

HET JUWEEL

— SPARRENDAAAL —

THE FAIR FOR
JEWELRY
& WATCHES



5 - 7 JUNE 2026
BUITENPLAATS SPARRENDAAAL
DRIEBERGEN

EXHIBITOR INFORMATION



In the spring of 2026, over 25 goldsmiths, Jewelers, and watch specialists will shine for three days at Buitenplaats Sparrendaal. In the stylish ambiance of this historic location, they will present their unique collections – from contemporary designs to timeless vintage pieces.

Each participant represents originality, craftsmanship, and unparalleled quality. Nestled in the wooded Utrechtse Heuvelrug, the fully restored Buitenplaats Sparrendaal provides an enchanting backdrop with a rich history spanning over 250 years.

ENTREE FEE FOR VISITORS

€15 per person in advance via
www.juwelenbeurs.nl
 €20 per person at the ticket office
Children under 14 free

ACCESSIBILITY / PARKING

Buitenplaats Sparrendaal is easily accessible by car, located directly on the N225, 1 kilometer from the Driebergen/Zeist exit of the A12 (Utrecht – Arnhem). Ample free parking is available at and around the estate.

INVITATIONS - FREE TICKETS

Your business contacts can visit Het Juweel Sparrendaal by invitation. Exhibitors can personally invite their contacts by email to register for a free ticket. Stylishly printed and personalized invitations (including uniform envelopes) can also be provided upon request (valid for 2 people).

MEDIA CAMPAIGN

A comprehensive and well-thought-out online and offline media campaign ensures that a high-quality audience visits Het Juweel. Social media is actively used, particularly on Facebook, Instagram, and LinkedIn. In addition, the exclusive contact database of the organizer, InterEvent, and its marketing partners is utilized.



LOCATION:

*Sparrendaal Country Estate
 Hoofdstraat 89, 3971 KE
 Driebergen-Rijsenburg*

WEBSITE & SOCIAL MEDIA

Participants will be featured year-round on www.juwelenbeurs.nl with information and images. In addition, each exhibitor will be promoted on social media (Facebook, Instagram) before, during, and after the fair.

FULL SERVICE ORGANIZATION

While waiting staff will be present in the exhibition areas throughout the entire event, coffee and tea will be available for you and your guests in the morning. Later in the day, a glass of wine and fruit juice will be served. Spring water will be available at your booth at all times. In addition, a sandwich lunch will be served to exhibitors from Friday through Sunday (two packed lunches per exhibitor).

VISITOR PROFILE



55% women 45% men

25-70 year

age visitors



The visitors come from the Randstad/Central Netherlands, but also throughout the Netherlands and Belgium.



income class A/B1,
enterprising, and active



have an above-average interest
in art, culture, literature,
antiques, interior design,
jewelry, and watches

"THE ONLY DUTCH FAIR ENTIRELY DEDICATED TO EXCLUSIVE JEWELRY AND WATCHES"



TRADE EXHIBITION DAYS:

*Friday, June 5th to
Sunday, June 7th, 2026
Open daily from 11:00 AM
to 6:00 PM*



PUBLIC CATERING

A cozy terrace will be set up in the castle garden, under large parasols. Here, visitors can enjoy drinks and/or a light lunch.

SECURITY

On Friday and Saturday evenings, adequate night security will be present in the exhibition areas after the fair closes. Discreet security will be present during the day.

BOOTH SPACES

Free presentation spaces, without stand construction, in the richly decorated halls on the ground and first floors of Buitenplaats Sparrendaal. The minimum stand size is 4 m².

STAND DESIGN

The design and decoration of the jewelry and watch presentations should complement the stylish surroundings. Display cases should be positioned 50 centimeters from the aisles to allow visitors easy access to the exhibitor's stand and its neighbors. The number of display cases should be in proportion to the stand size.

DISPLAY CASES

You can reserve Factory for Più display cases for your trade show participation directly through InterEvent. We will ensure that your display cases are ready in your stand space at the start of the trade show setup. For details, visit www.factoryforpiu.com.

REQUEST FOR PARTICIPATION

Interested? Call us or send an email with a detailed description. We will contact you as soon as possible. If your registration is accepted by the organizers, you will receive a confirmation of participation.

Joint participation in a single stand space is only possible after approval by the organizers. Each participant in the jointly rented stand space must be registered as a trade fair participant, and the full service fee will be charged.

The organizers reserve the right to refuse exhibitors whose collections they deem do not fit the trade fair profile. This also applies in the event of overrepresentation of a particular segment or Brand.



SET-UP TIMES / FURNISHING

**Thursday evening,
June 4, from 6:00 PM
to 10:00 PM**
Delivery of display cases
and decoration materials

**Friday, June 5, from
7:00 AM to 10:00 AM**
Delivery of valuables
and furnishings

DISMANTLING
**Sunday, June 7, from
6:00 PM to 10:00 PM**



PARTICIPATION RATES 2026

Stand rental price: € 235 per m², including standard electricity connection.

Registration fee, Full Service & Media fee: € 1,395 per participant.

All prices quoted exclude 21% VAT.

For exhibitors from other EU countries, the ICP scheme applies when providing their VAT identification number.

BRAND REPRESENTATION:

To guarantee a broad and balanced brand offering, jewelers must indicate upon registration which specific jewelry and/or watch brands they wish to present during Het Juweel at Sparrendaal. After acceptance by the organizers, the jeweler guarantees to present the specified brand with a comprehensive collection (possibly in collaboration with the manufacturer/importer).

Other brands not assigned to the Jeweler may not be brought to the attention of visitors in person, or in the form of brochures and/or price lists.

GENERAL TERMS AND CONDITIONS

In addition to this "Exhibitor Information," the General Terms and Conditions of InterEvent, published at www.interevent.nl/algemenevoorwaarden, apply.

CONTACT DETAILS

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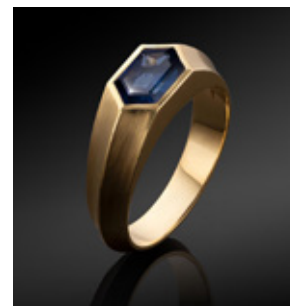


PAYMENT

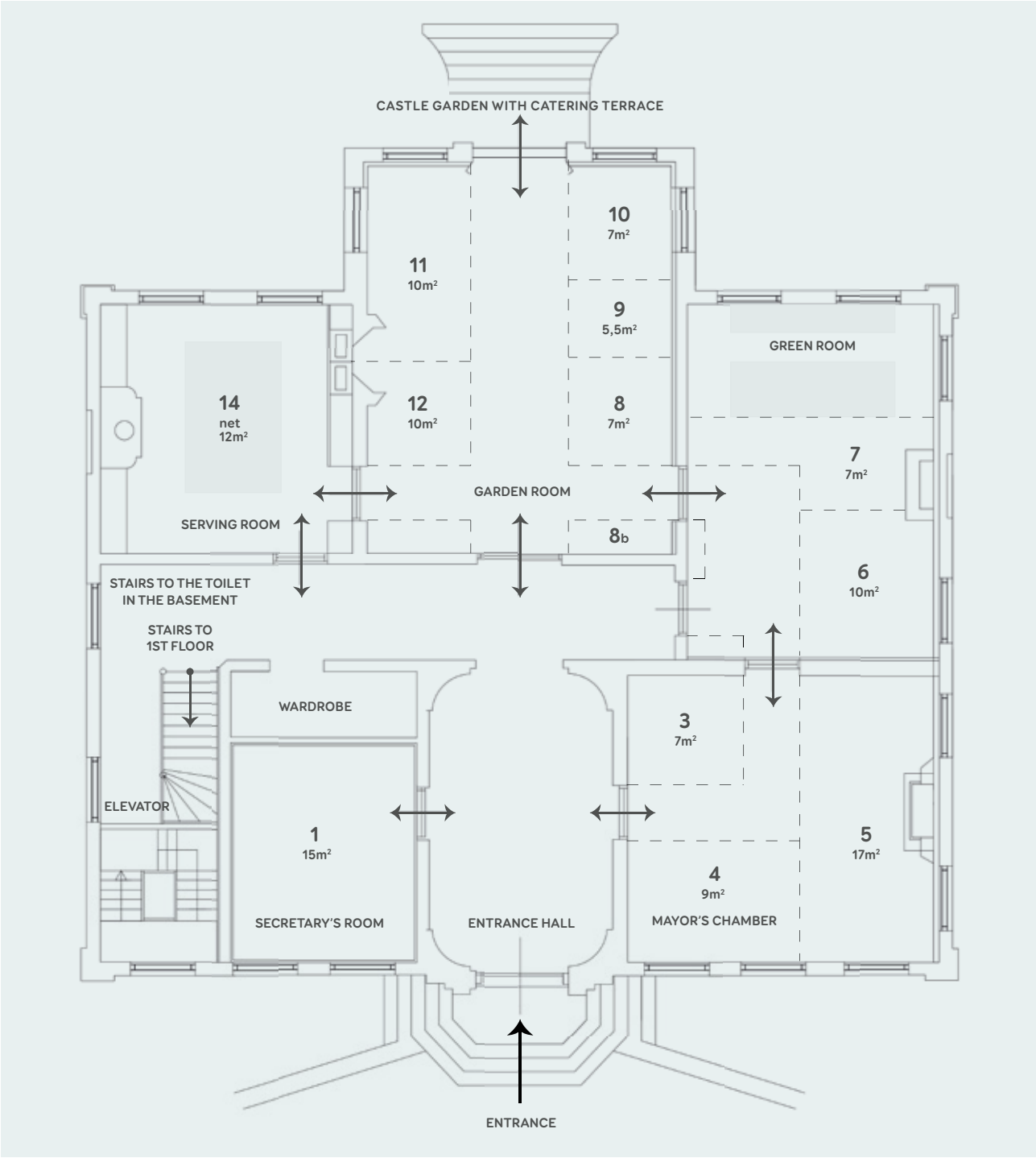
After registering, you will receive an invoice for the registration fee. You will then receive the invoice for the stand rental in May 2026. All invoices must be paid in full before the start of the exhibition set-up, in accordance with the General Terms and Conditions.

ORGANIZATION:

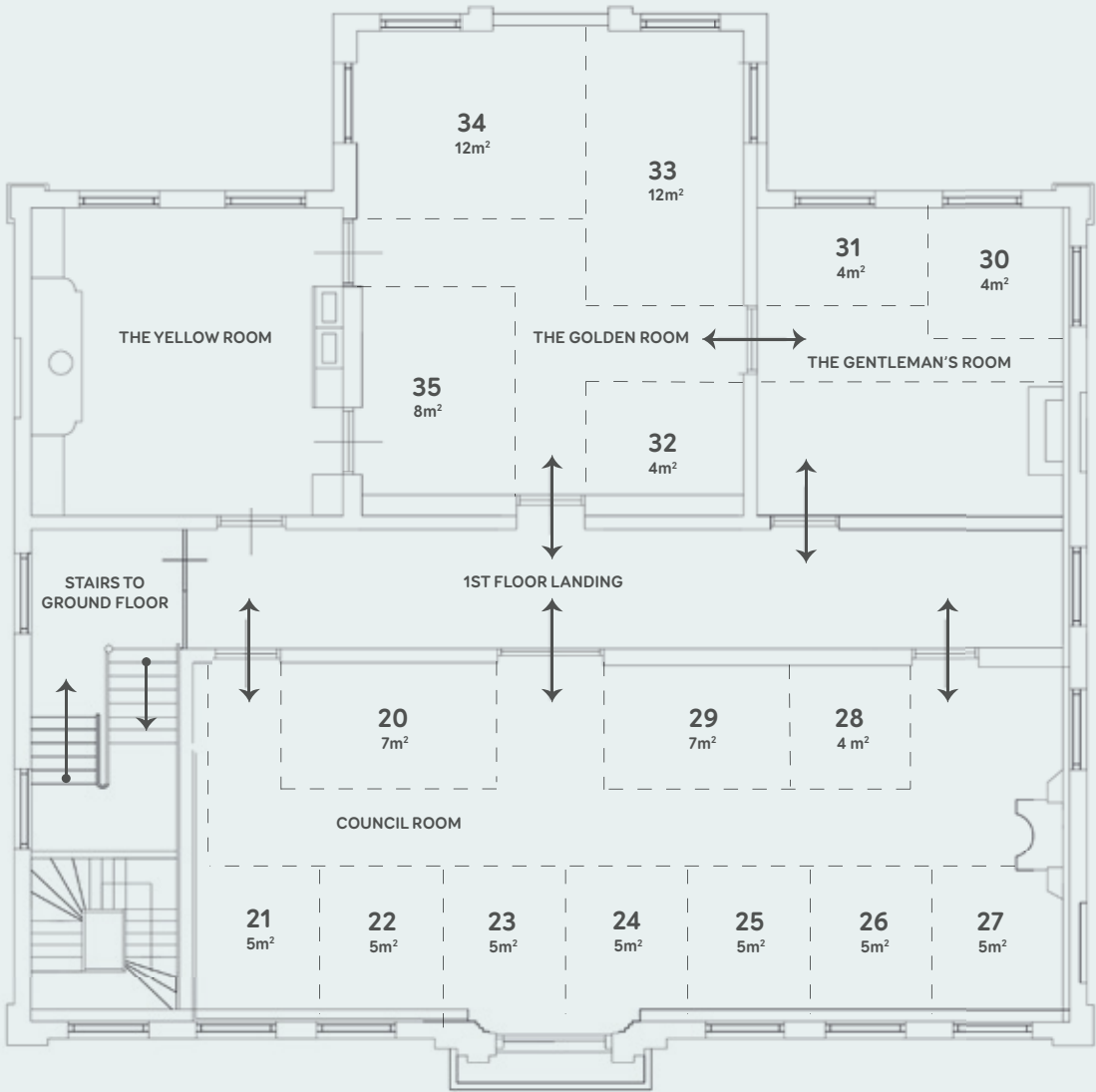
The Juweel at Sparrendaal is organized by InterEvent from Hilversum. InterEvent specializes in organizing various exclusive fairs, such as Naarden the Art Fair (Naarden Fortress) and Kunst aan het Hof (Nooitgedacht).



FLOORPLAN GROUND FLOOR



FLOORPLAN FIRST FLOOR





WWW.JUWELENBEURS.NL



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