

EXHIBITOR GUIDE

AGRIBEX 2019

FROM 03 TILL 08 OF DECEMBER 2019

HALLS 1 – 3 – 4 – 5 -PATIO – 6 – 7 – 8 – 9 & 11

AT



THIS EXHIBITOR'S GUIDE CONTAINS IMPORTANT INFORMATION ON THE SUCCESS OF YOUR PARTICIPATION AT THE AGRIBEX 2019. WE INVITE YOU TO READ IT CAREFULLY AND TO SHARE THE NECESSARY INFORMATION TO ALL INVOLVED PERSONS SUCH AS SUBCONTRACTORS, STAND BUILDER,



AGRIBEX 2019

3 (PRODAY) > 8 DEC 2019

TABLE of contents

3. COMMUNICATION

3.1. Entrance tickets

Additional season tickets, Invitation tickets for the Professional Day,
Multiple entrance tickets, Invitation tickets, Reduction tickets

3.2. Online catalogue

Your details in the online catalogue

Advertisements in the online catalogue and in the magazine

3.3. Selection of Novelties

Regulations Selection of Novelties

3.4. Exhibitor Awards

Regulations Exhibitor Awards

3.5. Ordering promotional material

3.6. On-site visibility

3.7. Press services & photographer



AGRIBEX 2019

3 (PRODAY) > 8 DEC 2019

3. COMMUNICATION

3.1. ENTRANCE TICKETS

Several types of entrance tickets can be ordered via the links below :

Supplementary season tickets : Additional season tickets can be ordered via the link below. Season tickets are for exhibitors and their staff. They provide access to AGRIBEX 2019 from Tuesday, 3 (Professional Day) until Sunday, 8 December 2019. from 07.30 am till 07.00 pm. (If you want to offer a multiple entrance ticket to your best clients, do not give a season ticket but use the multiple entrance tickets). Each exhibitor is entitled to a certain number of free season tickets depending on his rented surface: stands occupying :

Stands up to 50 m² : 4 season tickets

Stands from 51 m² to 100 m² : 8 season tickets

Stands from 101 m² to 200 m² : 10 season tickets

Stands from 201 m² to 300 m² : 12 season tickets

Stands from 301 m² to 400 m² : 14 season tickets

Stands from 401 m² to 500 m² : 16 season tickets and so on...

Any ordered season ticket won't be taken back or reimbursed.

How does it work? For reasons of safety the organizing committee wants a better identification of everybody present on the venue. Therefore, you won't get printed badges upon your ordering but electronic codes. Please sent these codes to the persons you want to have a season ticket. They will have to register with the code on the Agribex site and will then get an entrance ticket by mail. With this ticket they have to present them: during the fair at the exhibitor desks (Astridhall and hall 1) during the mounting period at the secretariat (in hall 5) where a nominative permanent badge will be handed over.

Order additional season tickets via : <https://www.agribex.be/en/exhibitors-zone>

Multiple access ticket : Multiple access tickets can be ordered via the link below. We insistently ask not to offer season tickets to clients or dealers, because season tickets grant access outside the official visiting hours. Season tickets are reserved for exhibitors and their staff. Instead we offer multiple access tickets for your best clients or dealers. These tickets provide the bearer access to AGRIBEX 2019 during 3 days from Tuesday, 3 (Professional Day) until Sunday, 8 December 2019. from 10.00 am till 18.00 pm. Any ordered multiple access ticket won't be taken back nor reimbursed. How does it work? You will get printed badges on a A4 sheet. One sheet per ticket. The bearer of this card will have to register with the code on the Agribex website and will then get an entrance ticket by mail. With this ticket he/she has to go to the desks for multiple access badges (Astridhall and hall 1), where a nominative badge will be handed over.

Order multiple access tickets via : <https://www.agribex.be/en/exhibitors-zone>



Invitation Tickets Professional Day : Invitation tickets Professional Day can be ordered via the link below. On the Professional Day, i.e. Tuesday the 3rd of December 2019, entrance will be granted to bearers of the following : a season-ticket, a multiple access ticket, an exhibitors' invitation to Professional Day (to be ordered below.) or a press card.

Order invitation tickets Professional Day via : <https://www.agribex.be/en/exhibitors-zone>

Invitation tickets: invitation tickets can be ordered via the link below. Invitation tickets are sold per page containing 5 tickets. Exhibitors may order an unlimited number of invitation cards. These cards are reserved for visitors. The invitation card gives free access to the fair from Wednesday the 4th till Sunday the 8th of December 2019. Only the registered invitation cards will be invoiced. A count will be made for each exhibitor after the fair. A credit note will be established for the unused invitation cards.

Order invitation tickets via : <https://www.agribex.be/en/exhibitors-zone>

Reduction tickets : reduction tickets can be ordered via the link below. Reduction tickets are free and available per page of 5 tickets. Exhibitors have the possibility to order as many reduced fare cards as they want. These cards are reserved for visitors. A reduced fare card grants the visitor a reduction of 5,00€ of the normal ticket price of 17,00 € if he registers his ticket on-line. Tickets that are not pre-registered can not be presented at the checkout. These tickets are not valid on the Professional Day. Any ordered reduced fare card won't be taken back nor reimbursed.

Order reduction tickets via : <https://www.agribex.be/en/exhibitors-zone>



AGRIBEX 2019

3 (PRODAY) > 8 DEC 2019

Passes during the event : During the event, eventual supplying has to take place between 8.00 am and 9.30 am or between 6.00 pm and 8.00 pm. It's strictly prohibited to let the vehicles in or between the hall between 9.30 am and 6.00 pm. Persons who do not respect the schedules will have their passes withdrawn by the security company "Group 4 Securicor". These passes are valid from Tuesday 3 to Saturday 7 December 2019. Deliveries of goods on Sunday morning will be using a special pass for which a deposit of 250 € will be required. It will be issued on Sunday 08 December 2019 on the gates G or C in exchange of a deposit of 250 € in cash.

I wish to order passes for the following vehicles:

License Plate N°:

License Plate N°:

License Plate N°:

You can send your demand by email at : v.degreef@fedagrim.be



AGRIBEX 2019

3 (PRODAY) > 8 DEC 2019

3.2. CATALOGUE

Your data in the online catalogue

The catalogue will be available on the website www.agribex.be in three languages (Dutch, French and English) with reference functions for finding the most important information about the exhibitors.

The catalogue offers:

1. FREE LISTING OF ALL EXHIBITORS

For each exhibitor, we provide a basic page with company name, address, phone number and stand number. You can manage this information yourself in the catalogue module in the secured area of the Agribex website through: <https://www.agribex.be/en/exhibitors-zone>

2. EXTRA DIGITAL PROMOTION OPPORTUNITIES in the online catalogue

More information and rates through : <https://agribex.tcenp.be/EN/>

3.3. SELECTION OF NOVELTIES

The Selection of Novelties regulations can be consulted on the Agribex website: <https://novelties.agribex.be/en>

Just like in 2017, dossiers must be submitted online through : <https://novelties.agribex.be/en>

Log into the Novelties Module to put together a complete dossier including text, videos, photos and other necessary materials.

You can submit a maximum of 3 applications per brand.

Dossiers must be introduced before **Septembre, 20, 2019**. After this date, the website will be closed and no more dossiers will be accepted.

The proclamation of the Selection of Novelties will take place during the press conference preceding Fedagrim's General Assembly that will be held on **Thursday 17 October 2019**.

3.4. EXHIBITOR AWARDS

As exhibitor you have the opportunity to participate in an original competition, the "Exhibitor Awards". The Exhibitor Award "Coup de Cœur" rewards the best on-site reception and the best product presentation. The Exhibitor Awards « Coup de Cœur » will be awarded to exhibitors whose booth is the most welcoming, whether in terms of aesthetics or atmosphere.

Only AGRIBEX 2019 exhibitors can participate to the Exhibitor Award. The prizes are presented by a jury consisting of professionals from the events sector and communication sector.

Five categories :

- Stands smaller than 50m²
- Stands between 50m² and 150m²
- Stands between 150m² and 300m²
- Stands bigger than 300m²
- Ladies Day Award



AGRIBEX 2019

3 (PRODAY) > 8 DEC 2019

On Thursday, December 5, Agribex will organize a "Ladies Day". During this day, Fedagrim will pamper women. Many women are active in our sector and their role is often underestimated. All these women, farmers, farmers' wives, traders, are an important link in our sector. They are often the driving force of the business, the support of their spouse, the administrative force that usually goes unnoticed. We want to counter this tendency by organizing the "Ladies Day". We ask all exhibitors to give this particular Thursday a touch of "femininity". Everything is possible. AGRIBEX will also contribute to this particular day, but most importantly, we rely on our exhibitors. We would like to invite them to put the women in the spotlight on December 5th. The Ladies Day Award will be awarded to the exhibitor who will do everything possible to put the woman in the spotlight.

The press will be present during the presentation, which will be held on Thursday 5 December during the Exhibitor drink from 06:00 PM.

3.5. PROMOTIONAL MATERIAL

Just like previous editions, we offer exhibitors free promotional material such as flyers for the Garden and Green Areas sector, stickers with the logo of Agribex 2019 to affix all your correspondence, stickers for cars and vans and posters for all sectors.

3.6. ON-SITE VISIBILITY

Reinforce your presence at AGRIBEX 2019 inside and outside of Brussels Expo!

Create Brand Awareness while advertising on the most strategically positioned media supports inside Brussels Expo: at the entrances and exits (f.e. going from parking C to the Astrid Hall, at the entrances coming from the Metro Station), in the toilets, in the corridors in between the different halls. Briefly be present at the most frequented spots of AGRIBEX.

More information about the different possibilities? Take contact with Media Expo SA by email : infos@mediaexpo.be or by phone at +32 477 91 82 05 – www.mediaexpo.be

3.7. PRESS SERVICES & PHOTOGRAPHER

As an exhibitor you are making the news through your innovations, new products or services, adapted perceptions, economic outlooks or explicit opinions concerning the sector you're active in. AGRIBEX wishes to use these stories to call on and feed the media. In other words we will communicate for you and use AGRIBEX as a platform to draw the attention of the press.

What?

All possible messages, technical and corporate, but especially news that could draw the attention of the general press.

Planned actions that have a social importance and for which you want press attention during AGRIBEX.



AGRIBEX 2019

3 (PRODAY) > 8 DEC 2019

How ?

Send us a press release concerning your action in relation to AGRIBEX. Don't forget to mention a phone number and e-mail address to enable us to contact you.

We'll contact you and will discuss together how to communicate. As exhibitor you'll stay responsible – after our advice – for the communication as regards to the content

When ?

At all-time from now on until AGRIBEX. All press releases will be published in the press pages of the Agribex website. Journalists will get an automatic rss feed after publication

Press office : Impact Communications bvba – Johan Van Royen, Gerechtstraat 9,
B-2800 Mechelen - Tel +32 15 29 00 19 – email : johan@impactcomm.be

What else do we offer ?

- Press office : you have the possibility to talk with journalists in our press office at AGRIBEX. Provide us with your press file and we'll present it to the press (Hall 5, side Atomium)
- Planning workshops/congresses/press conferences: you can submit in advance a request to organize a workshop or a press conference during AGRIBEX. For all modalities please contact Johan Van Royen at Impact Communications.
- Photographer: on your request and against payment you can book the official press office's photographer to take pictures of your booth or activities on your booth. Take contact with Johan Van Royen for a personalized offer.



AGRIBEX 2019

3 (PRODAY) > 8 DEC 2019