

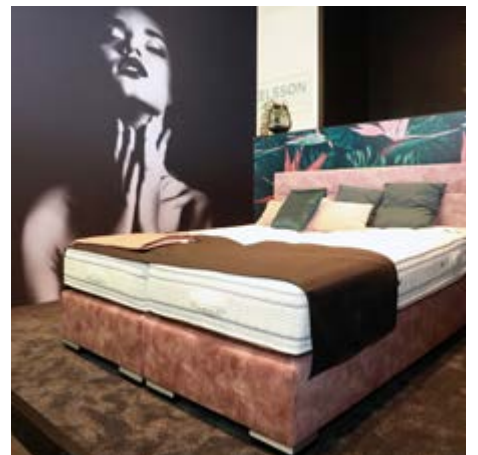


BRUSSELS  
FURNITURE FAIR



# BRUSSELS FURNITURE FAIR

7 - 10 NOV 2021



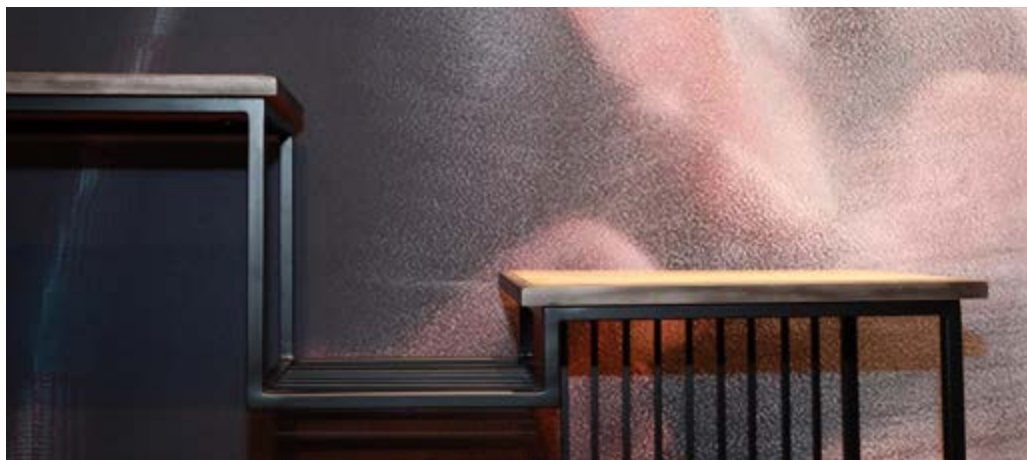
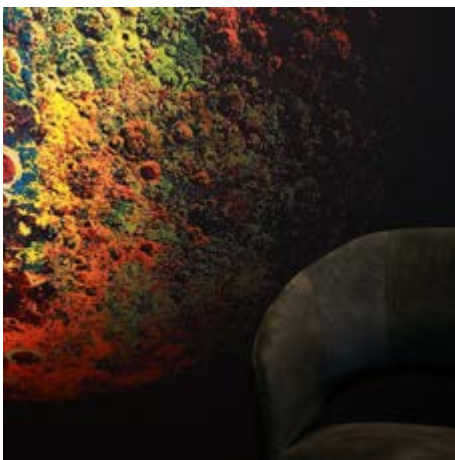
BRUSSELS EXPO

[WWW.FURNITUREFAIRBRUSSELS.BE](http://WWW.FURNITUREFAIRBRUSSELS.BE)



“ Just like last year, we had a very good fair.  
The number of visitors and the quality met our expectations. We once again received a large number of pleasing orders, and we also met many hot prospects! ”

– Livingfurn



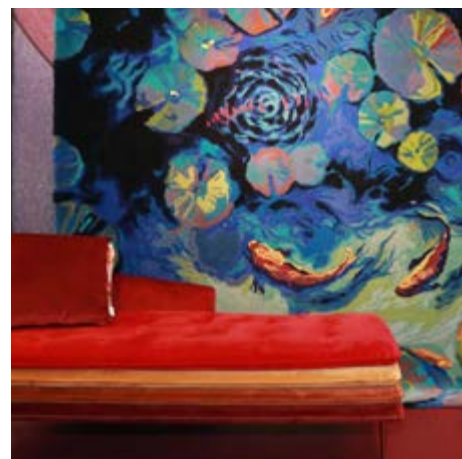
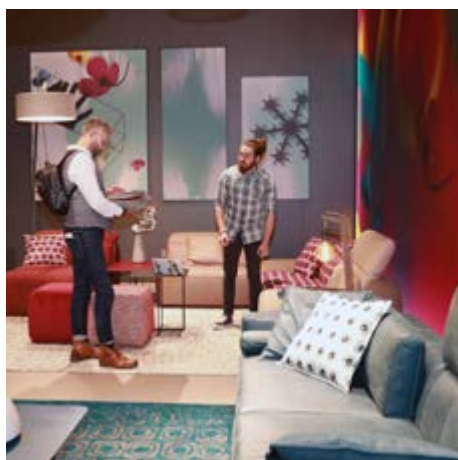
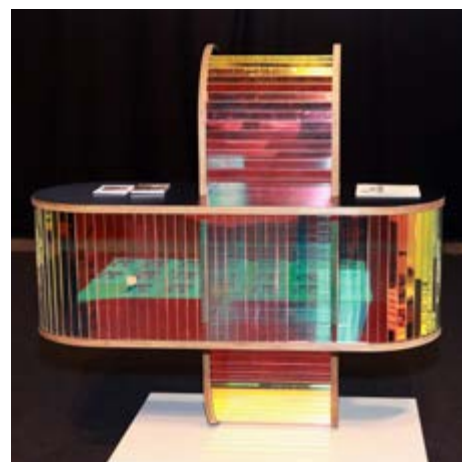
“ In Brussels we meet the right buyers and the organisation is perfect. At the 2019 exhibition we doubled our 2018 turnover. What more could you ask for? ”

– Akante



“ An absolutely great fair.  
We’ve been very busy with  
our many national and  
international customers! ”

– HTL Manufacturing



“ We had a marvellous time in Brussels, definitely one of  
the best fairs ever. We had c. 120% of major customers  
from all over Europe we had expected to come over to  
the stand with very positive results in the sales.”

– Poldem



BRUSSELS  
FURNITURE FAIR

BRUSSELS FURNITURE FAIR – 7 > 10 NOV 2021  
4 fantastic days with **excellent attendance** and an  
attractive range of **commercial collections**

As you know, there was no physical Brussels Furniture Fair in 2020, but a digital alternative.

The figures provided are therefore those for 2019.

Now the vaccination programmes are starting, we are convinced that it will be possible for us to organise the fair next November.



the fair is becoming increasingly **international** with  
visitors from 52 countries (65.62% foreign visitors)

a strong  
**VIP invitation policy**  
guarantees the quality  
of visitors

- Germany/Austria/Switzerland strongest growing market with important purchasing groups
- particularly strong attendance from the Netherlands (over 27%)
- from France, not only all the big groups, but also many individual shops are loyal visitors to Brussels

## VISITORS

Around 20,000 high-quality European visitors from Belgium, the Netherlands, France, the UK, Ireland, Germany, Switzerland and Scandinavia.

A pleasant and hospitable fair with a strong VIP offering and a convivial atmosphere makes buyers feel truly welcome – and this encourages them to buy.

2019: **18.994** visitors or  
**+ 3.57%** compared to  
2018 from 52 countries,  
18 of them outside Europe

✓ **74,9%** buyers

- 65 % general furniture trade
- 3 % buying groups
- 9 % bed shops
- 11 % interior architects
- 12 % various buyers

👜 **18,7%** suppliers

- manufacturers
- agents
- representatives
- secondary suppliers

👤👤 **6,4%** various

- press
- embassies
- designers

502 UK/IE **2,64%**

1.394 DE/AT/CH **7,34%**

2.744 FR **14,45%**

5.216 NL **27,46%**

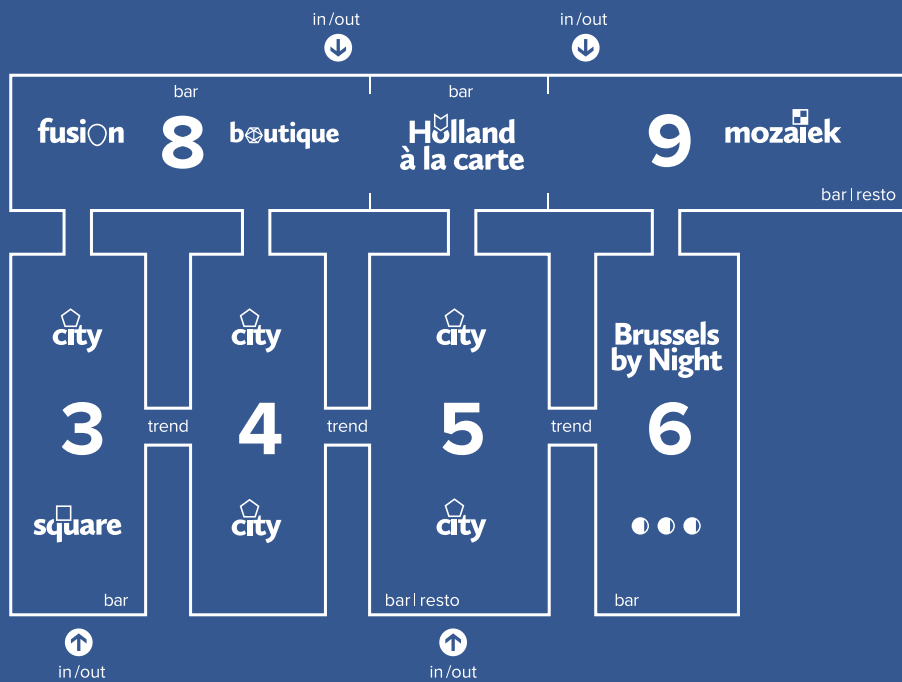
6.531 BE/LUX **34,38%**

2.607 various **13,73%**

# CLEAR SEGMENTATION

Segmentation that is tailored to visitors, and a clear fair format that is attractive for buyers. This ensures that not only regular exhibitors, but also newcomers immediately stand out at the Brussels Furniture Fair.

**63.000 M<sup>2</sup>**  
TOTAL SURFACE AREA OF FAIR IN 2019



City

Contemporary design in three halls full of trendy and contemporary furniture and seating.



Brussels by Night

A hall reserved for sleeping comfort. The latest new sleep technology and the most beautiful bedroom pieces presented in the right environment.



Fusion

Contemporary country and industrial collections in an authentic décor.



Mozaïek

Here the entry-level segment of the market is showcased in an ever-more attractive manner with a range of price-conscious, trendy collections.



Square

An all-in stand construction concept for accessible design as an alternative to the big international brands. The central bar is a great meeting point and strikes the perfect tone.



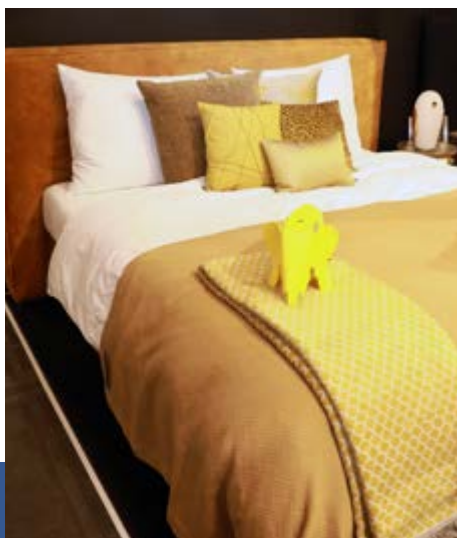
Holland à la carte

An all-round concept for Dutch manufacturers who feel perfectly at home at the Benelux's most important trade fair. And all this within the inspiring decor of the Patio.



Boutique

Home accessories and decoration are inextricably linked with furniture and interior design. That's why this offering is a perfect fit for the Furniture Fair.



the organiser's efforts are echoed by those of the exhibitors, who come up with an **attractive offering** and **beautiful stands**





a smart and **stylish trade fair** with a decor that is consistently applied throughout

# EXHIBITORS

A representative and commercial offering of Belgian and European collections, a combination of Northern European functionality and Southern European creativity.

A wide range which takes commercial value on the shop floor as its starting point. The high-quality offering is a combination of the entire Belgian furniture industry and a selection of the best European manufacturers, chiefly from the mid-market segment.

We can provide you with a complete service: from the mounting of simple walls to ready-made stands, lighting, carpet, plants, lettering, etc. Upon registration, you will receive a handbook with all details.



**274** exhibitors in 2019  
**18** different nationalities

109	BE	39,78%
70	NL	25,55%
21	IT	7,66%
18	DE	6,57%
11	FR	4,01%
45	various	16,42%

The Brussels Furniture Fair offers:

- a professionally organised forum at a very attractive level with great opportunities for doing business in an optimal atmosphere
- an experienced organisational team offering personal service, involvement, coordination and follow-up, which guarantees smooth participation
- a strong and professional campaign that attracts the right visitors as a bridge between offering and sales



 **BALTHAZAR AWARDS**  
STIMULATE AND  
SUPPORT INNOVATION

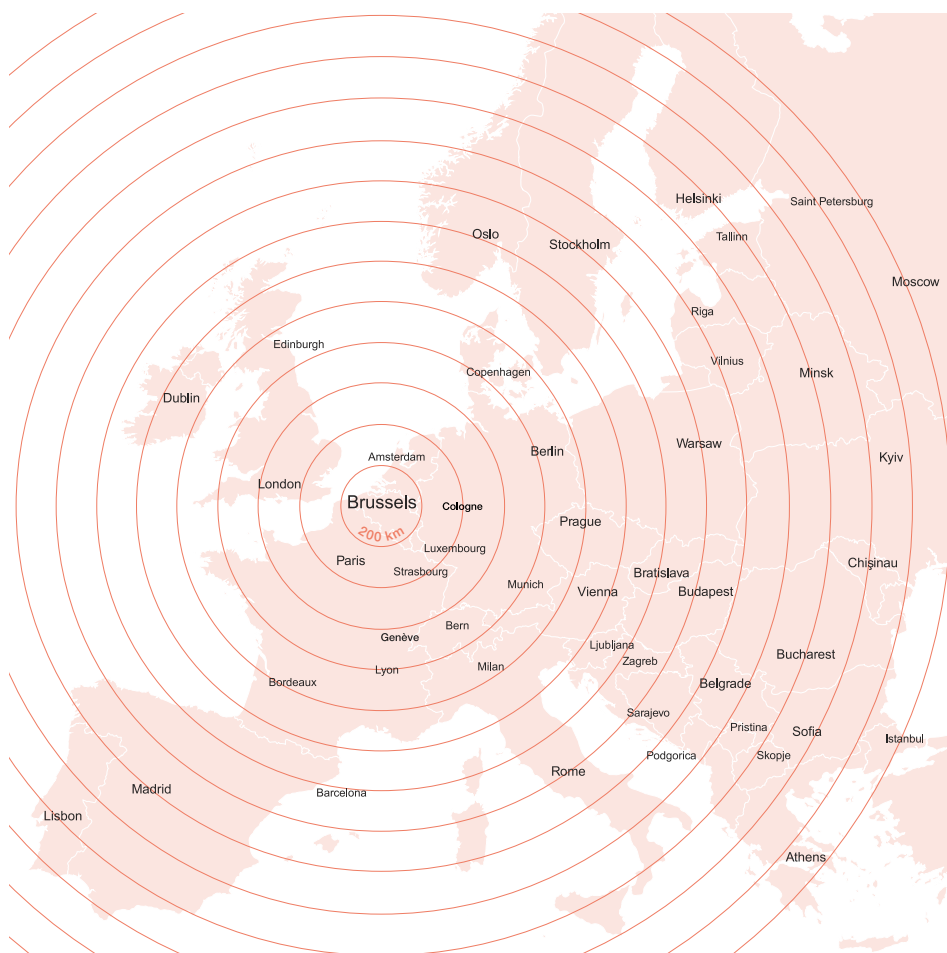
more info | [www.furniturefairbrussels.be/inspiration/balthazars](http://www.furniturefairbrussels.be/inspiration/balthazars)

# EASILY ACCESSIBLE

The Brussels Furniture Fair is an important **international forum** for the furniture sector.

Brussels is a cultural crossroads in Europe, a city in which both Northern and Southern Europe feels at home. Here you will meet buyers from all over Europe, in a relaxed atmosphere that encourages buying.

This leads to positive sales results in both the short and long term. Orders are either finalised at the fair itself, or Brussels sets the scene for a smooth sale after the fair.



Brussels is a **lively city** attractive and **easily accessible**

Brussels' central location means that it is easily accessible from all over Europe. Brussels offers an extensive range of good, affordable hotels and restaurants, in a convivial and international environment.



**BRUSSELS  
FURNITURE FAIR**

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1070 Brussels, Belgium  
T +32 2 558 97 20  
F +32 2 558 97 30  
adm@furniturefairbrussels.be  
www.furniturefairbrussels.be

Tip: download me and fill in on the computer

**Brussels Furniture Fair** Sun 7 → Wed 10 Nov 2021



**PLEASE SEND THIS FORM,  
DULY FILLED OUT AND SIGNED TO  
BRUSSELS FURNITURE FAIR**  
Hof Ter Vleestdreef 5 b7 | 1070 Brussels | Belgium  
adm@furniturefairbrussels.be

**CONDITIONS FOR PARTICIPATION**

- Stand fee: € 82/m<sup>2</sup> (Surface area only)
- Overall concept**
  - Design segment Square: € 141/m<sup>2</sup> (\*)
- File costs: € 300
- Page in catalogue and on the website: € 150
- Required insurance: € 1,20 /m<sup>2</sup>

**(\*) early booking up to and including 15/05/2021: €-10/m<sup>2</sup>**

Interested in a ready-to-use stand

**CATALOGUE DETAILS**

- The same as 2019  Use as correspondence address  contract specialist  Extra page in the catalogue (€ 150/page)

COMPANY NAME (for catalogue)

STREET+N°	POSTAL CODE	TOWN
COUNTRY	TEL	FAX
E-MAIL	WEBSITE	

**COORDINATOR** (Must be filled in)

NAME	MOBILE	E-MAIL
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**INVOICE DETAILS**

- The same as 2019  Use as correspondence address

COMPANY NAME (for invoice details)

STREET+N°	POSTAL CODE	VAT
COUNTRY	E-MAIL INVOICE	TOWN
TEL	FAX	

UNDERSIGNED (NAME)	FUNCTION
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- Books \_\_\_\_\_ m<sup>2</sup> at  the Furniture Fair Brussels  Square from Nov. 7th until 10th 2021,
- Hereby expressly declares having studied the general regulations drawn up by the Furniture Fair (see above),
- Declares that signature of the present document expressly confirms knowledge of the general regulations and the approval thereof,
- Declares that **the present form, if it is accepted by the Furniture Fair, will act as an irrevocable contract** in accordance with the conditions of the general regulations,
- Declares to respect the deadlines of payment as mentioned in the Art. 8 of the general regulations.

COMPANY STAMP

Place \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / 2021

The undersigned declares being entitled to sign this document for the participating company and guarantees to meet the engagements the present form brings about.

SIGNATURE

**GENERAL REGULATIONS 84<sup>ND</sup> EDITION**

**1. ORGANIZER**  
The Brussels Furniture Fair is organized by the 'Salon International du Meuble - Bruxelles' hereafter known as 'the Furniture Fair'.  
Location: Brussels Expo (Heysel), Place de Belgique 1, 1020 Brussels.  
Dates: from November 7th until 10th 2021.  
Open every day from 9 a.m. until 7 p.m., on Wednesday until 6 p.m.

**2. PARTICIPANTS**  
Manufacturers of products intended to be sold by furniture dealers and interior decorators, or considered as secondary products in furniture retailing and interior decoration.

**3. STAND SPACE**  
The stand space is the exhibition surface, put at the disposal of the exhibitor and defined in square meters.

**4. STAND FEE**  
The stand fee is the expense for the use of the stand space, including the general services mentioned on the enrolment form. The stand costs include the advertisement campaign, the placing of the sign, general supervision, general heating, general lighting and signposting, and the upkeep of the common areas. Erection of stands and electrical connections are not included, except for the all-in concepts.

**5. CONDITIONS OF PARTICIPATION**  
File costs: € 300. Stand fee: € 81 per square meter. Minimum stand space: 30 m<sup>2</sup>. Electricity connection and insurance (€ 1,20 /m<sup>2</sup>) are obligatory services. Page in catalogue and on the website: € 150. VAT and any supplementary taxes will be charged to the exhibitor.

**6. ALL-IN CONCEPTS**  
The price of the all-in concepts includes the stand hire and the set-up of the stand in accordance with the relevant concept. For Square, this comprises (3m-high) walls, carpet, lighting and electricity.

**7. ADDITIONAL COSTS**  
All orders of goods, services or technical achievements can be made through the adamecum, which will be sent to the exhibitor after enrolment. All orders placed during the setting up of the Furniture Fair, or during the Fair itself, are subject to an additional charge. Cancellations are not accepted after October 20th.

**8. INVOICES AND PAYMENT**  
• For payments, only transfers on our account (IBAN BE 09 4352 2515 4157 - BIC KREDEBEBB). Checks are not allowed.  
• All bank charges are to the account of the payer.  
• All invoices must be paid within 14 days.  
• In case of enrolment after September 15th, the file costs, stand fee, insurance and services ordered must be paid immediately.  
Exhibitors will only be admitted to their stand after full payment of file costs, stand fee, insurance and provided services.

**9. OVERDUE PAYMENTS**  
Interest of 1% per month and a fixed compensation of 15% with a minimum of € 50 will be charged automatically without notification on any amount not paid within the agreed periods. The Board of Directors reserves the right, without obligation to give notice of such, to officially and without any other warning take possession of the stand for which the exhibitor has not paid the full rent and/or the file costs by the deadlines given in art. 8. In this case, art. 10 will be implemented.

**10. ENROLMENT FORM**  
The registration form should be filled in and signed by the exhibitor and then submitted to the Furniture Fair, and constitutes a definite commitment by the exhibitor. Enrolment will then be confirmed by the Furniture Fair. Enrolment obliges the exhibitor to occupy the allocated stand and to keep it set up and open at all times during opening hours and until the end of the Fair. In the event of cancellation by the exhibitor, all payments (file costs, stand fee and, possibly interest) remain due to the Furniture Fair, even when the stand has been rented to another exhibitor. As participation is on a non-transferable basis, no renounce or transfer - not even partially - is permissible.

**11. ALLOCATION OF STANDS**  
The location and shape of the stand space is indicated by the Furniture Fair. Concerning the stand allocation, the Furniture Fair may organize the stands by certain criteria. In case of unforeseen circumstances or force majeure, the Furniture Fair retains the right to change the location of a stand assigned to an exhibitor.

**12. INSURANCE**  
The Furniture Fair has signed up to the following policies:  
• A legal liability insurance for the amount of € 5,000,000 (for itself and all exhibitors collectively). This policy is complementary even to contracts signed by the exhibitors at a later date.  
• An all risk exhibition insurance for the stand materials and the goods on display. The main components of these clauses are described in the Services File.  
A copy of the policies will be forwarded to the exhibitor at his request. The exemptions and exclusions of these policies will be charged to the exhibitor. Each participant agrees to pay his share in the all risk exhibition policy. The Furniture Fair declines all responsibility for loss, damage or other harm done to objects and goods on display, of whatever nature and for whatever reason. Personal items are excluded.

**13. ACCESS**  
Only professionals possessing the requisite entrance pass issued by the Furniture Fair and reserved for furniture professionals are allowed access to the Fair. Direct sale to individuals is strictly forbidden.

**14. PUBLICITY**  
Media Expo is the exclusive partner for publicity outside the stands. No advertising is allowed on vehicles in the car parks reserved for the Furniture Fair and its visitors.

**15. FIRE PROTECTION**  
In accordance with the General Regulations of the fire safety measures, drawn up by the Management of Brussels Expo, exhibitors must comply with the legal requirements governing fire safety and the special requirements. In the case of non-compliance, the exhibitor himself is directly responsible for any loss. These regulations are available on request.

**16. SMOKING BAN**  
Smoking is forbidden in all exhibition areas where shows for the general public and specific professions are held. This regulation applies both during the show itself and during installation and demolition.

**17. ELECTRICAL INSTALLATIONS - CONTROL AND RESPONSIBILITY**  
All electrical installations within the stands must be carried out in accordance with the General Regulations for electrical installations and the rules of the special regulations of Brussels Expo's electricity department. Prior to the opening of the trade fair, there will be a technical inspection by an independent body, whose decision must be respected. These regulations are available on request.

**18. SPECIAL ADMISSION**  
No goods may be brought in or taken out during the Fair, unless written approval is issued by the organizers.

**19. PRIVACY PROTECTION**  
The Furniture Fair Brussels processes all personal data that the Applicant-Exhibitor and the Exhibitor provide in accordance with the European privacy protection laws and the Furniture Fair Brussels' Privacy Policy, of which the Applicant-Exhibitor and the Exhibitor declares having taken acknowledgement. The Privacy Policy is available on the Furniture Fair Brussels' website or can be obtained on demand.

**20. ALL RIGHTS RESERVED**  
No parts of the website and Fair catalogue may be reproduced without prior written permission from the Furniture Fair of Brussels.

**21. EVACUATION OF THE STANDS**  
The exhibitors recuperate their packing material and waste. The exhibitors commit themselves to leave the stand site at the end of the Fair in the same condition in which they found it. Waste, carpet and other materials used in the stand construction must be removed by the exhibitor at the end of the Fair. The adhesive tape used to fix the carpet must also be carefully removed. The costs of removing materials, adhesive tape and paint stains, in other words the clearing up of the buildings and repair of any damage caused by exhibitors, their employees or their stand constructors shall be invoiced to any exhibitor who fails to respect these regulations.

**22. DIFFERENCES**  
The exhibitors renounce their right to pursue a claim against the Furniture Fair for whatever reason or whatever damage. The exhibitors have no claim to damages incurred by postponement or cancellation of the Fair due to unforeseen circumstances or force majeure. In the event of an application being rejected the applicant is not entitled to any form of compensation, nor can he hold the Furniture Fair responsible for any damage suffered by the applicant or by third parties. All eventualities not dealt with by these Rules of Procedure will be settled by the Furniture Fair's Board of Directors. All decisions are final. No appeal is possible, and exhibitors commit themselves to abide by this. The applicant undertakes to observe the clauses of the present regulations. In the event of a dispute, the Brussels Courts are the only competent courts for hearing any possible litigation.