

HEROES

DUTCH COMIC CON

• UTRECHT •



SPONSOR INFORMATION

PREMIUM PARTNER PACKAGES 2026

HEROES DUTCH COMIC CON

• UTRECHT •

Heroes Dutch Comic Con is the Netherlands' premier Comic Con event, bringing together thousands of fans of movies, series, comics, gaming, and cosplay under one roof.

The event is spread across several dedicated halls, each tailored to a specific interest. Visitors can explore our main halls:

- Dealer Hall: packed with exclusive merchandise, collectibles, and unique finds.
- Experience Hall: focused on brand engagement and sampling by top-tier brands.
- Entertainment Hall: home to fan clubs, activities, and special guests.
- Heroes Gaming Halls: featuring free-to-play areas, esports competitions, and prominent A-brands.

Across various stages, including our awe-inspiring main stage that hosts Q&A sessions with renowned Hollywood actors, the event delivers an unmatched fan experience.

Heroes Dutch Comic Con also features professional cosplay contests and gaming tournaments that attract over a thousand participants. Leading A-brands such as Nintendo, Microsoft, Canal+, Veronica, Intertoys, Amazing Oriental, Go-Tan, Red Bull, and many others have used the platform to promote their latest films, series, games, and products, underlining the event's importance in the Dutch live entertainment and event market.

With nine bustling halls and an outdoor area brimming with unique content, Heroes Dutch Comic Con has firmly established itself as a powerhouse in the Dutch event industry. Additionally, our robust online community of over 130,000 active followers enjoys exclusive industry insights, event highlights, and partner collaborations. Explore the opportunities to determine the ideal presence for your brand. While this document has been meticulously crafted, please note that it is subject to change without notice.

We invite you to explore the opportunities and determine the ideal type of presence for your brand. While this document has been compiled with great care, it is subject to change without notice and no rights can be derived from its contents.

WWW.DUTCHCOMICCON.COM

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WHERE HEROES MEET

2026

SUMMER EDITION
JUNE 20 - 21

2026

WINTER EDITION
NOV 21 - 22

FOLLOWERS



FACEBOOK.COM/DUTCHCOMICCON



56.000



INSTAGRAM.COM/DUTCHCOMICCON



72.100



TIKTOK.COM/DUTCHCOMICCON



7.449 - SINDS NOVEMBER 2025



DISCORD.COM/DUTCHCOMICCON



5.600 - SINDS OKTOBER 2025



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PREMIUM PARTNER 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,-



34%

MALE
VISITORS



54%

FEMALE
VISITORS



8%

NON-BINARY



4%

NEUTRAL



TOTAL
AMOUNT OF **Visitors**

57.000+

PER EDITION

PREMIUM PARTNER PACKAGES 2026 | 3
PRICES ARE EXCLUDING VAT | ARTWORK SHOULD BE PROVIDED

PREMIUM PARTNER
TICKET PARTNER
 LIMITED TO A SINGLE PARTNER



Commercial on Main Stage screens
 Advertisement limited to 30 seconds

Standing truss banners



Logo on entry wristbands

(Exposure on more than
 55.000 wristbands)



Commercial on 12 In-venue screens
 spread throughout the event



Logo on homepage +
 partner listing + Website
 article



Social media posts



Item newsletter



Listing in the ticket shop

ONSITE

- 2x Ceiling Banners double-sided - 300x250
- 2x Standing truss banner double-sided - 220x220 (location Entree hall)
- 1x Commercial on in-venue screens spread throughout the event
- 1x Commercial on Main Stage screens (max 30 seconds)
- Logo on entry wristbands

ONLINE

- 1x Website article
- 2x Social post
- 1x Item newsletter
- Partner Listings on the website
- Logo on homepage website
- Bannering in the ticket shop - limited max 4

PRICE

€ 17.500,-

PREMIUM PARTNER
EXCLUSIVE MAIN STAGE BRAND
LIMITED TO A SINGLE PARTNER

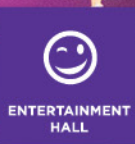
Elevate your brand's presence at Heroes Dutch Comic Con, where every edition features star-studded appearances by renowned Hollywood actors. Imagine seeing fan-favorite stars from blockbuster hits like Harry Potter, Stranger Things, Riverdale, Once Upon a Time, Star Wars, and many more.

In our Entertainment Hall, attendees can capture unforgettable moments with these celebrity guests in our state-of-the-art photo booth, engage in lively conversations, and secure coveted autographs in our exclusive Guest Square. Fans can also enjoy intimate meet & greets that create once-in-a-lifetime memories.

Meanwhile, the electrifying Main Stage hosts our legendary cosplay contests and high-energy programming, offering unparalleled exposure for your brand as thousands of fans gather to witness the spectacle and participate in thrilling Q&A sessions with our esteemed guests. Don't miss the opportunity to align your brand with the excitement and glamour of Heroes Dutch Comic Con - where star power meets fan fervor.

Key highlights include:

- Meet & greets, Photo & Autograph sessions with our special Guests.
- Q&A panels on the Main Stage
- A professional Cosplay Competition and Catwalk with an international Jury
- High entertainment value throughout the program



Single item preview:



Branding Main Stage - limited

ONSITE

- Branding Main Stage - limited to a single partner
- 2x Ceiling Banners double-sided - 300x250
- 1x Commercial on 12 in-venue screens spread throughout the event
- 1x Commercial on Main Stage screens

ONLINE

- 1x Website article
- 2x Social post
- 1x Item newsletter
- Partner Listings on the website
- Logo on homepage website

PRICE

€ 25.000,-

PREMIUM PARTNER EXPERIENCE HALL

Intertoys

Step into the enchanting realm of the Experience Hall, where the magic of immersive brand experiences awaits. This is where the spotlight shines on the power of firsthand encounters, cinematic moments, and captivating previews.

Imagine leading film studios offering exclusive first looks at their upcoming releases, teasing visitors with sneak peeks of highly anticipated films and series. Beyond that, the Experience Hall is the ultimate playground for forward-thinking A-brands that want to captivate fans with innovative products, services, and story-driven activations that leave a lasting impression.

Don't miss your chance to enchant and engage with our vibrant community at Heroes Dutch Comic Con - where unforgettable experiences come to life and brands become part of the story.

Key benefits for brands:

- Life-changing fan experiences
- High-quality pop-culture content and storytelling
- Direct access to passionate fan communities
- A safe and welcoming environment to meet (new) friends and build connections
- Strong brand opportunities, with 60,000 visitors in just two days



EXPERIENCE
HALL

Single item preview:



Standing truss banner

ONSITE

- 2x Ceiling Banners double-sided - 300x250
- 1x Standing truss banner double-sided - 220x220 -location Experience Hall
- Commercial on 12 in-venue screens spread throughout the event
- Area Branding (exposure items, to be defined)

ONLINE

- 1x Website article
- 2x Social post
- 1x Item newsletter
- Logo on homepage website
- Partner Listings on the website

PRICE

€ 20.000,-

PREMIUM PARTNER DEALER HALL

Welcome to the ultimate geek paradise – the largest marketplace for all things nerdy in the Netherlands. Step into the Dealer Hall and prepare for an epic shopping extravaganza unlike any other.

With over 250 retailers, visitors are immersed in a treasure trove of geek merchandise spanning countless fandoms. From coveted collectibles and limited editions to unique handmade items and rare finds, the Dealer Hall offers hours of exploration and discovery. Whether you are a die-hard fan or a casual enthusiast, there is something to satisfy every geeky craving.

For brands and retailers, the Dealer Hall is one of the most beloved areas of Heroes Dutch Comic Con and a prime opportunity to connect with highly engaged fans who are ready to browse, discover, and buy. Join us at Heroes Dutch Comic Con and make your mark in the heart of geek culture.

Dealer Hall highlights:

- Over 250 retailers and exhibitors
- One of the most popular and frequently visited areas of the event



Single item preview:



2x Ceiling Banners double-sided

ONSITE

- 2x Ceiling Banners double-sided – 300x250
- 1x Standing truss banner double-sided – 220x220 - location Dealerhall
- Commercial on 12 in-venue screens spread throughout the event
- Area Branding (exposure items, to be defined)

ONLINE

- 1x Website article
- 2x Social post
- 1x Item newsletter
- Logo on homepage website
- Partner Listings on the website

PRICE

€ 20.000,-

PREMIUM PARTNER OUTDOOR AREA



Join the excitement beyond the halls at Heroes Dutch Comic Con! In addition to our nine bustling indoor areas, we offer a vibrant outdoor zone where fans can enjoy a wide range of food trucks and engaging activities.

Located at the heart of the event, the outdoor area is a central hub for relaxation and fun, easily accessible via multiple entrances and exits. As a sponsor of this space, your brand will benefit from maximum visibility, reaching visitors as they unwind and enjoy snacks and beverages.

Position your brand in the middle of the action at Heroes Dutch Comic Con - where every moment is an adventure waiting to happen.



OUTDOOR
AREA

Single item preview:



Area Branding (exposure items, to be defined)

ONSITE

- 2x Ceiling Banners double-sided - 300x250
- 2x Standing truss banner double-sided - 220x220 - location Outdoor Area
- Commercial on 12 in-venue screens spread throughout the event
- Area Branding (exposure items, to be defined)

ONLINE

- 1x Website article
- 2x Social post
- 1x Item newsletter
- Logo on homepage website
- Partner Listings on the website

PRICE

€ 17.500,-

PREMIUM PARTNER COMIC AREA

Enter the ultimate haven for comic enthusiasts at Heroes Dutch Comic Con! Here, visitors embark on a quest for the most exclusive comics and dive into passionate conversations with fellow fans about their favorites.

Immerse yourself in a world where renowned comic artists bring visions to life through custom drawings and offer their most exquisite pieces for sale. With more than 85 national talents and multiple international artists from Marvel, DC, and beyond, this is the creative heart of the event.

As an A-brand sponsor in this captivating area, your presence will be prominently showcased amidst the excitement and creativity of comic aficionados. Align your brand with the pulse of comic culture at Heroes Dutch Comic Con – where every page holds endless possibilities.

- The creative heart of the event
- 85+ national talents showcasing their work
- Multiple international star artists from Marvel, DC, and more
- Comic stores selling products and rare finds
- Content program featuring talks, signings, and panels



Single item preview:



Free space in Comic Area

ONSITE

- Free Space 50 m2 in Comic Area
- Branding Cozy Corner Stage
- Branding partner international comic artists
- 2x Ceiling Banners double-sided – 300x250
- Commercial on 12 in-venue screens spread throughout the event
- Include sponsor name in the programming of comics
- Printed tablecloths with logo

ONLINE

- 1x Website article
- 2x Social post
- 1x Item newsletter
- Partner Listings on the website
- Logo on homepage website

PRICE

€ 17.500,-

AREA PARTNER VIP LOUNGE

Reach 400 high-value guests in the most exclusive setting of Heroes Dutch Comic Con. With a dedicated VIP entrance and a centrally located VIP lounge near King's Road, the area is highly visible to all visitors moving through this prime zone.

VIP guests enjoy early access to the event, a curated goodie bag, and prime seating at the main stage. Special guests and talent take photos in front of the VIP branding, giving your brand extra exposure both on-site and across social media and event coverage.



ONSITE

- Branding backwall VIP Lounge
- Branded Boarding around the VIP Lounge
- Commercial on 12 in-venue screens spread throughout the event
- 2x Ceiling Banners double-sided - 300x250
- Logo on VIP entry wristbands
- Colour carpet

ONLINE

- Logo and context on VIP website page
- 1x Website article
- 1x Social post
- 1x Item newsletter

PRICE

€ 15.000,-

AREA PARTNER SPEEDDATE AREA

Put your brand in the spotlight at the Speed Dating Area of Heroes Dutch Comic Con. This lively zone offers a unique chance to connect with our vibrant audience and build meaningful relationships in a fun, memorable setting.



ONSITE

- Branding backwall Speeddate area
- Commercial on 12 in-venue screens spread throughout the event
- 2x Ceiling Banners double-sided - 300x250

ONLINE

- Logo and context on Speeddate website page
- 1x Website article
- 1x Social post
- 1x Item newsletter

PRICE

€ 10.000,-

AREA PARTNER KIDS AREA

Heroes Dutch Comic Con also offers a dedicated Kids Area full of activities for young fans. As a sponsor, your brand will be prominently visible in this lively family zone, creating lasting impressions with children and their parents.



ONSITE

- Branding Kids Area
- Branded floor with logo
- Branded Boarding around the Kids Area
- 1x Banner Area signing above the Kids Area

ONLINE

- 1x Website article
- 1x Social post
- 1x Item newsletter

PRICE

€ 10.000,-

AREA PARTNER HEROES WORKSHOPS

During each edition of Heroes Dutch Comic Con, we offer a diverse range of workshops and masterclasses for all fans. Learn cosplay tips from experts, sharpen your drawing skills, or join the K-pop dance floor—there's something for everyone.



ONSITE

- Branding Active Heroes Area
- Colour carpet
- Banner Area signing above the Active Heroes Area

ONLINE

- 1x Website article
- 1x Social post
- 1x Item newsletter

PRICE

€ 7.500,-

PREMIUM PARTNER GAMING STAGE

LIMITED TO A SINGLE PARTNER

Discover Heroes Gaming at Heroes Dutch Comic Con - the dedicated gaming universe where brands put their latest games, hardware, and peripherals directly into the hands of fans. Connect with a highly engaged audience of PC, console, and handheld gamers in a bustling hall packed with playable experiences, tournaments, and live content.

Amplify your impact on the Heroes Gaming Stage, where creators, pro players, and industry experts host Q&A sessions, workshops, and masterclasses. Whether you want to highlight performance, innovation, or community, Heroes Gaming offers a fully branded environment to tell your story.

Don't miss the chance to position your brand at the heart of the gaming experience at Heroes Dutch Comic Con.

Premium opportunities include:

- High-impact brand activations in the Heroes Gaming hall
- Hands-on demos and free-to-play areas for games and hardware
- Branded esports tournaments.
- Direct interaction with the gaming community.
- Meet & greets or sessions with fan-favorite voice actors and gaming talent



BRANDING GAMING STAGE

ONSITE

- Branding Gaming Stage - limited to a single partner
- 2x Ceiling Banners double-sided - 300x250
- 1x Commercial on 12 in-venue screens spread throughout the event
- 1x Commercial on Gaming Stage screens

ONLINE

- 1x Website article
- 2x Social post
- 1x Item newsletter
- Logo placement on website
- Partner Listings on the website

PRICE

€ 25.000,-

PREMIUM PARTNER FREE 2 PLAY AREA

Our Free-to-Play Area offers something for every type of gamer. Visitors can try the latest video games on multiple platforms, challenge friends, or discover new board and card games. It's a lively, accessible zone and the perfect place to take a break and dive into pure gaming fun.

ONSITE

- Branding Free 2 Play Area
- Colour carpet
- Branded barricade banners around the Free 2 Play Area
- Banner Area signing above the Free 2 Play Area

ONLINE

- 1x Website article
- 1x Social post
- 1x Item newsletter

PRICE

€ 10.000,-



The Heroes Gaming streaming studio is the live content hub of the event, where tournaments, interviews, and highlights are professionally broadcast throughout the day. Partners can integrate their brand into the studio environment through logo visibility, shout-outs, and custom segments. The studio offers a high-quality setting for influencers, casters, and players to create content on-site. This makes it an ideal platform for sponsors who want direct, authentic exposure to the gaming community.

ONSITE

- Branding van de Streaming Studio (printed Backwall)
- Colour Carpet of choice
- Branded barricade's around the Streaming Studio
- Banner area signing above the streaming studio
- Product placement in Streaming Studio

ONLINE

- 2 hours of air-time per eventday
- 1x Website Article
- 1x Social Post
- 1x News Item

PRICE

€ 10.000,-



PREMIUM PARTNER TOURNAMENT STAGE

The Heroes Gaming tournament stage is the central stage where finals are played, prizes are awarded and winners take centre stage. This is where players, the public and brands come together for the most thrilling moments of the event. Partners gain visibility during key matches, prize-giving ceremonies and photo opportunities with the winners. This makes the stage a powerful venue for brand activation and visible association with success and esports.

ONSITE

- Branding van het Tournament Podium (Printed Backwall)
- Branded barricade's around the Tournament Podium
- Banner area signing above the Tournament Podium
- Product placement on the Tournament Podium

ONLINE

- 1x Website Article
- 1x Social Post
- 1x News Item

PRICE

€ 10.000,-



SEPARATE SPONSORING OPTIONS

Logo on entry
wristbands



PRICE

€ 7.500,-

Logo on
crew shirts



PRICE

€ 1.000,-

Exit
sampling



PRICE

€ 10.000,-

Ceiling
banners
300x250 -
double-sided



PRICE

€ 2.000,-

Commercial on stage
Max 30 seconds



PRICE

€ 1.000,-

Time slot in the schedule

Time slot: 60 minutes*
Create your own stage program

PRICE

€ 2.000,-



Adopt a program

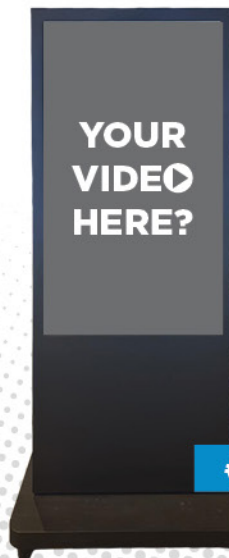
Adopt one of our program components and become a naming partner, for example for our cosplay competition(s), catwalk(s) or other events.

PRICE

€ 1.500,-

YOUR
VIDEO
HERE?

Commercial
on LED Wall
Commercial on
12 in-venue screens
spread throughout
the event



PRICE

€ 1.000,-

PREMIUM PARTNER
CONTACT INFO

**FOR MORE
INFORMATION
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**VISIT OUR
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