

# VADEMECUM

**Exhibitor's guide**

**2024**

Dear exhibitor,  
Dear standbuilder,  
Dear supplier,

You are going to exhibit or provide a service at the Brussels Furniture Fair 2024. For an optimal result, you want to prepare this well, together with you. As fair organiser, we will of course be happy to assist you where needed.

This vademecum is an important guide put together based on our shared experiences over the years. Please read this document thoroughly and carefully review all sections.

We wish everyone good luck with the preparations for the Brussels Furniture Fair 2024 and are available for all your questions.

#### Team Furniture Fair Brussels



MEUBELBEURS  
SALON DU MEUBLE  
BRUSSEL · BRUXELLES



**Glenn De Maeseneer**  
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# MOST IMPORTANT INSTRUCTIONS

## Important Guidelines:

Read this complete vademecum carefully to be well prepared for your participation to the Furniture Fair Brussels. It contains all practical information regarding your participation. Also pay close attention to the points of attention and colored elements in this vademecum. If you have any further questions, please do not hesitate to contact us! We will be happy to help you: +32 2 558 97 20

Go to your personal online exhibitor's page. A link to this page was sent to you along with confirmation of your participation to the fair. This is the essential platform that allows you, among others, to download the detailed plan of your stand. Download entry passes needed during each stage of the fair, place orders, adapt your data, etc...

## Mandatory steps to take

As soon as possible send this vademecum and the link to your personal online exhibitor's page to your stand builder.

As from 18/06

- Create/activate your account for BRUSSELS EXPO's webshop and place your orders. (important information related to prices on page 8) Watch out, prices increase after a certain date.

Before 13/09

- Send photo & logo in high resolution to the Furniture Fair (information on page 14)
- Verify & adapt your data for online catalogue (information on page 14)

Before 13/10

- Fill in & send the safety charter to Vinçotte (information on page 15)

# GENERAL ORGANIZATION

## 1. Contacts & accessibility

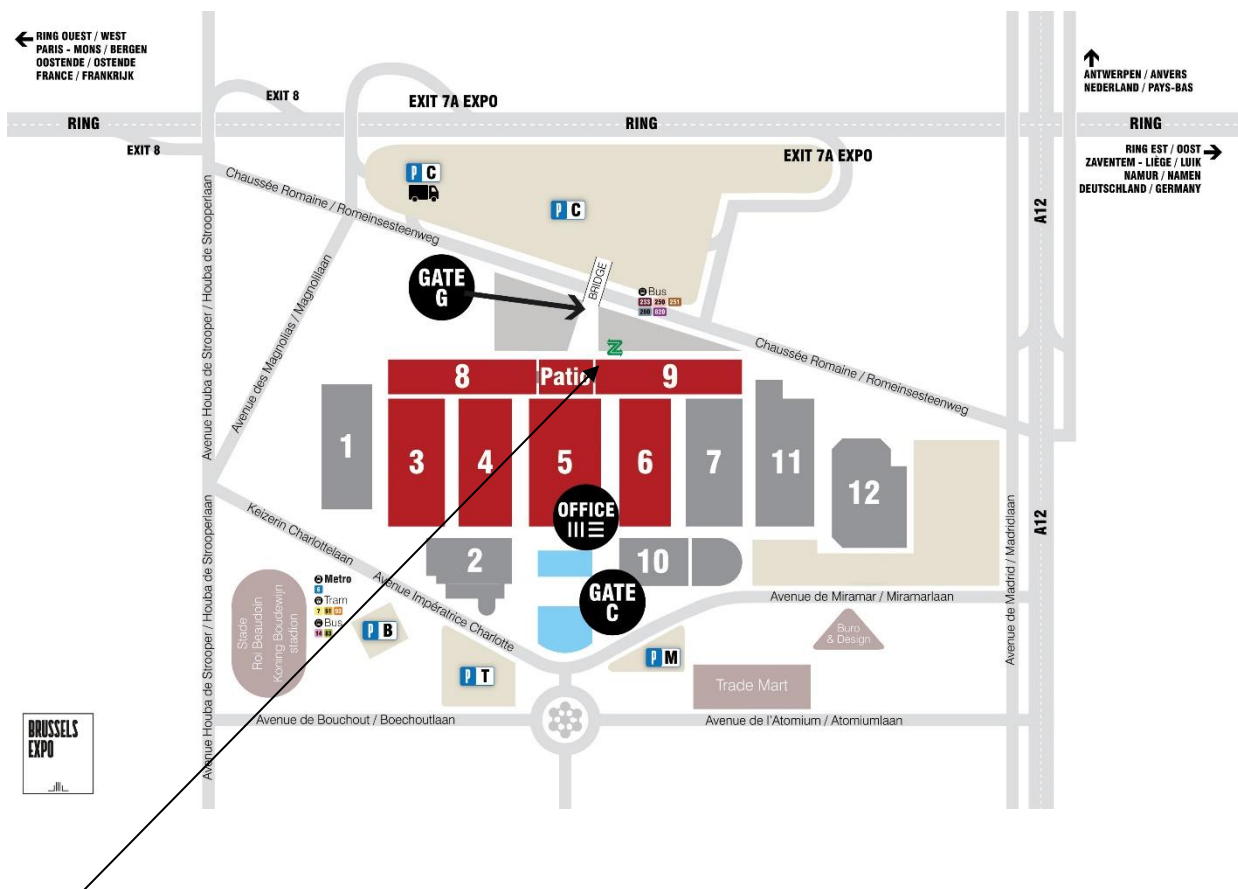
**Headquarters :** FURNITURE FAIR BRUSSELS  
Hof Ter Vleestdreef, 5b7  
1070 Brussels, BELGIUM

**Deliveries & visitors:** BRUSSELS EXPO  
FURNITURE FAIR BRUSSELS  
Place de Belgique, 1  
1020 Brussels, BELGIUM

Tel.: +32 2 558 97 20

E-mail: [adm@furniturefairbrussels.be](mailto:adm@furniturefairbrussels.be)

**Fair Office:** As from 30/10, you'll find us each day, from 8 a.m. to 7 p.m., at the front of Hall 5 of Brussels Expo.



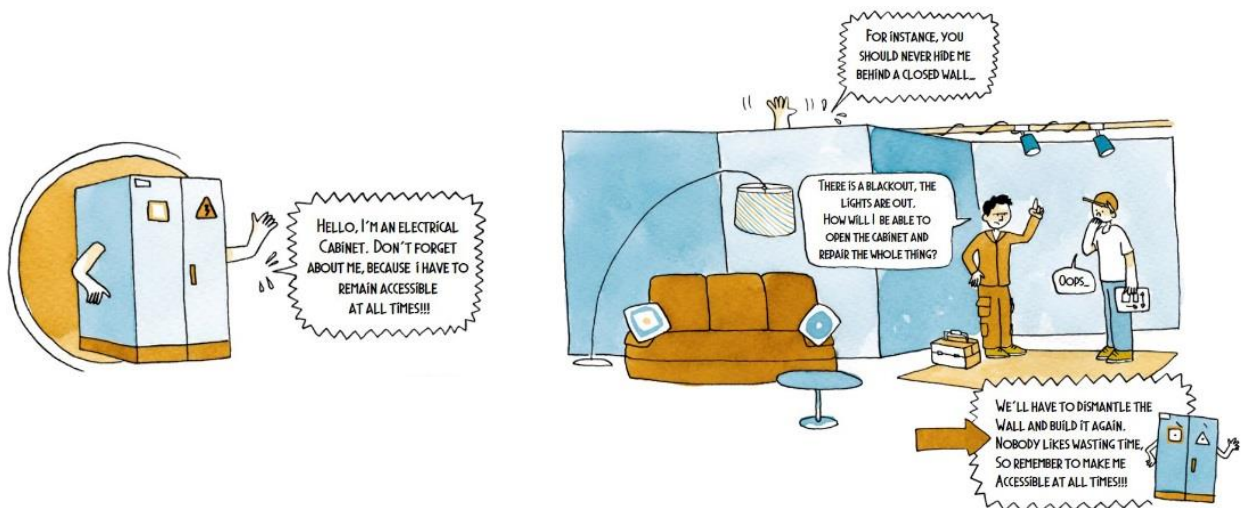
**ZIEGLER** – Forklift Services can be found at gate 9A. We recommend ordering & making reservations before the start of the fair to avoid long waiting times. The Ziegler office is open all days from 8 a.m. to 5 p.m. Afterwards, you can visit the exhibition secretariat in Hall 5.

## 2. Useful Information

### a. Stand construction

1. Download your stand plan on your personal online exhibitor's page.
2. Respect the dimensions and limits of your stand!
3. Advertisement in the aisles or above your stand is prohibited, also on heights (example: banners, flags, etc.).
4. All stands must be completely self-supporting. They cannot be mounted or lean against walls or ceilings. A demand for approval must be submitted for stands over 3.5 meters high.
5. **The standard stand height is 3m.** If this height is exceeded or not reached and it differs from that of your neighbor's construction, **it is imperative that the visible rear sides of the constructions** are finished and painted in a neutral tone. All electrical wiring and cabling must also be concealed.
6. **If you have an electrical cabinet on your stand, it must remain accessible at all times.** Doors have to open fully and the staff has to be able to stand in front of the electrical cabinet with a distance of at least 1m. **Fire safety equipment** inside or outside the stand area must **also** remain accessible and unobstructed at all times.

These are indicated on your stand plan with the following logo's >



7. Electrical installations must comply with the legal Belgian safety standards. The details of these can be downloaded from your personal online exhibitors' page. During the construction, an accredited inspection company will ensure that Belgian regulations are respected.
8. While placing the carpet, the use of low-quality tape can result in extra cleaning costs. These costs will be invoiced to the exhibitor. Therefore make sure all tape residues are removed when leaving the exhibition.
9. **Packaging and waste are to be stored & removed by the exhibitor.** If waste or other rubbish is left behind, the extra costs for removal will be invoiced to the exhibitor. Try to store your waste in a straightforward and tidy way, this way other exhibitors will not consider it as a collective dump. Waste containers can be ordered via the web shop on onsite.
10. During the set-up and dismantling period, the aisles must remain free (min. 1m) at all times.

## b. Build up

- Starting Monday, October 28<sup>st</sup> for exhibitors building their stand. Please make sure that you start building up your stand by Thursday 31/10 at the latest.
- Starting Thursday, October 31<sup>st</sup> for exhibitors having ordered ready-made stands, for Holland à la Carte and Square.
- Stand build-up must be completed by 11 a.m. on Saturday 02/11. All aisles must be completely cleared by this time.
- Standard construction Hours are from 7 a.m. until 8 p.m. If necessary, work can start earlier and end later but this has to be reported to the organization in advance in order to guarantee access. If not the security guards will ask you to leave the premises.
- Pre-construction & deliveries before the above mentioned dates: can be admitted depending on the availability of the halls and against payment. Please contact us for possibilities and conditions.
- Every vehicle entering the Heysel venue must have a laissez-passer (you can download these passes online through your personal account) Forgotten laissez-passer: available at the fair office at €10.00 each. Don't forget to provide your stand builder with the necessary downloads !  
**This laissez-passer must be clearly visible in the vehicle at all times so that we can always reach the driver of the vehicle.**
- Unloaded vehicles must leave the venue immediately. It is possible to park free of charge at parking C on request to our secretariat at the front of Hall 5. To remain parked in parking C during the exhibition, it will be necessary to order a parking pass (via the BRUSSELS EXPO webshop).
- Trailers may never be detached and left on the BRUSSELS EXPO venue!
- Trucks, vans, cars and trailers are not allowed in the exhibition halls.
- Passenger cars only get limited access, on presentation of the appropriate laissez-passer. (Time of access & laissez-passer information: page 11)
- During the build-up and break-down period, people without vehicle do not need any special pass or permission to access the halls of Brussels Expo.

Two catering points will be opened during the build-up: One at the front of Hall 5, with a varied cold and hot selection, and one near the Patio, with tasty Belgian fries.

## c. Dismantling

- Dismantling stands as of Wednesday 06/11 after 6pm and not a minute earlier. This includes supply of packaging, packing of goods, teardown stands & break-up. From then on, work may continue day and night until Friday 08/11 at 2pm.
- Access to the fair for stand builders and or their staff is prohibited before 6pm.
- The trucks are obliged to assemble at Parking C. For smooth organisation and access to the halls, the vehicles will be pre-sorted into groups so that they can enter Brussels Expo as convoy per time schedule. The correct division / arrangement into groups and the route (with guidance) for driving in and out will be communicated in the final instructions. Attention: trucks <3.5 t are not allowed to participate in the convoy and must wait until all heavy trucks are inside.
- Carpets, tape residents and waste must be removed by the exhibitor.
- **The exhibitor must return the stand area in the same condition as received. Any soiling and/or damage will be repaired by the Furniture Fair at the exhibitor's expense without further notice.**
- If the complete evacuation of a stand area is not carried out within the stipulated deadline, the Furniture Fair may remove the elements present, at the exhibitor's expense and risk without further notice.
- Exhibitors from the Square on Holland à la Carte, and exhibitors who have ordered a ready-made stand should have their stand completely cleared by Thursday 07/11 at 2pm.
- Exhibitors who have built under their own management or through their own stand builder must leave the Brussels Expo premises by 2pm on Friday 08/11 at the latest.
- Trucks must leave the site fence immediately after loading. Free parking in car park C is available on simple request at the exhibition secretariat at the front of Hall 5.
- Trailers may not be unhooked and left unattended between halls.
- Trucks, vans, cars and trailers are not allowed inside the halls.
- During the dismantling period, people without vehicle / not using a vehicle do not need a special pass or permission to access halls Brussels Expo.
- We ask everyone to respect these simple rules in order to guarantee a smooth evacuation of the site.

No catering outlets will be open during dismantling.



## d. Ordering goods and services

Depending on the type of service, you must place an order with BRUSSELS EXPO or the Furniture Fair.

### Goods and services managed and invoiced by the Furniture Fair :

1. Ready-made stand to be ordered before 13/09.
2. Additional advertisement in the online catalogue to be ordered before 13/09.
3. Waste containers can be ordered on site.

Orders and price requests are made via your personal online exhibitor page. The link to your page has been sent to you by e-mail.

### Goods and services managed and invoiced by BRUSSELS EXPO :

1. Electrical connection
2. Connection to water supply
3. Suspension points
4. Internet - Wifi
5. Fire extinguisher (mandatory for stand > 72m<sup>2</sup>)
6. Parking
7. Stand cleaning
8. Logistics (f.ex. forklift with driver)
9. Stand furniture
10. Floral decoration
11. Audiovisual material
12. Electrical equipment
13. Carpet & mounted floor
14. Catering services on the stand
15. Hostesses

Goods and services **can only be ordered online** on the BRUSSELS EXPO web shop. Create or activate your account for Brussels Expo's web shop (possible as from 20/06): <https://shop.expo.brussels/expo/>  
You will also find a link to the web shop on your personal online exhibitor's page.

BRUSSELS EXPO staff are at your service for any questions, by phone : +32 2 658 42 55 or by e-mail : [connections@brussels-expo.be](mailto:connections@brussels-expo.be)

### Goods and services managed and invoiced by ZIEGLER :

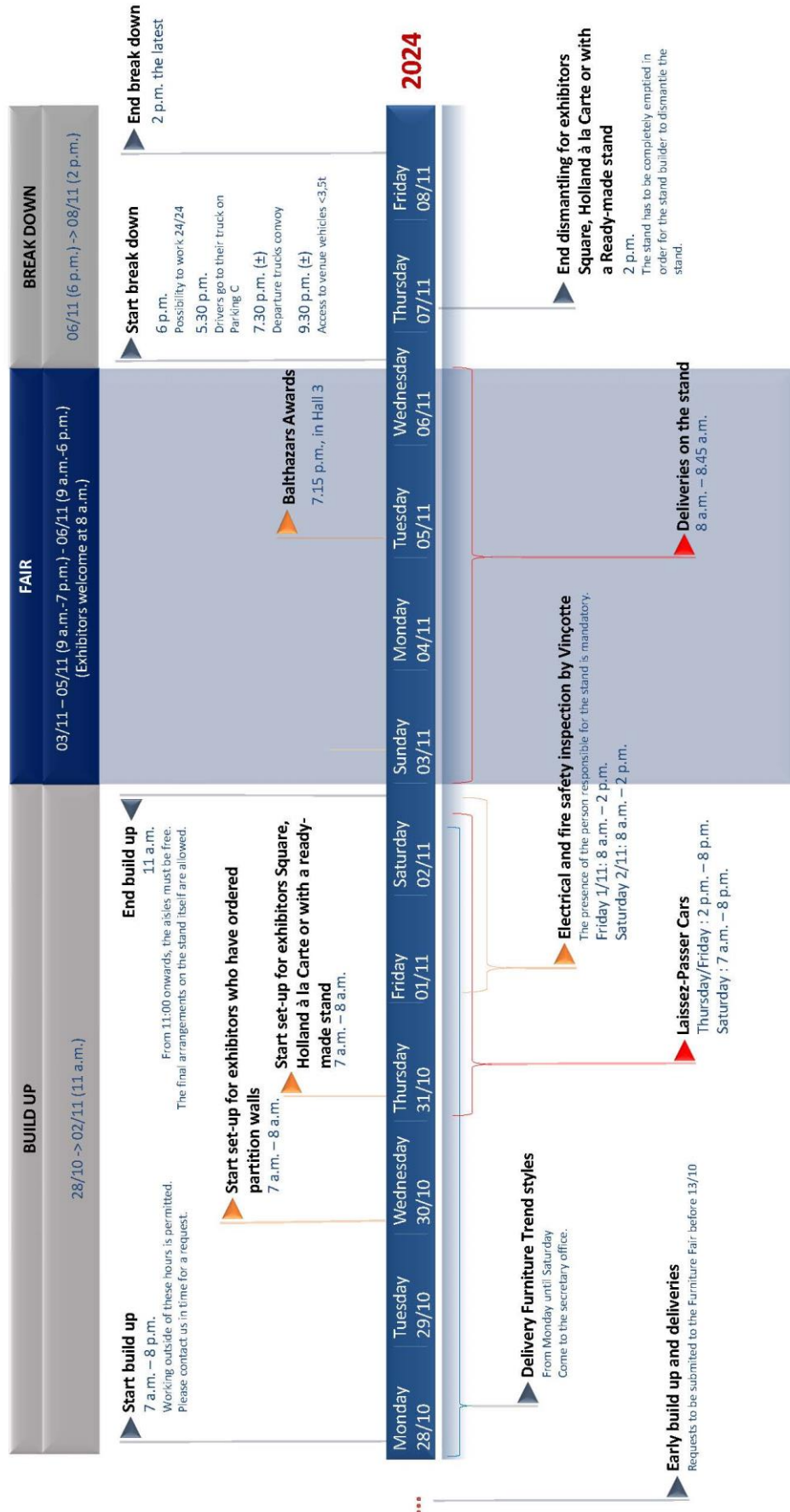
Orders can be **placed online**, via the BRUSSELS EXPO web shop or during the fair in the Ziegler office at gate 9A (08:00 - 17:00 > afterwards only via the fair secretariat). We advise you to reserve this service before the start of the fair to avoid long waiting times.

To order at:	Perferetial rate:	Standard rate:	Standaard +20% rate:
Brussels Expo	Up to: 1/10	From 2/10 till 23/10	From 24/10
Ziegler	Up to: 1/10	From 2/10 till 23/10	From 24/10

## e. Time schedule – preparations

June – July – August	September	October
<p>▲ <b>As from June</b></p> <ul style="list-style-type: none"> <li>▶ Receipt of the confirmation of participation (by e-mail), containing :               <ul style="list-style-type: none"> <li>▶ stand confirmation, deposit invoice, link to your personal online exhibitor's page</li> <li>▶ photo &amp; logo request for the online catalogue and website</li> <li>▶ request to check and adjust your contact data in your personal online account (address, representatives, category)</li> </ul> </li> <li>▶ Send the vademecum and the link to your personal online account to your stand builder</li> </ul> <p>▲ <b>18/06</b></p> <ul style="list-style-type: none"> <li>▶ Opening of BRUSSELS EXPO webshop</li> <li>▶ Create or activate your account (link in your personal online exhibitor's page)</li> </ul>	<p>▲ <b>Early September</b></p> <ul style="list-style-type: none"> <li>▶ Receipt of the balance invoice (by e-mail)</li> <li>▶ Optimise your participation in the show (Brussels Balthazar Awards, Trend styles, additional advertising, projects / ecology markings on the show floor plan, etc.)</li> </ul> <p>▲ <b>13/09</b></p> <ul style="list-style-type: none"> <li>▶ deadline for sending photo &amp; logo (for online catalogue and website)</li> <li>▶ deadline for the adaptation of your contact data (via your personal online exhibitor's page, for the online catalogue)</li> </ul>	<p>▲ <b>Early October</b></p> <ul style="list-style-type: none"> <li>▶ receipt of laissez-passer car, supply permit, exhibitors passes by post</li> </ul> <p>▲ <b>01/10</b></p> <ul style="list-style-type: none"> <li>▶ deadline for the BRUSSELS EXPO Webshop preferential rates</li> </ul> <p>▲ <b>13/10</b></p> <ul style="list-style-type: none"> <li>▶ deadline for sending requests for pre-build up, early delivery and evening events (at the Furniture Fair)</li> <li>▶ deadline for sending the security charter (to Vingotte)</li> </ul> <p>▲ <b>Mid-October</b></p> <ul style="list-style-type: none"> <li>▶ Receipt of the final instructions (per e-mail)</li> </ul> <p>▲ <b>23/10</b></p> <ul style="list-style-type: none"> <li>▶ Web shop BRUSSELS EXPO start last-minute rates (+ 20%)</li> </ul>

## f. Time schedule – at the fairground



### 3. Access cards

#### a. Introduction

As part of your participation to the Furniture Fair Brussels, several cards are required to ensure smooth access and good organization. Below you will find a list of these and some essential explanations.

#### b. Laissez-passer (car-pass) build up and break down

There are two types of laissez-passers: one for trucks and one for cars. Both are free of charge and obligatory. These cards give exhibitors and their stand contractors access with vehicles within the enclosure of Brussels Expo during certain periods. Any vehicle entering the Brussels Expo site must have the appropriate laissez-passer and leave the site immediately after unloading.

The laissez-passer for trucks can be downloaded online from your personal account.

**Please note:** if drivers register without a laissez-passer, they will be required to purchase a new one from our exhibition secretariat (10.00 euros per card) before gaining access to the site.

The laissez-passer for trucks is mandatory throughout the build-up period. The large letter (A-B-C-D-E) indicates in which group a lorry must pre-register in Parking C before the start of the dismantling.

The laissez-passer for passenger cars will be sent (by post) to the exhibitor early October. Only one car laissez-passer will be sent per exhibitor. The times of validity of the car laissez-passer are clearly marked on the document. Attention: cars are not admitted to the site outside these times.

**This laissez-passer must be clearly visible in the vehicle at all times so that we can always reach the driver of the vehicle.**

#### c. Exhibitors passes during the fair

The entrance tickets for staff and collaborators will be sent by post at the beginning of October. You will receive 1 ticket per 10m<sup>2</sup>, with a minimum of 6 and a maximum of 50. These cards will remain valid for the 4 days of the fair, please do not give these cards to your customers as they will be invited by us directly so we can register them as well. If you want to invite an important customer, you can download invitation codes from your personal online exhibitor page.

#### d. Access card for deliveries on the stand

The supply card will be sent by post at the beginning of October and it is free of charge. This card gives exhibitors access to the Brussels Expo site with their vehicle to deliver small supplies to their stand during the fair. This card is valid during the 4 days of the fair but only from 08h00 to 08h45. Cars still on the site after the fair opens will be towed away at the owner's expense and by police order. This is in order to support fire and emergency services in case of possible intervention.

## 4. Insurance

The “nail to nail all-risk exhibition” insurance is mandatory for every exhibitor. We have taken out a collective insurance policy on behalf of all the exhibitors. We will automatically invoice you for this compulsory insurance at 1.50 €/m<sup>2</sup>.

### Insurance coverage:

This insurance is subject to the general « all-risk exhibition » regulations, and covers all the exhibited goods, in the event of complete or partial destruction, damage, theft or disappearance from the moment they leave your premises until their return. This includes the period during which they remain at the Furniture Fair Brussels as well as the loading and unloading. The insurance also covers against strikes and riots. Terrorism is excluded. This cover applies only within the EU and only to direct transport from the exhibitor’s premises to the Furniture Fair Brussels and back. Intermediate storage and handling by third parties are not covered. The maximum period during which the insurance is valid is fixed from 21/10 to 11/11.

**Excess:** An excess of 125 € for each case of damage is made chargeable to the exhibitors franchise.

### Insured value in all cases except fire:

- Display materials and goods exhibited: 154.93 €/m<sup>2</sup> (first risk).
- Breakable objects and electrical equipment (glass, ceramics, marble, mirrors, earthenware, porcelain, spotlights, lamps etc.) and electronic and sound equipment (video and acoustic equipment etc.): 92.96 €/m<sup>2</sup> (first risk).
- Goods such as toolkits, hammers, screwdrivers, drilling machines, ladders, mobile phones, laptops, etc. are not covered by the insurance.

### Insured value in case of fire (including lightning, explosions, airplane crashes):

557.76 €/m<sup>2</sup> (first risk) for display materials and goods on display including breakable objects, electrical equipment, electronic and sound equipment.

### Damage cases:

Each case of damage or theft must be reported directly to both the Fair’s office and the police. The value of the stolen and/or damaged object(s) must be justified by an invoice or proof of purchase.

No compensation will be paid before all invoices in accordance with the Furniture Fair regulations are settled.

## 5. Online Catalogue & Website

### a. Photo & logo

Mentioning your contact details on the Furniture Fair Brussels website is crucial and mandatory. If you want to increase your visibility for a second brand, it is possible to order an extra page through your personal online exhibitor's page.

For optimal presentation, photos and logos must meet the following criteria:

1. Only one product photo and one logo (without special lay-out, without caption or slogan)
2. High resolution
3. The file name of the photo & logo must contain the company name.

We must receive the photos and the logo by 13 September. After this deadline, we will have to use the images published in the catalogue of the last edition of the fair. Ways to provide them :

- Upload them via your personal online exhibitor's page.
- Send them by email using the free service [www.wetransfer.com](http://www.wetransfer.com).

The Furniture Fair cannot be held liable for printing errors, omissions and involuntary mistakes. The courts of Brussels shall have exclusive jurisdiction to hear and determine any dispute.

All correspondence regarding the catalogue and website originates directly from the Furniture Fair Brussels, and is never sent via third parties. **We recommend that you always check the sender's details.**

We wish to stress that the Furniture Fair Brussels has no connections whatsoever with organizations such as **International Fairs Directory, Inter-Fairs or Expo Guide** that use the data from our website in order to mislead you.

### b. Contact data

Check your representative list data for the on-line catalogue & website on your personal online exhibitor's page. Adjust them if necessary.

### c. Commodity index

Please indicate in which categories your products are most suitable. This way, visitors will find your company easily on our website.

## 6. Safety

### a. Safety regulations

The complete set of BRUSSELS EXPO safety regulations is available on your personal online exhibitor's page. Please use the link to your personal online exhibitor's page sent to you by email.

Here are a few important attention points:

#### **Fire extinguishers:**

It is compulsory to place a fire extinguisher in a visible position on all stands larger than 72m<sup>2</sup>. You may purchase an extinguisher from the BRUSSELS EXPO web shop.

#### **Use of gas bottles:**

ALL gas cylinders (including those used for beer pumps!) must be reported to the organizers office, together with the nature of the gas. Please provide us with a plan of your stand and indicate where the bottles are located. This refers to all types of gas in the form of a pressurized bottle. As both combustible and non-flammable gas cylinders can explode or be ejected on impact.

#### **Candles:**

The display or use of lit candles (open flames) on stands is not permitted.

#### **Safety clothing:**

It is compulsory to wear safety clothing during build up and break down.

#### **Power supply to the stands:**

The electrical installation of all stands is checked by Vinçotte during the build up period. If the inspection report is negative, BRUSSELS EXPO is obliged to cut off the power supply to the stand. We therefore advise you to ensure that your stand builder remains present until you have received a positive report from Vinçotte.

### b. Safety charter

BRUSSELS EXPO has appointed Vinçotte as an approved organization, to ensure the safety of everyone involved in stand construction.

During the construction and dismantling of the exhibition, Vinçotte checks that the work is carried out as stipulated in the safety regulations. In the event of serious infringements, work may be stopped. To be informed of the work to be carried out and to have the associated risks assessed, the completed and signed safety charter has to be sent to Vinçotte by 15/10. This step is a legal obligation! Stands that have not completed the charter may not commence work!

Questions about the charter may be sent by mail to Vinçotte: [bruexpo@vincotte.be](mailto:bruexpo@vincotte.be)



# Charter to fill in and send to Vincotte by 13/10



## APPENDIX 7 CHARTER FOR EXHIBITORS AND THEIR STAND BUILDER



Organiser of the fair: **FURNITURE FAIR BRUSSELS**

Date of the fair: **03 - 06 NOVEMBER 2024**

Exhibitor: \_\_\_\_\_

Hall N° and booth N°: \_\_\_\_\_

Dear exhibitor,

Your booth may be set up in two different ways.

Tick where appropriate:

A. You rent a ready-made turnkey booth from the organisers

B. You set up the booth yourself or you have it done by a stand builder:

In this case we would like to receive further details about the way the booth is to be set up.

Tick where appropriate:

1. You will set up a modular stand (height limited to 2.5 m)
2. You will set up a stand (lower than 2.5 m)
3. You will set up a modular stand (higher than 2.5 m) – only ground floor – no level
4. You will set up a stand (higher than 2.5 m) – only ground floor – no level
5. You will set up a stand with accessible 1st floor (private or public)
6. You will install professional lighting (lighting bridges) or audio-visual equipment

In case 2, 4, 5 and 6 the stand builder also needs to add a risk assessment.

Information about the STAND BUILDER \_\_\_\_\_

Address \_\_\_\_\_

N° \_\_\_\_\_

Postal code: \_\_\_\_\_

Town/city: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Any subcontractors: \_\_\_\_\_

	Contractor's details (name, address, tel)	Description of work (see above B)
1		
2		

### DECLARATION OF INTENT<sup>1</sup>

1. The undersigned person returns this charter, duly completed and signed, and confirms that he/she has read and clearly understood the safety regulations of BRUSSELS EXPO site. The undersigned hereby undertakes to meet the Safety, Health and Environment-related obligations. The undersigned will provide the information brochure to the stand builder and ask the person to include a risk analysis if necessary (see point B).
2. The undersigned acknowledges having received the BRUSSELS EXPO safety regulations from the organising Committee and will take the necessary steps to inform the undersigned's employees and any (sub) contractors working on the undersigned's behalf about what the safety rules feature.
3. The undersigned person declares that he/she will provide the additional information to the safety coordinator should a work accident, of whatever nature, occur on the stand.

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date

\_\_\_\_\_  
Name and position

\_\_\_\_\_  
Signature

This document must be returned, together with any risk assessment (s), to the safety coordinator at: [bruexpo@vincotte.be](mailto:bruexpo@vincotte.be) It should be provided before the start of the work.

<sup>1</sup> Declaration of Intent in keeping with article 29 of the Law on well-being.



## 7. Optimize your participation

### a. Brussels Balthazar Awards

The Balthazars are the perfect tool to optimize your participation at the Furniture Fair Brussels. It is the perfect way to draw additional attention to your collection and your company during the fair (festive award ceremony and adapted promotional material on the stand), as well as afterwards in the press communications by the Furniture Fair.

The winners receive personalized promotional material to use in their communication after the fair. The nominations and final selection will be chosen by a jury of professionals fully involved in the sector.

#### General regulations:

- **Participants:** All exhibitors from the Furniture Fair Brussels. Each participant may enroll maximum 3 products. The members of the jury decide which stands they will visit and can also withhold non-enrolled products. The application form can be found on the next page.
- **Products:** only new products will be taken into consideration. By this is understood that the products are developed for the new collection 2024/2025.
- **Nominations:** Per category a certain number of products will be nominated. For this purpose, the members of the jury will hand out a well recognizable label that can be placed onto the nominated product by the exhibitor.
- **Selection of 1 winner and 2 laureates per category:** Out of the nominated products, the jury will select one final winner per category. The jury motivates why these specific products were chosen. Possible criteria are: the design, the originality, a technological novelty, the functionality, a new use of material, environment and sustainable development, timelessness, multi-functionality, etc.
- **And the winner is... : Tuesday November 5<sup>th</sup> around 7.15 p.m., Festive award ceremony hall 3 (Drappier Bar). You are warmly invited!**



# Application form Brussels Balthazar Awards

Send before 1/10 to [adm@meubelbeurs.be](mailto:adm@meubelbeurs.be)

COMPANY
CONTACT PERSON
STAND NUMBER
TEL
E-MAIL
<p><b><u>PRODUCT NAME + BRIEF DESCRIPTION + PICTURE:</u></b></p> <p>NAME: BRIEF DESCRIPTION AND PICTURE:</p>          <p>NAME: BRIEF DESCRIPTION AND PICTURE:</p>          <p>NAME: BRIEF DESCRIPTION AND PICTURE:</p>

## b. Trend styles

Just like Brussels the Balthazar awards, the Trend styles represent the ideal tool to enhance your participation at the fair and draw attention to your new collection.

As every year, three Trend styles have been developed. These trends reflect the tendencies of the next furniture season. Every theme has been developed as a mood board: A collage of colors, materials, forms, drawings and clarifications. These mood boards are a source of inspiration for the furniture fashion of 2024.

A selection of your new models will be exposed in the passages between the halls. We expose your model in a beautiful and meaningful set-up. The visitor will see your model in a different context and will be motivated to discover more on your stand. Of course, for every model exposed, we mention the name, the manufacturer and his stand number.

On the next page, you will find the application form to contend for a place in our Trend style showcase. Simply send us a picture, or even a sketch or drawing. **The piece of furniture itself must be ready on the day before the opening.**

Below, you'll find an image of the presentation of the trend passages during last year's edition:





## **c. Advertisement opportunities**

### **Podium for furniture at entrances:**

Your piece of furniture prominently visible at one of our entrances? Get in touch!

### **Advertisement inside and outside the exhibition halls**

If you would like extra visibility during the show, then contact Media Expo, the official and only partner of the Brussels Furniture Fair (e-mail: [management@mediaexpo.be](mailto:management@mediaexpo.be) - telephone: +32 2 427 31 59). Media Expo offers a wide range of advertising formats.

### **Specialized press**

The period around the Furniture Fair Brussels offers an ideal time to order an advertising page from one of our press partners, and to make reference to your stand.

### **Newsletter & blog - Brussels Furniture Affair**

Each exhibitor will have the chance to have an article on the Brussels Furniture afFAIR BLOG (<https://blog.meubelbeurs.be>) to present their latest collections. BLOGPOSTS will be promoted internationally through the Newsletter. More info & contact details will soon be communicated.

## **d. Press kit**

Bring your press folder or media kit to the organizers office at the front of Hall 5 and we will make sure it is made available to the press.

## **e. Email banner**

Highlight your participation with the Furniture Fair's Email signature. You can download it from your online personal exhibitor page.

## **f. Fair plan marking**

### **Contract marking**

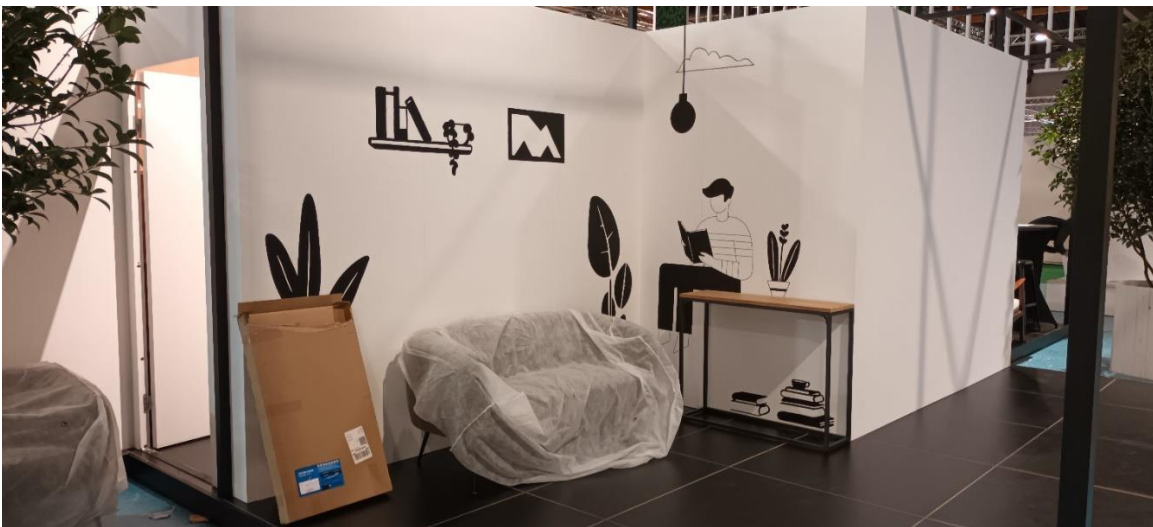
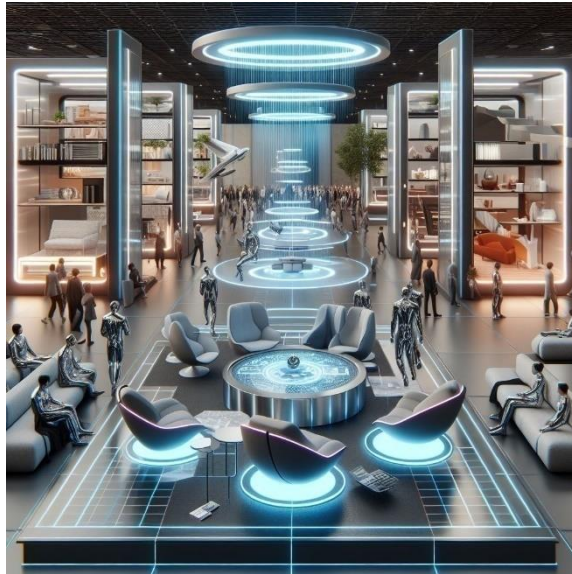
Are you an exhibitor active in the project market? If so, notify us before 1 September and we will provide your stand with a contract logo on the exhibition plan and on our website. That way, interior architects, property developers, buyers from the healthcare sector, hospitality and other service providers will immediately find your stand.



### g. Tips & tricks, do's & don'ts

On your personal online exhibitor's page you will find a list of ten tips from the organizer. These can be useful when preparing your trade fair participation.

### h. Extraordinary idea, share it with us!



## 8. Miscellaneous

### a. Hotels

The official hotel room booking partner of the Furniture Fair is Brussels Booking Desk :  
<https://www.furniturefairbrussels.be/practical/hotels> Our tip: book your hotel early !

### b. Music at the stand

Music may not cause hindrance. The sound level must not exceed 80 dB. The organization will take action when there are complaints.

Do not forget that you must make arrangements for SABAM (The Belgian Society for Authors, Composers and Publishers) and for the Billijke vergoeding ('Fair compensation' fee for the use of recorded music) and contact **UNISONO** representative of both companies.

- Contact Unisono : +32 2 286 82 11 or [music@unisono.be](mailto:music@unisono.be) – [www.unisono.be](http://www.unisono.be)

### c. Security

During the Furniture Fair Brussels, the site and the halls are guarded. The monitoring starts on the first day of the build-up and ends on the last day of the dismantling.

### d. ATM machine

You will find an ATM in the Astrid hall, the entrance a cross the street from parking C.

### e. Viapass kilometer charge +3.5 tons

Since April 2016, kilometer charge applies for all transport of goods of more than 3.5 tons. You'll find all details and information on [www.viapass.be](http://www.viapass.be)

### f. Brussels-Capital Region, Low Emission Zone

The Brussels Capital Region is a low emission zone. This LEZ applies to all cars and vans, whether they are registered in Belgium or abroad. Check if your vehicle is allowed on the following website:  
<https://lez.brussels/mytax/en/>

Parking C and gate G are accessible via the Ring without problems. **Please note:** this is not the case for gate C at the front of hall 5 ! (Atomium side)

### g. Wifi

A Wi-Fi connection - not guaranteed - is available free of charge in the halls of BRUSSELS EXPO. However, we advise exhibitors for whom a connection is indispensable to order an Internet connection at the web shop.