

HEROES
DUTCH
COMIC CON
• UTRECHT •

WHERE
HEROES
MEET

FACTSHEET

PARTNERS

2026

HEROES DUTCH COMIC CON

• UTRECHT •

2026

SUMMER EDITION:
JUNE 20-21

2026

WINTER EDITION:
NOVEMBER 21-22

OUR FOLLOWERS



FACEBOOK.COM/DUTCHCOMICCON



56.000



INSTAGRAM.COM/DUTCHCOMICCON



72.100



TIKTOK.COM/@HEROESDUTCHCOMICCON



7.449



DISCORD.COM/INVITE/U7CHZEBKHB



5.600

WHERE HEROES MEET

FACTS & FIGURES



INTERNATIONAL
EXHIBITORS

375+



WEBSITE VISITORS
PER EDITION

867.031



STAND
SURFACE

8.968 M²



EVENT
SURFACE

52.000 M²



TOTAL SOCIALS REACH

41 390 283



UNIQUE EMAIL
ADDRESSES

182.330



MEDIA VALUE

€8.000.000,-



MALE
VISITORS

34%



FEMALE
VISITORS

54%



NON BINARY

8%



NEUTRAL

4%



TOTAL
AMOUNT OF
PER EDITION **Visitors**

57.000+

• UTRECHT •

**WHERE
HEROES
MEET**

FLOORPLAN OVERVIEW



HEROES DUTCH COMIC CON

• UTRECHT •

WHERE HEROES MEET

DEALER HALL



DEALER HALL



ARTIST ALLEY

DEALER HALL

- FOCUS ON DIRECT SALES
- SUITABLE FOR ALL KIND OF MERCHANDISE RETAILERS
- BIGGEST HALL (ARTIST ALLEY AND DEALER HALL) OF HEROES DUTCH COMIC CON
- THE BIGGEST MARKETPLACE FOR GEEKS



DEALER STAND

PRICES STARTING AT
€75,-/M²

WE PROVIDE THE
CONSTRUCTION;
BACK WALLS



FREE
SPACE

PRICES STARTING AT
€77,- PER M²
A-LOCATION
DESIGN AND CREATE
YOUR OWN STAND



ARTIST ALLEY
TABLE
PRICE

€445.-

INCLUDES:
2 CHAIRS,
1 TABLE



PRIME
TABLE
PRICE

€950.-

INCLUDES:
4 CHAIRS,
2 TABLES



EASY
EXTRA

+ €75/M²*

INCLUDES: TRUSS, LIGHTING,
CARPET AND A 3.5KW POWER
CONNECTION

EASYGO

€100/0-14M²

€150/15M²

INSURANCE FEE*:
€110

* FOR STANDS UNDER 50M2 WITH EASY EXTRA REQUIRE A TAILOR-MADE PROPOSAL.
*THE INSURANCE FEE IS REQUIRED FOR THOSE PARTIES WHO DO NOT HAVE SUITABLE COVERAGE.
*SURCHARGES MAY APPLY DEPENDING ON WHETHER THE STAND IS A CORNER, HEAD, ISLAND, OR PRIME LOCATION.



GAMING HALL

- GAMING STAGE WITH Q&A'S, WORKSHOPS, ESPORTS FINALS, ADVENTURE STAGE AND PROMOTIONAL ACTIVITIES
- BOOTHS OF A-BRANDS
- ESPORTS TOURNAMENTS (CASUAL AND PRO)
- BOARDGAMES, TCG & DND
- FREE 2 PLAY AREA
- INDIEGAMES



FREE SPACE

PRICES STARTING AT

€100,- PER M²
A-LOCATION

DESIGN YOUR OWN STAND!
MINIMUM STAND SPACE
REQUIREMENT: 50 M2



DEALER STAND

PRICES STARTING AT

€87,50/M²

WE PROVIDE THE
CONSTRUCTION:
BACK WALLS

**EASY
EXTRA**

+ €65/M²*

INCLUDES: TRUSS, LIGHTING,
CARPET, 3.5KW POWER
CONNECTION AND A 25MB
INTERNET CONNECTION.

EASYGO

€150

INSURANCE FEE*:
€110

* FOR STANDS UNDER 50M2 WITH EASY EXTRA REQUIRE A TAILOR-MADE PROPOSAL.
*THE INSURANCE FEE IS REQUIRED FOR THOSE PARTIES WHO DO NOT HAVE SUITABLE COVERAGE.
*SURCHARGES MAY APPLY DEPENDING ON WHETHER THE STAND IS A CORNER, HEAD, ISLAND, OR PRIME LOCATION.

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WHERE HEROES MEET

ENTERTAINMENT HALL



ENTERTAINMENT
HALL



ENTERTAINMENT HALL

- MAIN STAGE
- GUEST SQUARE
- PHOTOBOOTH
- COSPLAY GROUPS
- PHOTO OPPORTUNITIES



FREE
SPACE

PRICES STARTING AT:

€100,- PER M²

A-LOCATION

DESIGN YOUR OWN STAND

EASY
EXTRA

+ €50/M²*

INCLUDES: TRUSS, LIGHTING,
CARPET AND A 3.5KW POWER
CONNECTION

* FOR STANDS UNDER 50M2 WITH EASY EXTRA REQUIRE A TAILOR-MADE PROPOSAL.
*SURCHARGES MAY APPLY DEPENDING ON WHETHER THE
STAND IS A CORNER, HEAD, ISLAND, OR PRIME LOCATION.

HEROES DUTCH COMIC CON

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WHERE HEROES MEET

EXPERIENCE HALL



EXPERIENCE
HALL

EXPERIENCE HALL

- HIGH LEVEL OF EXPERIENCE AND INTERACTION
- BOOTHS OF A-BRANDS
- BRAND ACTIVATION
- HIGH VISIBILITY



FREE
SPACE

PRICES STARTING AT

€100,- PER M²
A-LOCATION

DESIGN YOUR OWN STAND!
MINIMUM STAND SPACE
REQUIREMENT: 50 M²

EASY
EXTRA

+ €50/M²*

INCLUDES: TRUSS, LIGHTING,
CARPET AND A 3.5KW POWER
CONNECTION

* FOR STANDS UNDER 50M² WITH EASY EXTRA REQUIRE A TAILOR-MADE PROPOSAL.
*SURCHARGES MAY APPLY DEPENDING ON WHETHER THE
STAND IS A CORNER, HEAD, ISLAND, OR PRIME LOCATION.

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WHERE HEROES MEET

PACK 1 PROMOTION



**1X SOCIAL
MEDIA POST**

**1X ITEM
NEWSLETTER**



**BRAND
LOGO ON
FLOORPLAN**



**EVENT
SCREENS**

YOUR ADVERTISEMENT
WILL BE DISPLAYED
ON 12 LED SCREENS
THROUGHOUT THE
EVENT, REACHING UP
TO 60,000 VISITORS.

**YOUR
VIDEO
HERE?**



€ 4.500,-

PACK 2
ENGAGEMENT



**1X CEILING
BANNER**



**2X ITEM
NEWSLETTER**



**INCLUDING 50M²
FLOORSPACE**



**BRAND
LOGO ON
FLOORPLAN**



**1X SOCIAL
MEDIA POST**

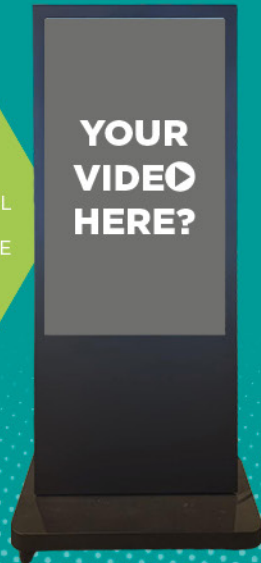


**LOGO
HOMEPAGE**

**EVENT
SCREENS**

YOUR ADVERTISEMENT WILL
BE DISPLAYED ON 12 LED
SCREENS THROUGHOUT THE
EVENT, REACHING UP TO
60,000 VISITORS.

**YOUR
VIDEO
HERE?**



€ 12.500,-

HEROES DUTCH COMIC CON

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WHERE HEROES MEET

PACK 3 EXPERIENCE



2X CEILING
BANNER



2X
NEWSLETTER



INCLUDING 100M2
FLOORSPACE



2X SOCIAL
MEDIA POST



LOGO
HOMEPAGE

EVENT SCREENS

YOUR ADVERTISEMENT
WILL BE DISPLAYED ON 12
LED SCREENS THROUGH-
OUT THE EVENT,
REACHING UP TO
60,000 VISITORS.

2X NEWS ITEM
WEBSITE
BEFORE & AFTER
EVENT



YOUR
VIDEO
HERE?

€ 17.500,-





€ 4.500,-

PACK 1 PROMOTION

BRAND LOGO ON FLOORPLAN

1X SOCIAL MEDIA

EVENT SCREENS

1X NEWSLETTER



€ 12.500,-

PACK 2 ENGAGEMENT

INCLUDING 50M² FLOORSPACE

BRAND LOGO ON FLOORPLAN

1X SOCIAL MEDIA

EVENT SCREENS

2X NEWSLETTER

1 CEILING BANNER

LOGO HOMEPAGE WEBSITE



€ 17.500,-

PACK 3 EXPERIENCE

INCLUDING 100 M² FLOORSPACE

BRAND LOGO ON FLOORPLAN

2X SOCIAL MEDIA

EVENT SCREENS

2X NEWSLETTER

2 CEILING BANNER

LOGO HOMEPAGE WEBSITE

2X NEWS ITEM WEBSITE

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WHERE HEROES MEET

CONTACT US



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CHECK OUR WEBSITE FOR MORE
INFORMATION ABOUT HEROES

WWW.DUTCHCOMICCON.COM