



Your
logistic
solution
starts
here



Business ParticiPand Lelystad Logistics

Together, we position Lelystad as the prime location for logistics.

Lelystad is evolving into a modern, well-connected logistics hub with ample room for entrepreneurship and growth. Here, you collaborate with developers, government bodies, and partners who recognize opportunities and adapt quickly. This platform brings together everything you need to gain a clear understanding of the opportunities Lelystad has to offer.

REQUIREMENTS

Admission criteria for Business ParticiPand

To maintain the quality and relevance of our network, we apply the following criteria:

- **No direct competitors**
Only companies that do not directly compete with existing particiPands are eligible.
- **Contributing to the region**
The company must actively contribute to positioning Lelystad and its surrounding region.
- **Connected to logistics**
There must be a clear link to logistics, supply chain, or related sectors.
- **Government & education**
Participation is free of charge for public sector and educational organizations.

On
page 2:
the
packages

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1. CONNECT *(entry level)*

For visibility and an initial connection to the network

- Company name + logo listed on the website (ParticiPand page)
- Short company description on the website (max. 150 words)
- Mention in shared LinkedIn posts (periodic, not individual)
- Use of the label: Business ParticiPand Lelystad Logistics

Goal: easy entry + basic visibility

Investment:
€ 1.750 per year

2. AMPLIFY *(growth & visibility)*

For companies that want to actively leverage reach and content

Everything in CONNECT, plus:

- Short quote or positioning alongside the company description on the website
- Active inclusion in LinkedIn content planning (2x per year spotlight)
- Opportunity to participate in joint campaigns/themes

Goal: visibility + strategic positioning

Investment:
€ 3.500 per year

3. LEAD *(premium / co-creation)*

For companies that want to become a true part of the platform

Everything included in AMPLIFY, plus:

- In-depth interview/article on the website and LinkedIn (storytelling)
- Dedicated page on the website
- Opportunity to publish own offerings/services on the platform
- Priority in content (e.g. campaigns, news, updates)
- Co-created content (e.g. video, case study, project spotlight)

Goal: authority + lead generation + strategic collaboration

Investment:
€ 6.250 per year

ADD-ONS:

- Corporate video production
- Campaign exposure via the platform *(boost project launches)*
- Physical visibility at events

Part of Metropolitan Region Amsterdam

www.lelystadlogistics.com