



BRUSSELS FURNITURE FAIR

Dear exhibitor,
Dear stand builder,
Dear supplier,

You are going to exhibit or provide a service at the Brussels Furniture Fair 2025. For an optimal result, we want to prepare for this thoroughly, together with you. As the fair organiser, we will of course be happy to assist you where needed.

For you and your suppliers, this operations manual is an important guide, put together based on our experiences over the years. Please read this document thoroughly, carefully review all sections, and share this document internally within your company, and in its entirety with your suppliers and transporters.

Starting this year, a brand-new system is ready to register all vehicles and give controlled access to the Brussels Expo site. This requires your attention and the collaboration of everyone within your organisation. We are convinced that this will lead to time savings for your staff and suppliers, as well as a safer build-up and breakdown of our fair.

We wish everyone every success with the preparations for the Brussels Furniture Fair 2025 and are available to answer all your questions.

Brussels Furniture Fair Team



MEUBELBEURS
SALON DU MEUBLE
BRUSSEL · BRUXELLES



Glenn De Maeseneer
Managing Director



Ines Van Craenenbroeck
In-House Designer &
IT-Manager



Carl Vanginderhuysen
Operations Manager



Fien Berckenbosch
Back Office - Support

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MANDATORY STEPS TO BE TAKEN BY ALL PARTICIPANTS

Visit your personal online exhibitor's page. This is the essential platform that grants you access to your stand plan, the various vehicle passes, your orders, your company and contact details, and all other necessary tools for the successful organisation of your exhibition participation. The link to your personal exhibitor's page has been sent to you via an email entitled: "*Participation Confirmation Brussels Furniture Fair 2025.*"

As soon as possible, please send the operations manual and your floor plan to your stand builder.

Please already make a note of these dates in your planning:

From **17/06**

- Activate your BE-web shop account for the placing of all kinds of orders! For this, you will receive an email entitled: "*Activation of Brussels Expo Web Shop Account*" a few days after receipt of your participation confirmation. (important info about tariffs and services on p. 11 > p. 13).
- Order in good time, because the prices rise after a certain date.

Before **12/09**

- Send your product photo & company logo in high resolution to the Furniture Fair (info p. 18)
- Check and amend your details for the online catalogue and the Furniture Fair App (info p.18)

NB: After 01/10 we can no longer amend your name or brand name for the reserved stand.

Before **12/10**

- Fill in the safety charter and send it to Vinçotte (info on p. 20)

Important advice:

Please read through this entire operations manual in detail. In it, you will find all the practical information with regard to your participation in the Brussels Furniture Fair. Also pay close attention to the points of concern, and share this operations manual within your own organisation and with your suppliers.

If you have any further questions, don't hesitate to get in touch with us. We will be pleased to assist you further:
+32 2 558 97 20

Vehicle Pass System:

NEW: From this year, there is a totally new system that regulates access for all vehicles to the Brussels Expo site. The procedure for individual registration and the various types of passes will be explained in a separate document, which you will receive from us via email **after 22 September 2025.**

ORGANISER

1. Contact and accessibility

Before the start of the fair until 23 October:

Headquarters: Brussels Furniture Fair
Hof Ter Vleestdreef, 5b7
1070 Brussels, BELGIUM

NB: between 24/10/2025 and 10/11/2025 this office will not be regularly staffed

From 24 October and during the fair:

For deliveries: BRUSSELS EXPO – G
BRUSSELS FURNITURE FAIR
Romeinsesteenweg, 618
1020 Brussels, BELGIUM

*NB: for the breakdown, all transports must register at **Car Park C**.*

For visitors: BRUSSELS EXPO – GATE B
BRUSSELS FURNITURE FAIR
Belgiëplein, 1
1020 Brussels, BELGIUM

*NB: this is the entrance for visitors who arrive by **public transport, taxi or shuttle**.*

For visitors arriving by car: BRUSSELS EXPO – CAR PARK C
BRUSSELS FURNITURE FAIR
Via exit 7 or 8 of the ring road R0.
Waze: Car Park C – Expo

*NB: this is the entrance for visitors who arrive with their **own transport**.*

Furniture Fair Office: BRUSSELS EXPO – GATE C
BRUSSELS FURNITURE FAIR
Belgiëplein, 1
1020 Brussels, BELGIUM

***NB:** from Monday 27/10/2025 our offices will be open in **Hall 5**. These are accessible via Gate G, if you are in possession of a valid Vehicle Pass, and via Gate C where you can park temporarily without a Vehicle Pass. (see info / opening times / map on the following pages)*

Our team in the Furniture Fair Office:



Valerie

FF Support
Furniture Fair Office



Tine

FF Support
Furniture Fair Office



Ariane

Web Shop & Services
Brussels Expo

You can find them every day in our Furniture Fair Office, right beside the entrance to our fair, in Hall 5, and contact them by telephone on +32 2 558 97 20 or by email at adm@meubelbeurs.be

Furniture Fair Office Opening Times:

During **build-up** there is standby staffing only. During this period, our staff can be reached exclusive by telephone on: +32 2 558 97 23.

| | | |
|----------------|---|-------------------|
| Early build-up | Thursday 23 to Sunday 26 October | Telephone standby |
| Build-up | Monday 27 October to Saturday 1 November | 8 am – 6 pm |
| Fair | Sunday 2 November to Wednesday 5 November | 8 am – 7 pm |
| Breakdown | Thursday 6 November | 8 am – 6 pm |
| Breakdown | Friday 7 November | 8 am – 12 noon |

It is important that this info & timing is shared with your stand builder and suppliers!

Our on-site support team at the fair:

In the halls you can always call on our staff, who will be on hand during the (early) build-up and breakdown periods. They are at the disposal of stand builders, suppliers and exhibitors.



Sieger

FF Support
Hall Manager



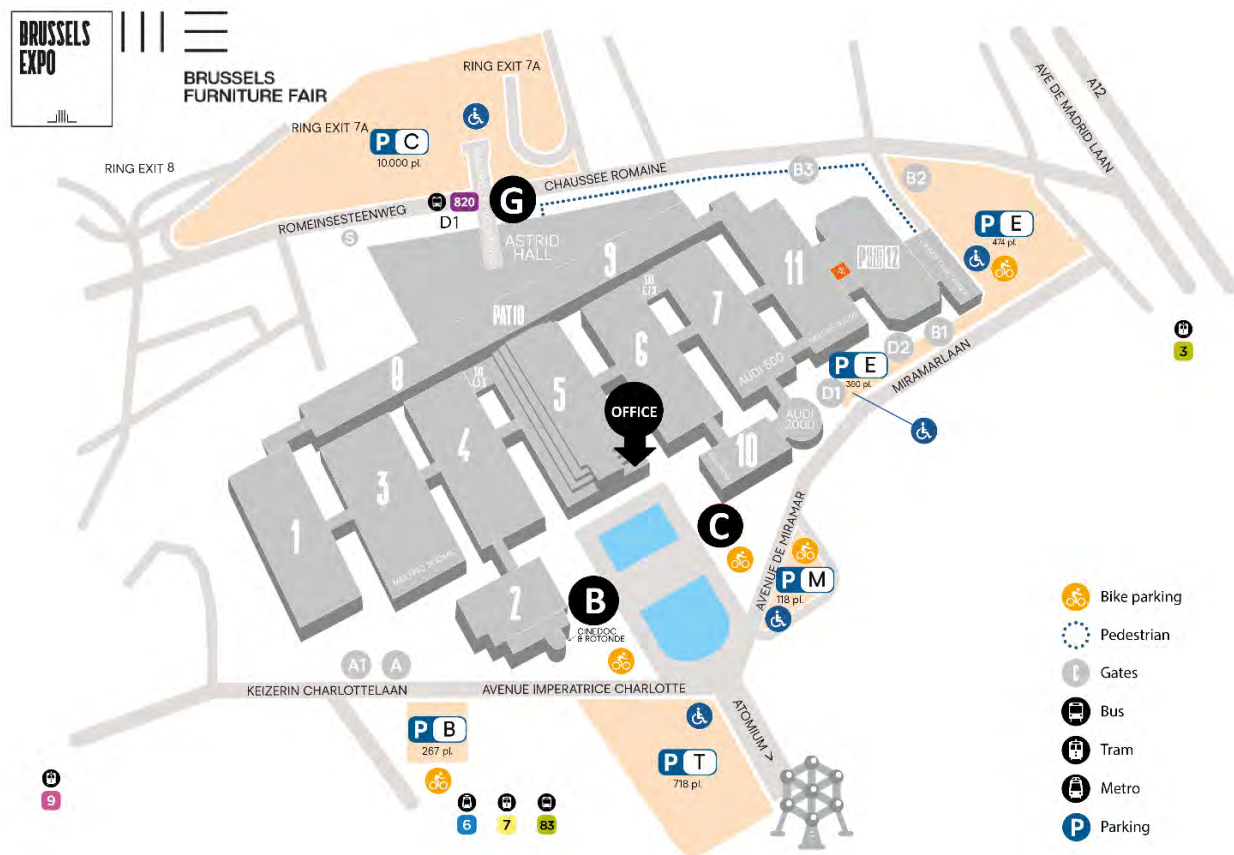
Carl

Brussels Furniture Fair
Operations Manager

We will be pleased to answer all your questions, and will be available every day from 8 am to 6 pm on site at the fair. You will recognise us from our Furniture Fair logo, and we will be contactable by telephone on +32 2 558 97 23.

It is important that this info is shared with your stand builder and suppliers!

Map of Brussels Expo:



B

Entrance B – for pedestrians only and therefore main entrance of our fair with access to the fair through Hall 5. (Entrance via Parking C – Astrid Hall is also possible for pedestrians).

C

GATE C – access only if you have the correct Vehicle Pass or VIP parking sticker.

G

GATE G – main entrance for all transports if in possession of the correct Vehicle Pass.

OFFICE

Office Brussels Furniture Fair – Hall 5.

2. General information

a. Stand construction

1. Download your stand plan on your personal online exhibitor's page.
2. Respect the dimensions of your stand!
3. Stand construction or advertising in the aisles is forbidden, including overhead (e.g. banners, flags, etc)
4. All stands must be completely self-supporting, without any suspension from or support against walls and ceilings. For stands taller than 3.5m, prior approval must be requested.
5. The standard stand height is 3m. If this height is exceeded or not reached, and differs from that of your neighbours' constructions, it is absolutely essential that the visible rear sides of the structures are finished and painted in a neutral shade. Additionally, all electrical wiring and cabling must be concealed.
6. If there is an electrical cabinet at your stand, it must remain accessible at all times. Doors must be able to open fully, and staff should be able to stand at least 1 metre away from the switchboards. Fire safety equipment located in or around the stand must also remain accessible and unobstructed at all times! These are indicated on your stand plan with the following icon:



This rule also applies to ALL doors, emergency exits, and gates that border the stand. Door pumps and control panels must also remain operational and cannot be removed, disassembled, or disabled.

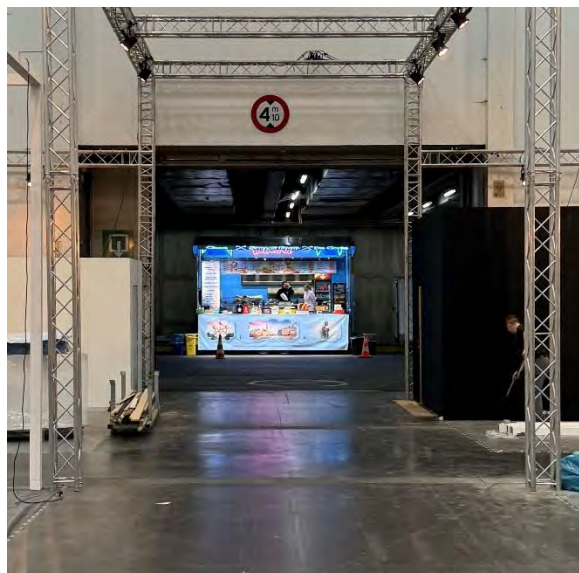
7. Electrical installations must comply with the legal Belgian safety standards. The details can be downloaded from your personal online exhibitor's page. During the build-up, an accredited inspection body will ensure that the regulations are respected.
8. When laying your carpet, the use of low-quality adhesive tape may lead to additional cleaning costs. These costs will be passed on to the exhibitor.
9. Packaging and waste must be removed by the exhibitor. If this does not occur, the costs will be invoiced to the exhibitor. Manage your own waste during the event. By dealing with waste in an orderly manner, you prevent other exhibitors from viewing your stand or the aisle as a communal dumping ground. Waste containers can be ordered online and on-site.
10. During the build-up and breakdown of the fair, the aisles must always remain clear. A passage of at least 1 metre must be guaranteed at all times to ensure a pleasant working environment for everyone.



b. Build-up

- Starting Monday 27/10 for exhibitors building their own stand, or having it built by their own stand builder. Make sure that you start building your stand on Thursday 30/10 at the latest.
- From Thursday 30/10 for exhibitors with a ready-made stand, in Holland à la Carte or Square.
- Stand build-up must be completed by 12 noon on Saturday 01/11. All aisles must be completely cleared by this time.
- Build-up hours run from 7 am to 8 pm. It is possible to carry out work earlier or later, but this must be communicated in advance to the organisers, either before the actual start of the setup (via email) or during the setup at the Furniture Fair Office in Hall 5.
- Early build-up is possible depending on the access to and availability of the halls. For this, however, a request must be directed to the organisation via email: cv@meubelbeurs.be (only upon payment).
- Every van or lorry driving into Brussels Expo must have a Vehicle Pass. More information about this will follow in our communication at the end of September (see Vehicle Pass p. 16)
- Lorries must leave the fenced area of the site immediately after unloading. It is possible to park at car park C. In order to remain parked at car park C during the fair, you must purchase a parking permit via the BRUSSELS EXPO web shop.
- Trailers may never be uncoupled and left unattended between the halls.
- Lorries, vans, cars and trailers are not permitted inside the halls.
- Cars: limited access, upon presentation of the appropriate Vehicle Pass. More information on this will follow in our communication at the end of September.
- Your stand builder, their staff or your colleagues do not require a special pass or permission to gain access to the Brussels Expo halls during the build-up and breakdown period, only their vehicle.

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



Patio exit towards Gate G – Belgian Fries Stand

c. Breakdown

- Packing up goods, clearing out, delivering packaging and removal in general may only begin after the Furniture Fair closes on Wednesday 05/11 after 6 pm. From that moment on, work may continue day and night until Friday 07/11 at 2 pm.
- Access to the fair for stand builders and/or their staff is **prohibited** before 6pm.
- Lorries must assemble at Car Park C. For smooth organisation and access to the halls, the vehicles will be pre-sorted into groups so that they can drive into Brussels Expo per hall. More information on this will follow in our communication at the end of September. NB: lorries <3.5 tons are not allowed to participate in the convoy and must wait until all heavy goods vehicles are inside.
- Carpet, tape and waste must be removed by the exhibitor.
- The participant must leave the exhibition space in the same condition as it was provided after vacating it. Any damages, contamination, or leftover waste will be charged to the exhibitor at their expense.
- If the stand space is not cleared in a timely manner or in its entirety, the Furniture Fair may remove any remaining materials, goods, packaging, or carpets at the exhibitor's expense and risk.
- Exhibitors from the Square or Holland à la Carte, and exhibitors who have ordered a ready-made stand, must have completely cleared their stand by 2 pm on Thursday 06/11.
- Exhibitors who have built their own stand or have used their own stand builder must leave the Brussels Expo premises by 2 pm on Friday 07/11 at the latest.
- Lorries must leave the fenced area of the site immediately after loading. It is possible to park in Car Park C.
- Trailers may not be uncoupled and left unattended between the halls.
- Lorries, vans, cars and trailers are not allowed inside the halls, unless previously discussed with our staff.
- Your stand builder, their staff or your colleagues do not require a special pass or permission to gain access to the Brussels Expo halls during the breakdown period.

No catering outlets will be open during the breakdown.

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 12/09.
2. Additional advertisement in the online catalogue to be ordered before 12/09.
3. Waste containers can be ordered via email or on site.

Emails for info, orders or price enquiries or price requests can always be sent without obligation to:

cv@meubelbeurs.be – please do not use any other email address for this!

Waste & Recycling:

Together with our partner **GOM**, we are doing everything we can to relieve you of your waste if you do not return it yourself. Given that costs and regulations have come under immense pressure in recent years, we kindly ask you to work selectively and, where possible, to sort your waste. We will also closely monitor waste and packaging materials behind your stand. This is, of course, NOT permitted, and for that reason, the fire service may disapprove your stand and prohibit the opening. Our staff have been using new order forms this year that clearly record your orders. Invoicing for this will take place after the fair. We would like to draw your attention to the fact that it is advisable for these orders to be managed and communicated by a single individual to avoid any misunderstandings.

Our staff may, at their own discretion, order containers to clear away any waste, packaging materials, or other remnants that hinder the build-up of adjacent stands.

You will be informed of this upon your return to your stand. These costs are non-negotiable with the organisers and will be invoiced along with the working hours.

Focusing on the environment is a responsibility that falls upon us all, and for this, it is essential to raise awareness among everyone within your organisation and network. Discuss this with your stand builder!

[illegible]

- To be ordered on site as needed
- 1.1 m³
- 3 m³
- Larger volumes only on demand!
- Delivery to your stand.
- Prices available from our staff.

Goods and services managed and invoiced by BRUSSELS EXPO:

1. Electrical connection
2. Connection to water supply
3. Suspension points
4. Internet (see point g. page 23)
5. Fire extinguisher (mandatory for stands >72m²)
6. Parking
7. Stand cleaning
8. Logistics services (e.g. forklift with driver, storage, etc.)
9. Stand furniture
10. Flowers and plants
11. Audiovisual material
12. Electrical equipment
13. Stand carpet & mounted floor
14. Catering services on the stand
15. Hostesses

Orders can **only be placed online**, via the BRUSSELS EXPO web shop. Activate or create your web shop account as soon as it is accessible (Opening planned on 02/06/2025): <https://shop.expo.brussels/expo/>

BRUSSELS EXPO staff are available to answer any questions, by email connections@brussels-expo.be or by phone: +32 2 658 42 55

NB! Goods and services may be subject to price increases:

Please be aware that all services will become more expensive as the fair approaches. It is therefore advisable to create a good plan and to place an order with the relevant suppliers in a timely manner.

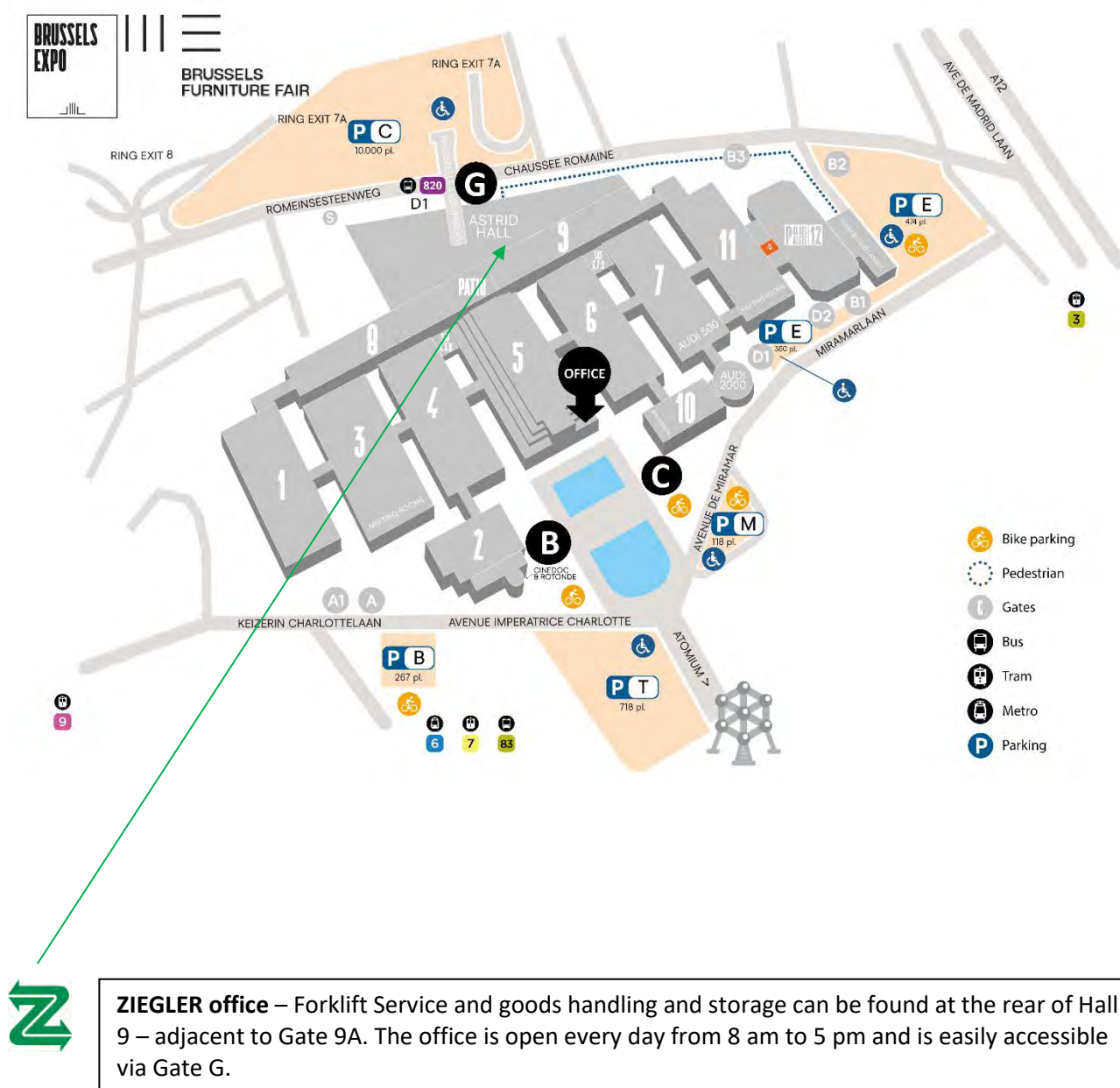
| Order via: | Preferential rate: | Standard rate: | Standard rate +20%: |
|---------------|--------------------|---------------------------|---------------------|
| Brussels Expo | Up to 30/09 | From 1/10 to 21/10 | From 22/10 |
| Ziegler | Up to 30/09 | From 1/10 to 21/10 | From 22/10 |

Goods and services managed and invoiced by ZIEGLER:

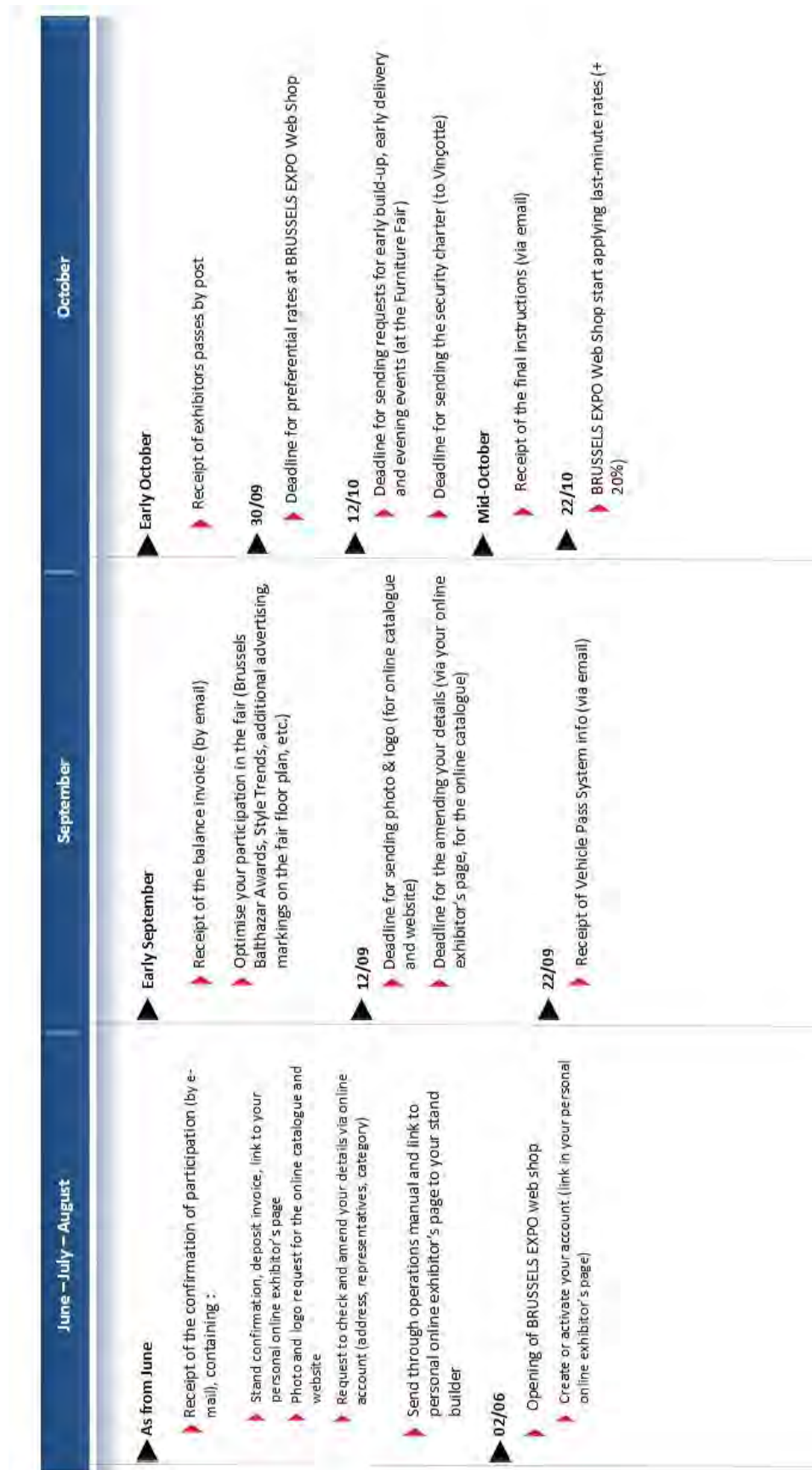
1. Rental of forklift without driver
2. Rental of forklift with driver
3. Handling: loading – unloading – storage of goods & materials

Orders may be placed **online** via the BRUSSELS EXPO web shop. We recommend that you reserve these services before the start of the fair to avoid long waiting times.

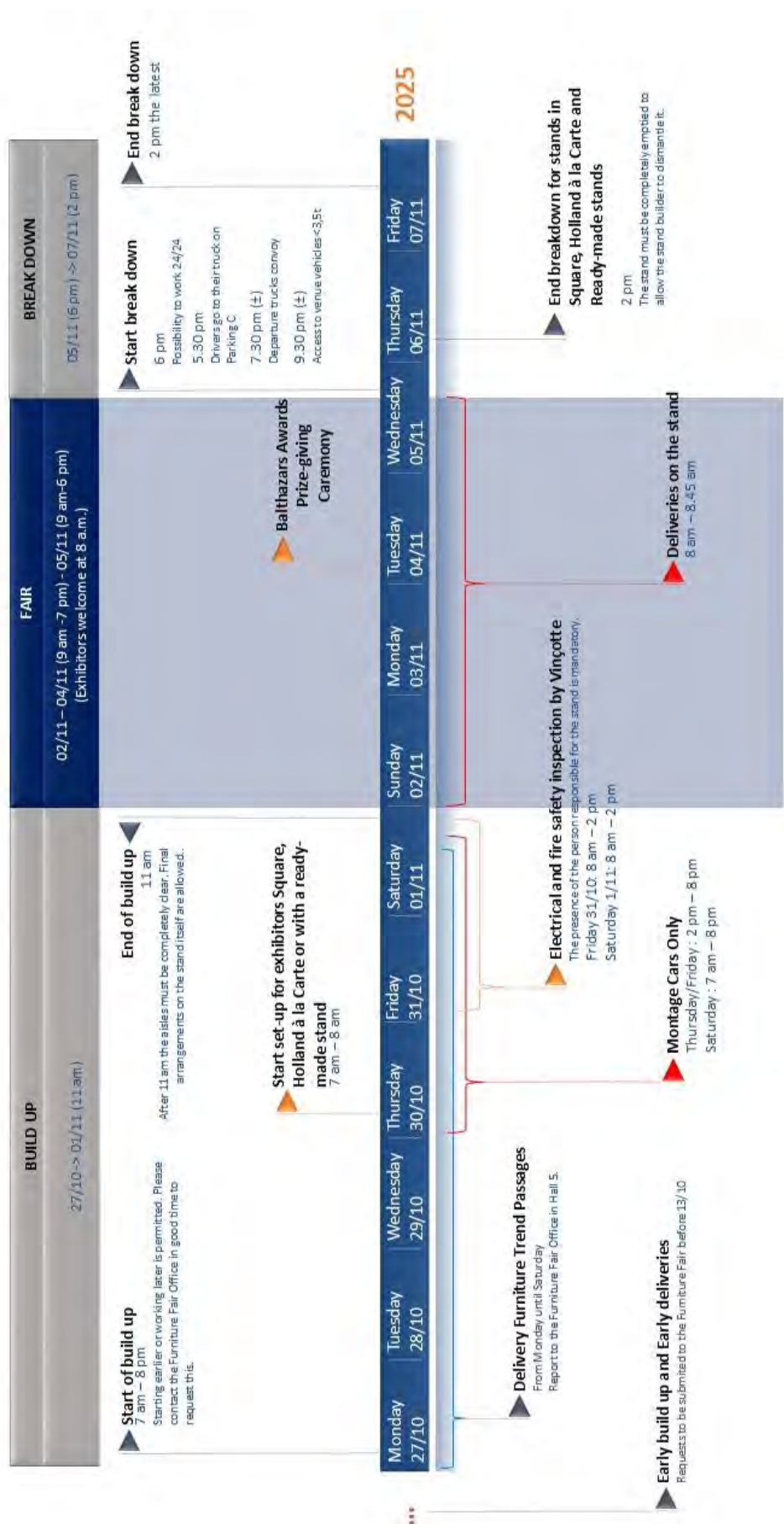
Map showing Ziegler's office:



e. Timeline – Preparations



f. Timeline – At the exhibition centre



4. Access to Brussels Expo

a. Introduction

To ensure that everything runs smoothly at the Brussels Furniture Fair, you will need a number of documents for easy access and good organisation. Staff, vehicles, and visitors must have an access badge, a vehicle pass, or an entrance ticket for our fair.

b. Access for stand builders, staff and suppliers

During the early build-up, build-up and breakdown, these people do not need to have a separate pass or badge.

On fair days, it is of course obligatory to register all your staff and for them to be scanned by our hospitality team at the entrance in Hall 5 or the Astrid Hall via Car Park C.

c. Access for vehicles with the Vehicle Pass System

New from this year, BRUSSELS EXPO is switching to the **Vehicle Pass System** which allows every vehicle to be individually scanned and identified when driving onto the site.

d. How to obtain the correct Vehicle Pass

This information will be made available **from 22 September 2025**. Due to the volume of information, the different types of Vehicle Passes, and because this is a totally new way of registering your vehicles, this year we have opted to send a separate document, which you will receive from us by email linked to the “final instructions”.

e. Entry Tickets

The entry tickets will be sent to the exhibitor in early October and are free of charge. You will receive 1 ticket per 10m², with a minimum of 6 and a maximum of 50. These tickets remain valid for all four days of the fair. Do not give these tickets to your customers, as they will be directly invited by us so that we can also register them. To invite an important customer, you can download invitation codes from your personal online exhibitor’s page.

f. Car Park C

Looking for an easy way to inform drivers about the route to Car Park C? Use this handy WAZE QR Code:



4. Insurance

The Furniture Fair takes out a collective insurance policy. The "all-risk exhibition insurance" is mandatory. The general terms and conditions of this policy are available upon request. We will automatically invoice you for this compulsory insurance at €1.50/m².

Insurance coverage:

This insurance is subject to the general "all-risk exhibition" regulations, and covers all the exhibited goods and their stand, 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 Brussels Furniture Fair 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 Brussels Furniture Fair 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 charged to the exhibitor.

Insured value in all cases except fire:

- Display materials and goods exhibited: €154.93/m² (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/m² (first risk).
- Goods such as toolkits, hammers, screwdrivers, drills, mobile phones, laptops, ladders etc. are not covered by the insurance.

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

€557.76/m² (first risk) for stand materials and goods on display including breakable objects, electrical equipment, electronic and sound equipment.

Cases of damage:

Each case of damage or theft must be reported directly to both the Furniture Fair 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 are settled in accordance with the Furniture Fair regulations.

5. Online Catalogue & Website

a. Photo & logo

The inclusion of your contact details in the digital catalogue on the Brussels Furniture Fair website is crucial and mandatory. If you want to increase your visibility, it is possible to order an extra page via your personal online exhibitors' page.

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

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

We must receive the photos and the logo **before 12 September**. After this deadline, we will have to use the images published in the catalogue of the last edition of the fair. Ways to deliver them to us:

- Upload via your personal online exhibitor's page
- Send them by email using the free service 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.

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

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

b. Your details

Check your details on your personal online exhibitor's page. Amend where necessary!

IMPORTANT: After 01/10 we can no longer amend your name or brand name for the reserved stand. From that point, our designers start producing all our printed material, stand signage, fair floor plans and communications.

c. Classification per article

Indicate on your personal online exhibitor's page the categories your products fall into, to allow fair visitors to easily find you on our website.

6. Safety

a. Safety regulations

The complete safety regulations of BRUSSELS EXPO are available on your personal online exhibitor's page. To access them, please use the link to your personal exhibitor's page that was sent to you via email.

Fire extinguishers:

It is compulsory to place a fire extinguisher in a visible position on all stands larger than 72m². You may purchase an extinguisher from the BRUSSELS EXPO web shop.

Use of gas bottles:

This refers to all types of gas in the form of a pressurised cylinder. Since both flammable and non-flammable gas cylinders can explode or be propelled when heated or impacted, ALL gas cylinders (including those from beer tap installations!) must be reported to the Furniture Fair Office, along with the nature of the gas. Please provide us with a plan of your stand and indicate where the cylinders are located.

Candles:

The display or use of fire or burning candles with an open flame is prohibited.

Safety clothing:

It is compulsory to wear safety clothing during build-up and breakdown.

Electricity 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 organisation, to ensure the safety of everyone involved in stand construction.

During the construction and dismantling of the fair, 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 inform them of the work to be carried out and to have the associated risks assessed, the completed and signed safety charter must 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

Charter to fill in and send to Vincotte before 12/10



APPENDIX 7 CHARTER FOR EXHIBITORS AND THEIR STAND BUILDER

Organiser of the fair: FURNITURE FAIR BRUSSELS 2025 Date of the fair: 02 - 05 NOVEMBER 2025
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 INTENT¹

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 It should be provided before the start of the work.

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

7. Optimise your participation in the fair

a. Brussels Balthazar Awards

The Furniture Balthazars are an ideal way to optimise your participation in the fair. Your collection and your company will gain extra attention, both during the fair itself, through a festive award ceremony and tailored promotional materials at your stand, and afterwards in the press. **More information about this event will follow in September via our social media and a personal mailing to all exhibitors.**

The nominations and the final selection are made by a professional jury, made up of people closely connected to the industry.

General regulations:

- Participants: All Brussels Furniture Fair exhibitors, from both Belgium and abroad. Each participant may submit a maximum of 3 articles. The jury decides which stands they will visit and may also exclude products that have not been submitted. You will find the application form on the next page of this operations manual.
- New products: only products that have been developed for the new collection 2025/2026 will be considered.
- Nominations: A certain number of products will be nominated per category. The jury members will hand out a clearly recognisable label for this purpose, which the exhibitor prominently affixes to the chosen product.
- Selection of 1 winner and 2 laureates per category: Out of these nominated products the jury selects 1 winner and 2 laureates per category. The jury draws up a report and explains the reasons why the product was chosen. Possible criteria are: the design, the originality, a technical novelty, the functionality, a new use of material, environment and sustainable development, timelessness, multi-functionality, etc.
- And the winner is...



All 2024 BALTHAZAR Award winners.

Application form Brussels Balthazar Awards

Return before 1/10 to adm@meubelbeurs.be

| |
|--|
| COMPANY |
| CONTACT PERSON |
| STAND NUMBER |
| TEL |
| EMAIL |
| <p><u>PRODUCT NAME + BRIEF DESCRIPTION + PHOTO:</u></p> <p>NAME: BRIEF DESCRIPTION AND PHOTO:</p> <p>NAME: BRIEF DESCRIPTION AND PHOTO:</p> <p>NAME: BRIEF DESCRIPTION AND PHOTO:</p> |

b. Style Trends

Just like the Balthazar award, the style trends are an ideal way to optimise your participation in the fair and focus extra attention on a new collection.

Once again this year, three style trends have been developed. These trends reflect the tendencies of the upcoming furniture season. Each theme is laid out in a mood board: a collage of colours, materials, shapes, patterns, and explanations. These mood boards serve as a source of inspiration for the furniture trends of 2026.

That these stylistic themes are not mere theory is evident at the Brussels Furniture Fair from your new models. A selection of these will be displayed in the passages between the halls. Here, we present your model in an attractive and meaningful setting, in a different context to on your stand. Visitors will view it from a fresh perspective, prompting them to discover more at your stand. Naturally, we will include the name, manufacturer, and stand number of each model.

On the following page, you will find the registration form to compete for a place in the style trend showcases. A simple photograph, or even a sketch or drawing, will suffice. The furniture itself need only be ready by the Saturday before the opening.



One of our TREND Passages during the 2024 edition.

Style Trend Application Form

Return before 1/10 to adm@meubelbeurs.be

| |
|---|
| COMPANY |
| CONTACT PERSON |
| STAND NUMBER |
| TEL |
| EMAIL |
| <u>PRODUCT NAME + BRIEF DESCRIPTION + PHOTO:</u> |
| NAME: BRIEF DESCRIPTION AND PHOTO: |
| NAME: BRIEF DESCRIPTION AND PHOTO: |
| NAME: BRIEF DESCRIPTION AND PHOTO: |

c. Advertising opportunities

Podium for furniture at entrances:

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

Online Fair Catalogue – extra advertisement:

Order it via your online exhibitor's page or contact us.

Your advertising inside and outside the exhibition halls:

If you'd like some additional advertising during the fair, Mediaexpo is the Furniture Fair's only official partner (email: management@mediaexpo.be - tel: +32 2 427 31 59). They have an extensive range.

Specialist press:

The period around the Brussels Furniture Fair is the perfect time to order an advertising page from one of our press partners with a reference to your stand.

Newsletter & blog - Brussels Furniture Affair :

Every exhibitor is entitled to an article in the Brussels Furniture affAIR BLOG (<https://blog.meubelbeurs.be>) to present their latest collections. The BLOG POSTS are promoted internationally via the Newsletter. More info and contact details will be communicated to you shortly.

d. Press kit

Bring your press folder or media kit to the Furniture Fair Office in Hall 5 and we will make sure that it's 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's page.

f. Contract logo on fair floor plan

Contract signage:

Are you an exhibitor who is active in the contract market? If yes, let us know before 1 September and we will provide your stand with a contract logo on the fair floor plan and on our website. This will allow interior architects, project developers, buyers from the care sector, hospitality industry and other service providers to easily find your stand.

g. Tips & tricks, dos & don'ts

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

h. Extraordinary idea? Share it with us!



*Entrance Zone Hall 5
Outdoor Zone Hall 3
Fair Express Rickshaws
La Gazette / Fair Floor Plan*

8. Miscellaneous

a. Hotels

The Furniture Fair's official partner for booking hotel rooms is Brussels Booking Desk:

<https://www.meubelbeurs.be/praktisch/hotels> Tip: book your overnight stays in good time!

b. Music on the stands

Music may not cause disturbance. The sound level must not exceed 80 dB. The organisers will take action if 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) via **UNISONO**.

- Contact details for UNISOLO: +32 2 286 82 11 or music@unisolo.be – www.unisolo.be

c. Security | Stand Party | Security on your stand

During the Brussels Furniture Fair, 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 breakdown.

If you are organising a stand party or event, you are **required** to submit an application to us. This may entail obligations regarding stand security and assistance to guide your guests to the exit. As the organiser, you may be held responsible for any damage to other stands or the exhibition infrastructure. For more information, please contact: cv@meubelbeurs.be

d. ATM machine

You will find an ATM in the Astrid Hall, where our entrance across the street from Car Park C is located.

e. Kilometre charge for lorries (+3.5t) in Belgium

Since April 2016, a kilometre charge applies to all vehicles transporting goods of more than 3.5 tons. You'll find all the relevant information at 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/>

Car Park C and Gate G are accessible from the Ring Road without problems. **NB:** this is not the case for Gate C at the front of Hall 5! (Atomium side)

g. Wi-Fi

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.