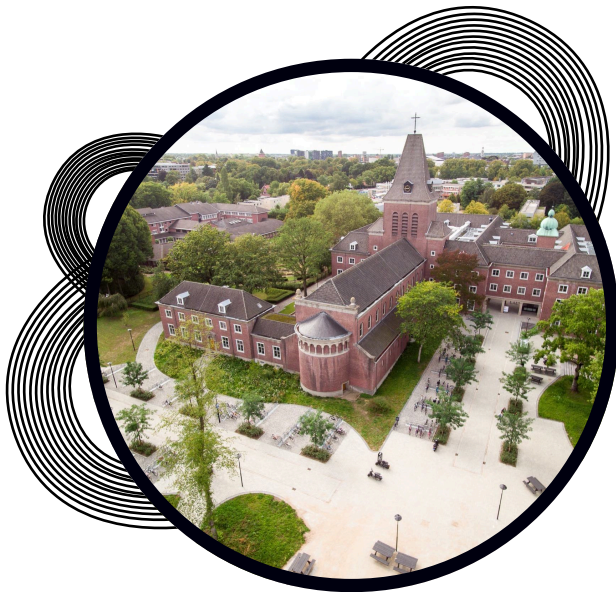
» **17:00 | Celebratory Wrap-Up & Networking**

Reflect, connect, and celebrate the day's ideas with a vibrant networking finale.

» **17:30 | Grand Closure!**

# INDUSTRY PAVILION

Exhibiting at WLC 2025 is more than just a marketing tactic; it's an investment in your outreach and a strategic move you can't afford to miss. It offers unparalleled opportunities to connect with industry leaders, showcase your innovations, and forge essential partnerships that will propel your business forward!



**6 SQM**

**BRANDED  
STAND**



**BUas PARTNERS RATE**



**REGULAR RATE**

Discover the excitement of our pavilion and navigate our interactive floorplan firsthand!

**FLOOR PLAN**

**VENUE WEBSITE**

# SPEAKING

## OPPORTUNITIES



### INDUSTRY SPEAKER - PANEL DISCUSSION IN EXISTING SESSION

Shine brightly at the forefront of WLC 2025 congress by choosing from a captivating array of options to elevate your session or brand to center stage.

Explore the full array of options!

**ONLINE PROSPECTUS**

# SPONSORSHIP

## LEVELS & BENEFITS



**GOLD**



**SILVER**



**BRONZE**



**GENERAL**

BENEFITS	GOLD	SILVER	BRONZE	GENERAL
Spotlight on your business (35 word sales message) in one pre-congress WLC email	✓			
Program article (400 words)	✓	✓		
A 2-3 minute promotional video (provided by you to be promoted on website and in one mailing)	✓			
Free WLC congress registration	4	3	2	1
Your logo and link in most WLC mailings	✓	✓	✓	✓
Your logo included on sponsor signage at the congress	✓	✓	✓	✓
Your logo and link on the website	✓	✓	✓	✓

# PACKAGE

## ADD - ONS

### GOLD

**This package includes:** One item of choice from the selection below, daytime conference branding, a dedicated business appointment table and more.



**REGISTRATION  
DESK**



**LANYARDS**



**COFFEE  
AREA**



**COFFEE BREAK**  
( PER BREAK )  
\*OPTIONAL PER DAY



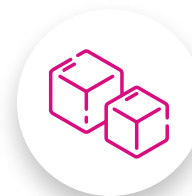
**PRODUCT  
PROMO**



**SEMINAR**



**MINI  
PROGRAM**



**SEATING CUBES**  
(INCLUDING PRODUCTION)

### SILVER

**This package includes:** One item of choice from the selection below, one free registration, and more.



**BRANDING  
PACKAGE**



**WELCOME  
RECEPTION**



**PROMOTIONAL  
MAILSHOT**  
(EXCLUSIVE)



**VOLUNTEERS**



**PRE - EVENT TEASER -**  
WEBPAGE INCL. VIDEO (4 MIN)



**WI-FI**

## BRONZE

**This package includes:** One item of choice from the selection below, one free registration, and more.



**WLC SOCIAL  
MEDIA POST**  
**NEW!**



**FOYER STAIRS  
STICKERS**



**FLOOR  
STICKERS**



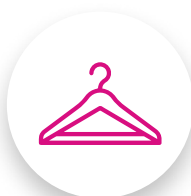
**ADVERT IMAGE  
IN A WCN MAILING**  
**NEW!**



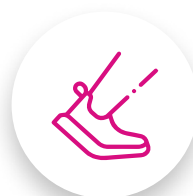
**LUNCH**



**WORKSHOP  
AREA**



**CLOAKROOM**



**WALKING  
TOUR**



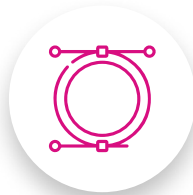
**DEDICATED  
MAILING**



**BRANDED  
TOTEM**

## GENERAL

**This package includes:** Your logo listed everywhere and one marketing piece to be handed out during the conference.



**LOGO**

Learn more by exploring our online prospectus here >>>>>

**ONLINE PROSPECTUS**



# TERMS & CONDITIONS

## APPLICATIONS FOR SPONSORSHIP AND/OR EXHIBITION

All applications for sponsorship and/or exhibition must be made through our online booking portal.

**BOOKING PORTAL**

### SPONSORS

After submitting a booking through the portal, a contract will be available for signature. Submitting a booking through the portal will reserve the selected items, but the agreement will only be binding upon signing the contract.

### EXHIBITORS

Submitting a Booking through the booking portal is binding upon confirmation from the organizer. Exhibitors will receive a copy of their booking details upon submission

## GENERAL TERMS AND CONDITIONS FOR CONFERENCE SPONSORSHIP AND EXHIBITION RIGHTS

**TERMS & CONDITIONS**

By submitting a Booking, Sponsor accepts these Terms & Conditions and agrees that these General Terms shall be deemed incorporated by reference to the Booking. These Terms & Conditions, together with the Copy of the Booking, constitute a binding agreement between Organizer and Sponsor in respect of the sponsorship and/or exhibition rights booked under the Booking (together, the "Agreement"). In the event of a conflict between any term set out in these Terms & Conditions and the Booking, the Booking shall prevail.

### TERMS OF PAYMENT

- **60%** upon receipt of the Sponsorship agreement and first invoice.
- **40%** by 16 April, 2025.

All payments must be received before the start date of the event. Should the Exhibitor fail to complete payments prior to the commencement of the event, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as below.

**Option 1:** Payment by Bank Transfer (EUR).

**Option 2:** Payment by Credit Card (EUR).

All bank charges are the responsibility of the payer. For credit card payments, a surcharge of 4% will be applied.

### CANCELLATION & MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Industry Liaison and Sales Department: **Sherwin Gentle: [sgentle@kenes.com](mailto:sgentle@kenes.com)**

The organizers shall retain:

- **10%** of the agreed package amount if the cancellation/ modification is made **on or before 9 March, 2025.**
- **50%** of the agreed package amount if the cancellation / modification is made **between 10 March, 2025 and 10 August, 2025, inclusive.**
- **100%** of the agreed package amount if the cancellation / modification is made **from 11 August, 2025 onwards.**

### VAT INFORMATION

All prices are exclusive of VAT and are subject to VAT, which will be added to the invoice.