



# THE GLOBAL ANIMAL PROTEIN VALUE CHAIN

Your invitation to connect with the entire industry  
under one roof, one badge, one show floor.



**FOR 25 EDITIONS, VIV EUROPE HAS BEEN A DEDICATED, RESPECTED STAGE ON A WORLDWIDE SCALE.**

VIV Europe brings together breeders, hatchery operators, farmers, processors, animal health specialists and feed producers, the exact buyers your technology and ingredients are built for. Same days, same halls, one connected show floor.

VIV EUROPE 2026

## PREVIOUS EDITION IN NUMBERS



**14,691**

Professional  
Visitors



**135**

Visiting  
Countries



**200**

Industry  
Leaders



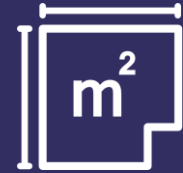
**461**

Exhibitors



**76**

Conference  
Sessions



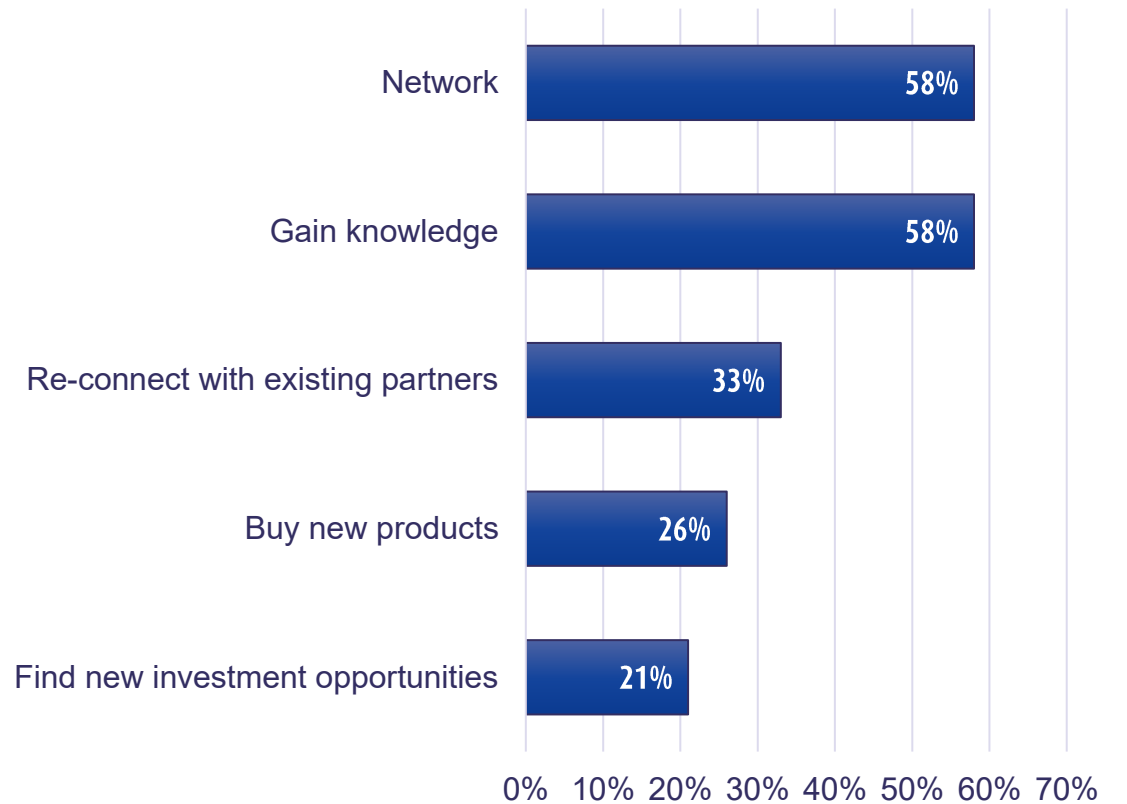
**20,500**

SQM of  
Exhibition Floor

# VISITOR TYPE OF INTEREST

| VISITOR TYPE OF BUSINESS              |       |
|---------------------------------------|-------|
| Animal Health                         | 26.5% |
| Feed Ingredients & Additives          | 25.8% |
| Food Processing                       | 21.1% |
| Animal Farm                           | 21.1% |
| Breeding / Hatching                   | 17.8% |
| Distributor / Wholesaler / Trader     | 14.2% |
| Feed & Grain Technology               | 14.1% |
| Poultry Layers                        | 14%   |
| Poultry Broilers                      | 12.1% |
| Slaughtering / Processing / Rendering | 11.1% |
| Packaging / Labelling                 | 7.6%  |
| Quality Control / Hygiene             | 6.8%  |
| Waste / Water / Energy                | 6%    |

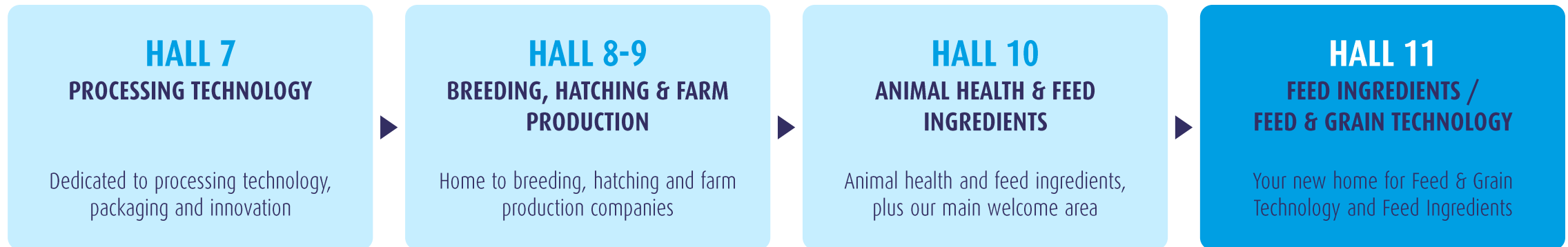
## VISIT PURPOSE



VIV EUROPE 2028

# FIVE HALLS, ONE CONNECTED JOURNEY

The floor plan is built around how the value chain actually flows: from processing, through breeding and production, to the ingredients and technology that power it all.

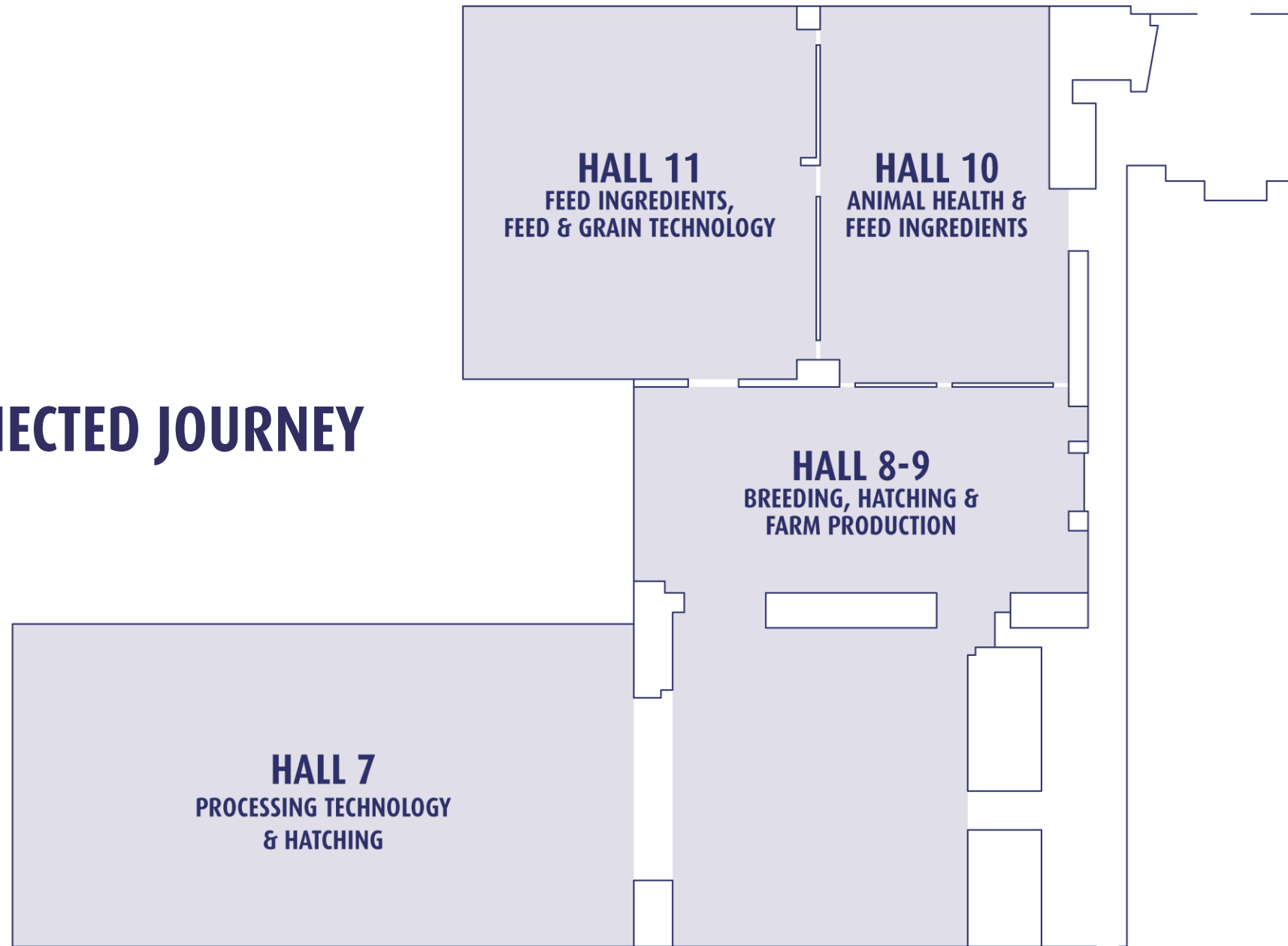




# EUROPE

VIV EUROPE 2028

## FIVE HALLS, ONE CONNECTED JOURNEY





## KEY VALUE UPDATE

# EVERY VISITOR'S JOURNEY LEADS STRAIGHT TO YOU

The 2028 edition introduces two main entrances: guiding visitor traffic to flow directly through the heart of the show, arriving right at your doorstep.

## ENTRANCE 1 – Hall 8

Visitors step in right at Breeding, Hatching & Farm Production. (From Train Station)

## ENTRANCE 2 – Hall 10

Home to the main welcome area as a first impression and main artery. (From Parking )

## THE ROUTE TO YOU

Both flows move through Halls 8-9 and 10

# VIV EUROPE 2028

## RATE OVERVIEW

|                                           | Standard | A-Location | Late  | A-Location |
|-------------------------------------------|----------|------------|-------|------------|
| <b>Aisle Location</b><br>(min. 12m²)      | € 271    | € 298      | € 312 | € 343      |
| <b>Corner Location</b><br>(min. 20m²)     | € 298    | € 328      | € 343 | € 377      |
| <b>End of Row Location</b><br>(min. 40m²) | € 311    | € 342      | € 358 | € 394      |
| <b>Island Location</b><br>(min. 80m²)     | € 325    | € 357      | € 374 | € 374      |

| Registration Fee<br>(Obligated) | Leads Package – Basic<br>(Obligated) | Leads Package – Plus<br>(Optional) | Leads Package – Premium<br>(Optional) | Co-Exhibitor<br>(Per additional exhibitor) |
|---------------------------------|--------------------------------------|------------------------------------|---------------------------------------|--------------------------------------------|
| € 665                           | € 199                                | € 649                              | € 849                                 | € 1,370                                    |

STANDARD RATES FROM: 01.07.2026 - 12.12.2027 | LATE RATES FROM: 13.12.2027