

Getting started for

# PROVADA

THE REAL ESTATE MEETING POINT

## 2026





# We're excited to be back!

9 | 10 | 11 JUNE 2026

RAI AMSTERDAM



# Agenda



1. PROVADA 2026
2. Theme
3. MyPROVADA
4. Practical information
5. App & promotion
6. Programme
7. Tips & Tricks
8. Forum & halls
9. Contact

# PROVADA 2026

# Exhibitors



- Public and private sectors together on the floor
- National government & provinces
- Large and small municipalities
- Housing associations visibly present
- Developers, investors, builders, consultants, financiers, architects & more
- And... new exhibitors



# Innovation Café

At this welcoming meeting place, all sustainable innovators, frontrunners, and digital accelerators come together. Every day, a programme runs here on the latest innovations in new materials, process acceleration, technology, and financing – with a focus on the lessons learned from the relevant area development projects.



Ministerie van Volkshuisvesting en  
Ruimtelijke Ordening

# Social Housing Square

- New Minister of Housing and Spatial Planning (VRO)
- Three-day programme on the square
- Public and private stakeholders in conversation about housing policy, regional deals, and more

# Theme Squares



Paris Proof square



Taxatie Knowledge Square



BNA Lounge

Theme 2026

# ALL STAND TOGETHER



## Theme

# All Stand Together

Only together can we tackle the major challenges around housing, working, safety, wellbeing, and sustainability.



[Download the “We’re exhibiting at PROVADA” banners here.](#)

**PROVADA**  
THE REAL ESTATE MEETING POINT

# New Systems



MacBook Pro

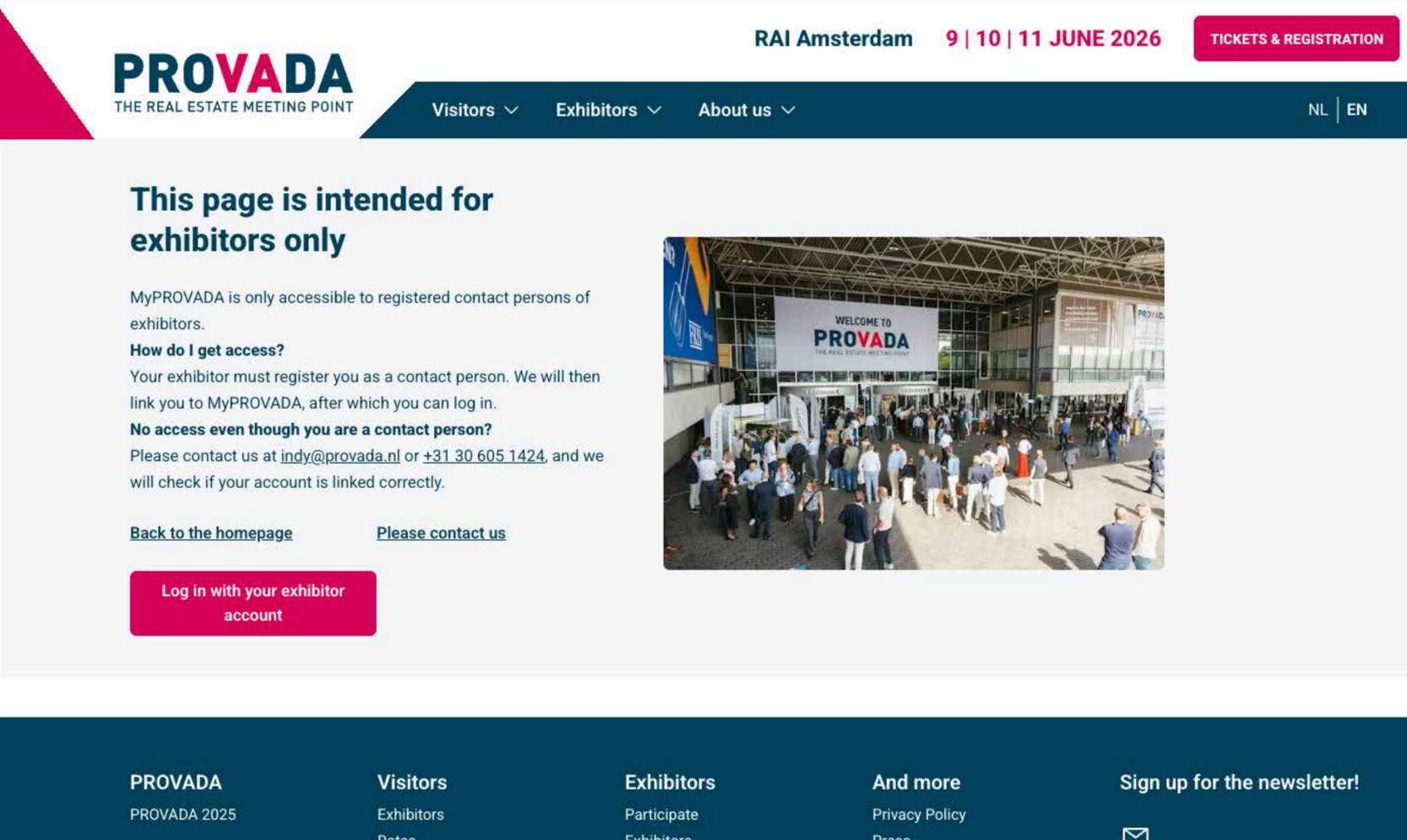
# MyPROVADA

The renewed digital environment MyPROVADA is ready for you. We developed this platform to make preparing for your trade fair participation easier, faster, and more organised. You can get started right away.

1. Go to: [www.provada.nl/en/my](http://www.provada.nl/en/my)
2. Click 'Log in with your exhibitor account'
3. Enter your own email address
4. Create your own password

You can also find MyPROVADA on [our website](#) under the Exhibitors menu

Would you like your colleague to be able to log in as well? Then send an email to [info@provada.nl](mailto:info@provada.nl)



The screenshot shows the MyPROVADA website interface. At the top, there is a navigation bar with the PROVADA logo (THE REAL ESTATE MEETING POINT) on the left, and event details 'RAI Amsterdam 9 | 10 | 11 JUNE 2026' and a 'TICKETS & REGISTRATION' button on the right. Below the navigation bar, there are dropdown menus for 'Visitors', 'Exhibitors', and 'About us', along with language options 'NL | EN'. The main content area features a heading 'This page is intended for exhibitors only' and a sub-heading 'MyPROVADA is only accessible to registered contact persons of exhibitors.' It provides instructions on how to get access, a link to contact support, and a 'Log in with your exhibitor account' button. To the right of the text is a photograph of a busy exhibition hall with a 'WELCOME TO PROVADA' sign. The footer contains links for 'PROVADA 2025', 'Visitors', 'Exhibitors', 'And more', and 'Sign up for the newsletter!'.

Log in screen

# MyPROVADA

Via the clear, easy-to-use dashboard, you can see your Tasks, Sessions, and Room Reservations at a glance.

From now on, uploading files (such as logos) will be handled through the system.

The screenshot shows the MyPROVADA dashboard for exhibitors. The header includes the PROVADA logo (THE REAL ESTATE MEETING POINT), a navigation menu with 'Back to provada.nl', 'Dashboard', 'Tasks', and 'Sessions & Room reservations', and language options 'NL | EN'. A notice in the top right corner states 'This page is intended for exhibitors only.' with a user icon.

The dashboard content is organized into four main sections:

- My Taks**: A list of task categories with counts: Overdue (0), To do (11), Pending (1), and Approved (1).
- My sessions**: A list of session statuses with counts: Approved (0) and Pending (4).
- Package**: A list of package details including Booth number, Company, and Contacts. Below this is the **Exposant** section.
- Deadline**: A section showing '119 days remaining' and a calendar widget for 'JUNE 9'.

Dashboard

# MijnPROVADA

View your tasks

Read the additional information

Provide the required information and upload files

The screenshot shows the Mijnpurvada website interface. At the top right, it says "This page is intended for exhibitors only." with a user icon. The navigation bar includes "Back to provada.nl", "Dashboard", "Tasks", and "Sessions & Room reservations". There are language options "NL" and "EN". Below the navigation, there are tabs for "PROVADA" and "RAI". The main content is divided into two sections: "Pending" and "To do".

Task	Responsible Party
Submit stand design and sound plan Complete before 1 May 2026	PROVADA
Provide contact details for stand builder and sound technician Complete before 1 May 2026	PROVADA
Stand construction approval for adjacent exhibitors Complete before 6 May 2026	PROVADA
Request customized catering Complete before 12 May 2026	RAI
Order internet, water and personnel Complete before 12 May 2026	RAI
Add programming for inclusion in PropertyDay Complete before 13 May 2026	PROVADA
Order cleaning, furniture, and refrigerators Complete before 28 May 2026	RAI
Last chance to order electricity and fire extinguishers Complete before 1 June 2026	RAI
Late fee for orders 20%	RAI

## Tasks

# MyPROVADA

From now on, you can book a forum or room slot yourself in the system. In the overview, you'll see the available time slots per forum/room.

You can make a maximum of 2 reservations.

A time slot in a forum is set to 45 minutes by default. This does not include the 15 minutes of set-up and wrap-up time.

Note: For the E and C (meeting) rooms, you can set your preferred duration yourself by dragging within the time block.

The screenshot displays the MyPROVADA interface. At the top, the logo 'PROVADA THE REAL ESTATE MEETING POINT' is visible, along with navigation links: 'Back to provada.nl', 'Dashboard', 'Tasks', and 'Sessions & Rooms'. Below this is a calendar view for Tuesday 9 June 2026, Wednesday 10 June 2026, and Thursday 11 June 2026. The calendar shows time slots from 9:00 to 16:00. Available slots are highlighted in dark blue, while reserved or pending slots are greyed out. A 'Request new session' modal form is open on the right, containing the following fields and options:

- Start:** Tuesday 9 June 2026 10:00
- End:** Tuesday 9 June 2026 10:45
- Title:** (text input field)
- Description:** (text area)
- Meeting type:** (dropdown menu)
- Content:** (dropdown menu)
- Spoken language:** Dutch (dropdown menu)
- Access type:** Free entry (dropdown menu)
- Especially for students
- Request session** (red button)

## Sessions & room reservations

Click and drag across the schedule to select a time slot



# Practical Information

For eventmanagers



# Build-up days

Unfortunately, we have fewer (additional) build-up days this year.

In the week prior to PROVADA, RAI has scheduled another exhibition (in the same halls). As a result, we cannot start build-up before our official build-up day (Friday), as we have in previous years.

PROVADA will inform stand builders about this and will adjust the build-up schedule accordingly.

# Catering

RAI Catering preferably provides catering for all exhibitors. Due to the high demand for stand catering, it is also possible to use two alternative caterers: Bylei and Essense Events.



[RAI Amsterdam](#)



[Bylei](#)



[Essense Events](#)

RAI Catering: Would you like to receive a tailored proposal? Email [exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl)

# Sound protocol

You can find the sound guidelines in our [Protocol -Gebruik geluidsapparatuur op de stand \(dutch\)](#).

To limit noise disturbance from sessions on stands, we will work with our regular AV supplier **ClipperMS** during the exhibition days. A coordinator will walk around to help align sound levels (and available frequencies) more effectively.

*Please note: Renting headphones from other suppliers may cause issues, for example if multiple exhibitors have rented headphones and these only operate on three frequencies.*



# Waste plan 2026

The central approach during PROVADA 2025 worked well. With our waste plan, we aim for a cleaner exhibition floor during build-up and dismantling, and more efficient waste processing of recyclable materials.

## Sustainability packages

All exhibitors will receive a sustainability package of €170 as part of their participation. This will be invoiced before the event.

### This package includes:

- **Collection of waste from stands and aisles –**  
No separate orders are needed anymore.
- **Goodie Collectors** will collect recyclable materials such as plastic film and cardboard during build-up and dismantling.
- **Coloured bin bags + instructions –**  
For optimal waste separation.
- **Special bucket for Swirl and coffee grounds –**  
For separate collection.

In the webshop, you no longer need to order a separate collection service, bags, or containers. Stand builders also no longer need to order containers, which saves costs.

For central waste processing during the build-up and dismantling days, PROVADA will charge a contribution to stand builders, based on the number of square metres they build. These are costs they would normally also incur for waste processing.

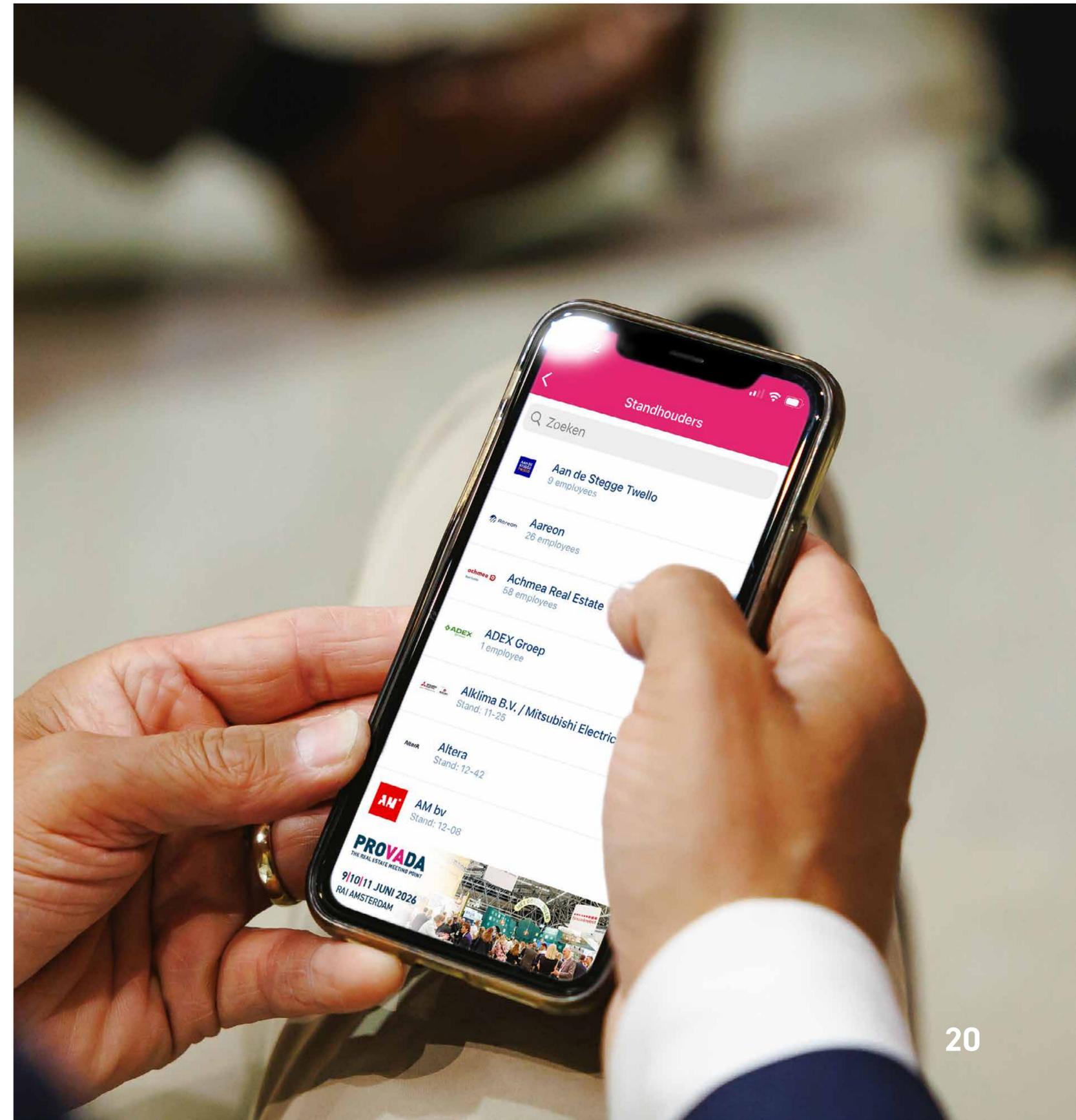
PROVADA continues to invest in sustainability and covers the majority of the (waste) bill.

Thank you in advance for your contribution to a more sustainable PROVADA 2026!

# Download the PROVADA app

The PROVADA app offers fun and useful features for visitors and exhibitors. In addition to a networking tool and an interactive floor plan, there is a Social Wall where everyone can post messages. Visitors can also find the programme there. Once PROVADA tickets have been registered (assigned to a name), you will get access to the app.

Download the free app and discover all the benefits of the networking platform!



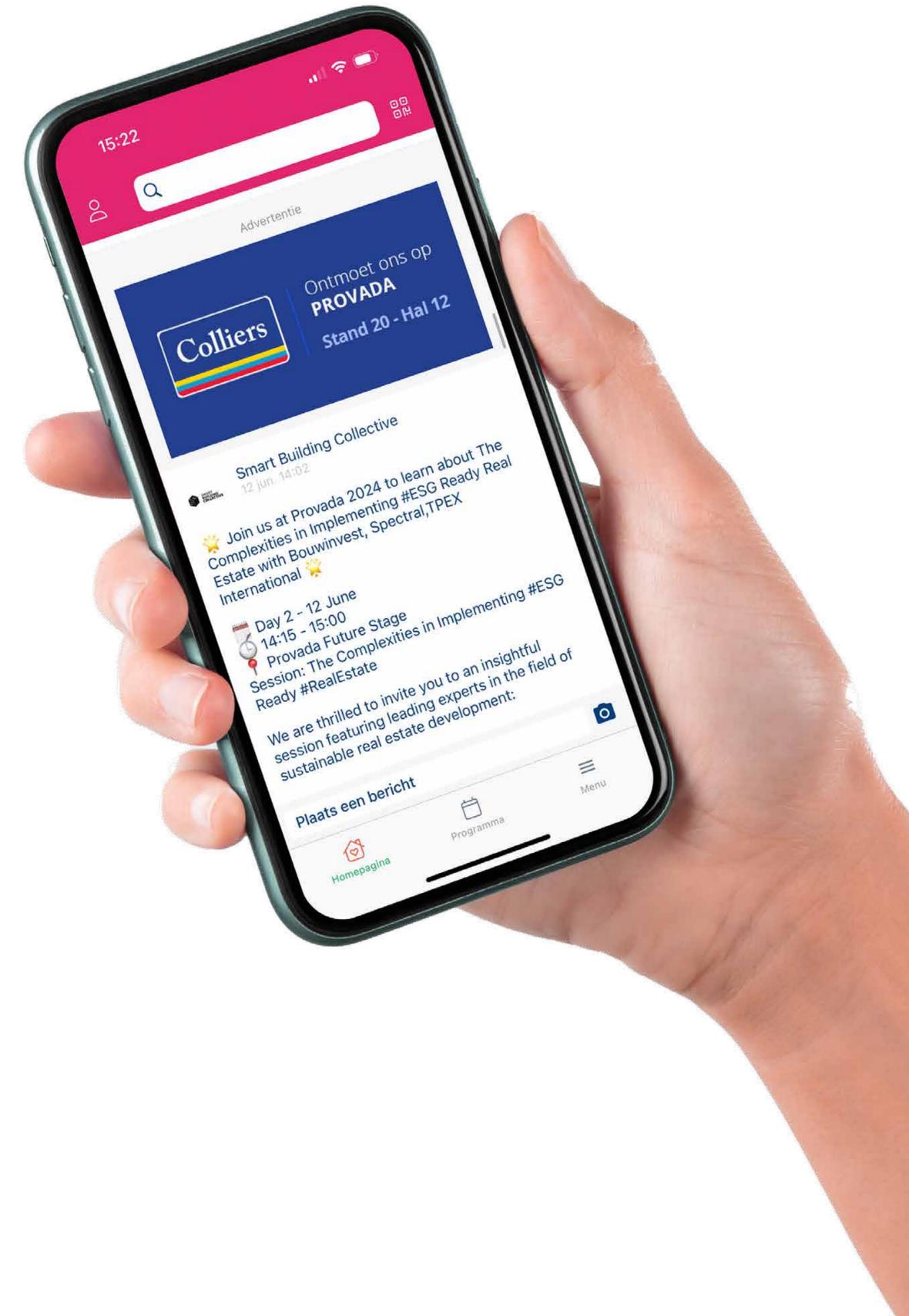
# Promotional opportunities

There are various ways to promote your participation in the trade fair and your sessions.

- For example, the **PROVADA App** offers advertising options that are ideally suited to reach visitors in the lead-up to and during the exhibition days. In 2025, we had approximately 7,000 app users.
- You can also publish an extensive **company profile** on the exhibitors page on our website. In addition, our regular media partners offer packages and specials that provide extra exposure in the run-up to or during the event.
- Finally, you can arrange **on-site promotion** in and around the RAI building. This is not handled directly through us, but via an RAI partner: [Partnion](#).

## Want to know more?

Call or email Kevin Donders on +31 6 51682723 or [kevin@provada.nl](mailto:kevin@provada.nl)



# Programme





# PROVADA programme

- Defence's (real estate) challenge
- Housing debate
- G5 debate
- Energy debate and grid congestion
- One-day programme on the investment climate
- One-day programme on the business location climate, including for (international) Corporate Real Estate Managers
- One-day programme for Student Day
- Three-day Innovation Programme in the Innovation Café
- And much more!

The programme will be available online from April on the PROVADA website. Keep an eye on our newsletters.



# Opening PROVADA 2026

For the ceremonial opening of the exhibition, we have invited **Lieutenant General Elanor Boekholt-O'Sullivan**, who has since been nominated as the new Minister of Housing and Spatial Planning (VRO).

She is the highest-ranking female general in the armed forces and Chair of the Taskforce Command Post Real Estate (CPV). In this role, she works closely with the Director-General of the Central Government Real Estate Agency (Rijksvastgoedbedrijf).

Defence's integrated challenge is one of the themes



# New: International programme on Thursday



At the moment, international capital considers the Netherlands — and therefore PROVADA — insufficiently attractive. Due to an accumulation of fiscal and legal rules, **the investment climate has deteriorated**, while we are facing major spatial planning and housing challenges.

With the government's new course, PROVADA sees **opportunities to position the Netherlands more strongly internationally**, together with exhibitors and partners from both the public and private sectors, through a high-quality English-language programme on the final exhibition day.

With this, PROVADA has set an ambitious direction, which we will continue to develop step by step in the coming years. Success here also depends on the joint efforts of exhibitors, government bodies, and knowledge partners.

PROVADA's call is to make Thursday truly valuable: include this theme in your programmes and — where applicable — invite your international network to take part.



Action plan for Thursday

**We're going to make  
Thursday buzz again.**

# Thursday only

With an international programme aimed at (foreign) investors and companies — combined with the introduction of special Thursday-Only-tickets and other additional programmes and speakers.

**We're going to make Thursday buzz again.**



PROVADA will provide all exhibitors with **Thursday-Only-tickets.**

We're happy to think along with you on how we can jointly create strong promotion around the exhibition's international focus. We have already started a collaboration with international media partner Bisnow with a large reach beyond our own borders.

# Introductory programme for new aldermen and councillors

Municipal elections will take place on 18 March. The new councillors and aldermen are expected to be fully installed around June.

We will invite them to an introductory programme about real estate, the sector, and the social initiatives that have been delivered. Strong examples include investments in projects or area developments with a major social impact

on the neighbourhood – such as community living rooms and other meeting places that combat loneliness and strengthen social cohesion.





# Student Day

On Thursday 11 June, PROVADA – in collaboration with exhibitors – will organise Student Day. We want to give students a strong impression of the real estate sector in all its breadth. We will coordinate the programme content with educational institutions and exhibitors.

*Want to know more? Please contact Celine van Weel at [celine@provada.nl](mailto:celine@provada.nl)*

# Inspiration Award 2026

PROVADA presents the Inspiration Award to people who make a difference in the built environment through sustainability and positive impact.

From March, everyone can nominate their hero/heroine again. **The award ceremony will take place on Thursday afternoon, 11 June, in the Innovation Café.**





# Guidelines for submitting sessions via MyPROVADA

*For the programme overview in PropertyDay and on [provada.nl](https://provada.nl)*

**1. Distinguish between networking and content sessions (tick the relevant option).** Networking sessions include stand receptions/drinks, celebrations at the stand, etc.

**2. Use a specific time slot (from-to), including for sessions at your stand.** Note: General invitations to visit your stand (e.g., “drop by for coffee at...”) should be shared via other channels.

**3. Create a short, compelling title (max. 90 characters)**  
Subtitles can be included in the session description.

**4. List speakers in the text, not in the title field —** unless it concerns a well-known (paid) speaker.

*Sessions that do not comply with the above guidelines will not be published. Other tools are available to invite visitors to your stand — such as a company page, the PROVADA app, and of course your own channels.*

# Tips and tricks



## Tip 1: Know your audience

Who do you want to reach, with what message, and how will you reach them?



## Tip 2: Know the venue

There is a wide range of sessions, and agendas are usually packed. All the more reason to send invitations well in advance (approx. 8 weeks beforehand).



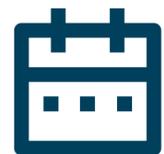
## Tip 3: Choose your best speakers

Pick a specific, recognisable topic and put experienced speakers on stage.



## Tip 4: Invite effectively

Create a compelling title and promote your session through your own channels, on the programme page at [www.provada.nl](http://www.provada.nl) and in PropertyDAY.



## Tip 5: Ensure diversity

If you're organising a panel session, also consider diversity of people and perspectives (for example public, private, and/or an academic voice).



## Tip 6: Keep it short

We recommend sessions of 30 minutes and presentations of 15–20 minutes. Also consider using video or adding interaction via tools such as Mentimeter.



## Tip 7: Create a warm welcome

Make it attractive for guests to visit your stand before or after the session. Tie it to a moment with a sandwich, snack, or drink at the stand.



## Tip 8: Communicate in good time

Inform the organisation about your session in time, so we can maintain an overview of the daily programme. This helps prevent visitors from having to choose between similar sessions on the same day.



# Forum 1

- **95 seats in arena setup**
- Located on the exhibition floor, lower level of Hall 12
- Includes a technical package + technician during the session
- Tuesday and Wednesday: €1,890 excl. VAT
- Thursday: €1,500 excl. VAT



# Forum 2

- **80 seats in theatre setup**
- Located on the exhibition floor, lower level of Hall 12
- Includes a technical package + technician during the session
- Tuesday and Wednesday: €1,890 excl. VAT
- Thursday: €1,500 excl. VAT

Book now via [MyPROVADA](#)



## Forum 3

- **60 seats in theatre setup**
- Located on the exhibition floor, lower level of Hall 12
- All attendees listen via headphones
- Includes a technical package + technician during the session
- Tuesday and Wednesday: €1,750 excl. VAT
- Thursday: €1,400 excl. VAT



## Arena

- **60 seats in arena setup**
- Located on the exhibition floor, lower level of Hall 12
- Includes a technical package + technician during the session
- Tuesday and Wednesday: €1,750 excl. VAT
- Thursday: €1,400 excl. VAT

Book now via [MyPROVADA](https://myprovada.com)



## E102

- **220 seats in theatre setup**
- Located next to Hall 10
- €515 excl. VAT per hour, excluding AV/technical support



## E106

- **35 seats in theatre setup**
- Located next to Hall 10
- 4 standing tables at the back of the room
- €470 excl. VAT per hour, incl. a standard technical package + a technician at start-up

Book now via [MyPROVADA](#)



## E107

- **70 seats in theatre setup**
- 4 standing tables at the back of the room
- Located next to Hall 10
- €470 excl. VAT per hour, incl. a standard technical package + a technician at start-up



## E108

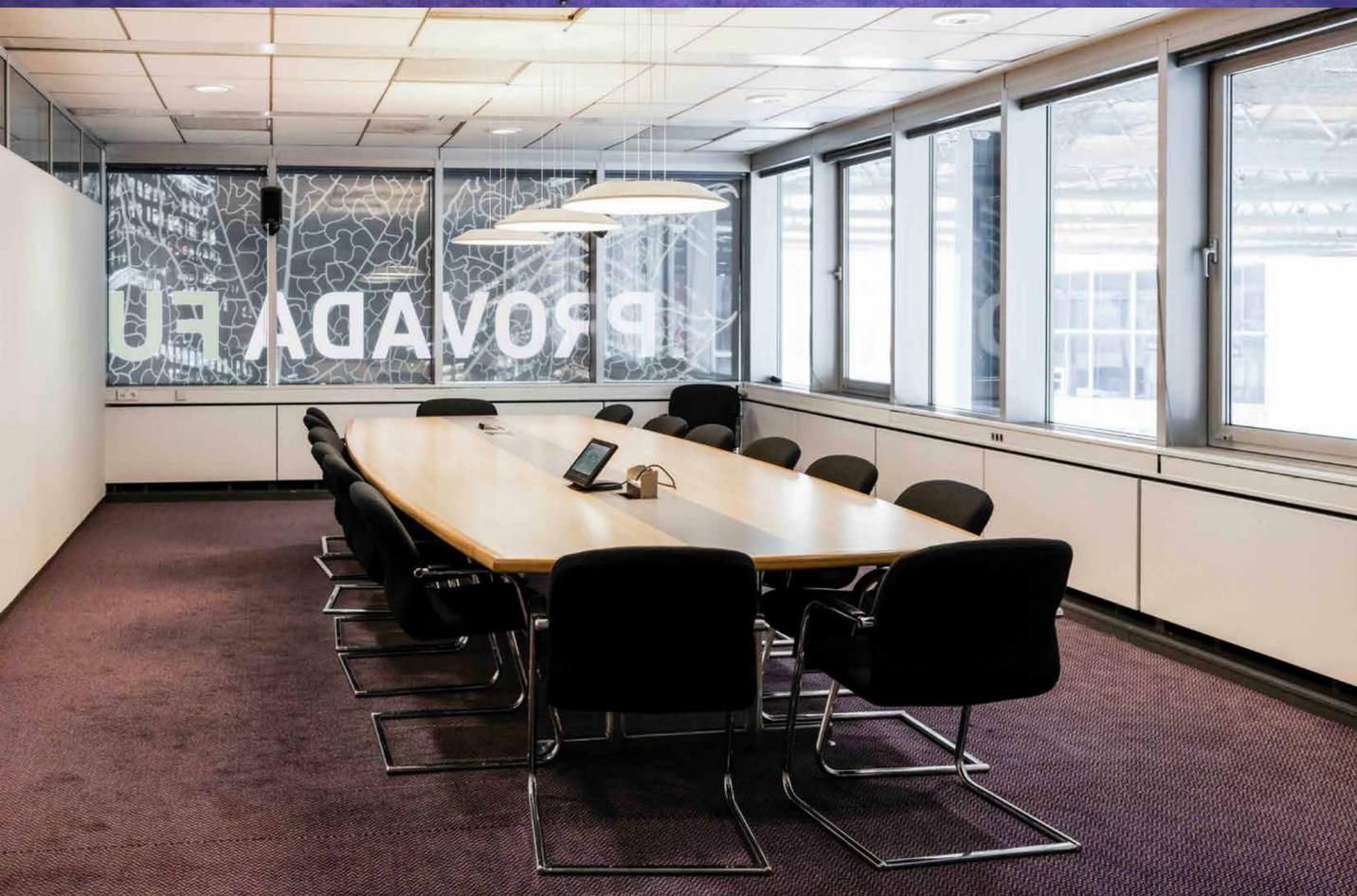
- **70 seats in theatre setup**
- 4 standing tables at the back of the room
- Located next to Hall 10
- €470 excl. VAT per hour, incl. a standard technical package + a technician at start-up

Book now via [MyPROVADA](#)



## C203

- **Meeting setup – 20 seats**
- Located above the Holland Lounge
- €350 excl. VAT per hour, incl. a plasma screen on a stand and speakers connected to the screen + laptop audio cable



## C204

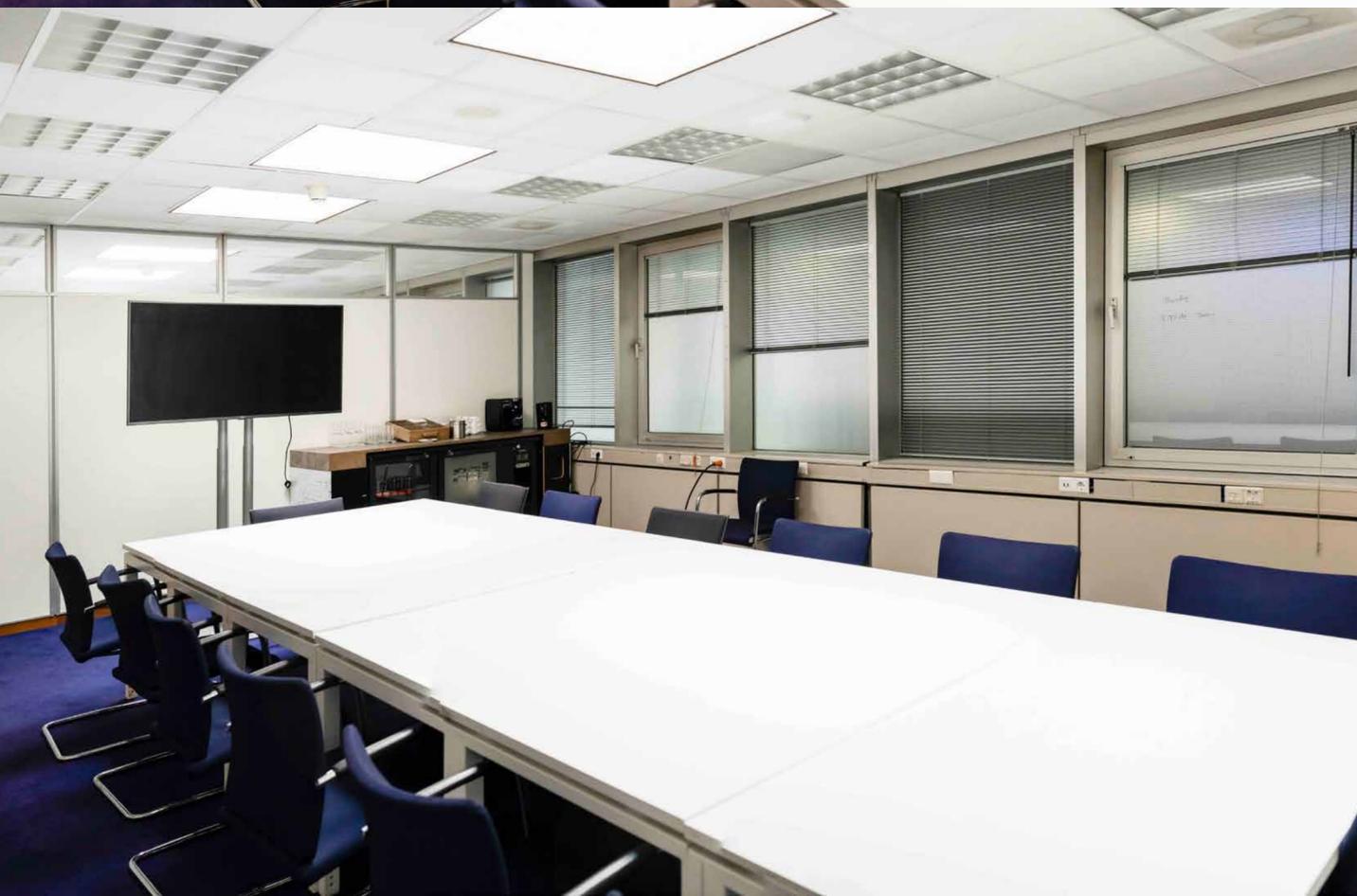
- **Meeting setup – 16 seats**
- Located above the Holland Lounge
- €350 excl. VAT per hour, incl. a plasma screen on a stand and speakers connected to the screen + laptop audio cable

Book now via [MyPROVADA](#)



## C205

- **Meeting setup – 10 seats**
- Located above the Holland Lounge
- €290 excl. VAT per hour, incl. a plasma screen on a stand and speakers connected to the screen + laptop audio cable



## C206

- **Meeting setup – 12 seats**
- Located above the Holland Lounge
- €290 excl. VAT per hour, incl. a plasma screen on a stand and speakers connected to the screen + laptop audio cable

Book now via [MyPROVADA](#)

# We're ready to help!



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# See you at PROVADA!

9 | 10 | 11 JUNE 2026



**PROVADA**

THE REAL ESTATE MEETING POINT  
Thank you for visiting  
see you next year!

09 | 10 | 11 JUNE 2026 IN RAJAAN  
RDAM

Van Gool EIK

**DILS**

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Uitgang  
09:01