

3. COMMUNICATION

3.1. ENTRANCE TICKETS

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

Supplementary season tickets : Season tickets are for exhibitors and their staff. They provide access to AGRIBEX 2023 from Wednesday, 6 (Professional Day) until Sunday, 10 December 2023. 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. All tickets must be ordered via the ticketing webshop (only on-line from 9 October !!!) to be found in the secure area of the Agribex website.. When you order additional season tickets through this platform they will appear as individual codes on your personal ticket account. From there you can forward these codes digitally to the persons for whom the season tickets are intended. They have to register on the Agribex website using their code and will then receive an entry ticket by email. With this ticket, they must present themselves at the exhibitors' counters (Astrid hall and Hall 3) during the fair or at the secretariat (in front of Hall 5) during the set-up, where they will receive a permanent badge on their name.

[Order additional season tickets FROM 09.10.2023](#)

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 2023 during 3 days from Wednesday, 6 (Professional Day) until Sunday, 10 December 2023. from 10.00 am till 18.00 pm. Any ordered multiple access ticket won't be taken back nor reimbursed.

How does it work? All tickets must be ordered via the ticketing webshop (only on-line from 9 October !!!) to be found in the secure area of the Agribex website. When you order Multiple access tickets through this platform they will appear as individual codes on your personal ticket account. From there you can send digital codes to your customers or invitees. Or you can print out the code if you want to hand over a ticket directly. In any case, the beneficiary must register on the Agribex website using the code. He/she will then receive an entry ticket by e-mail. With this ticket, he/she must present him/herself at the first visit to the multi-day ticket counter in the Astrid Hall or in Hall 1, where he/she will receive a badge on their name.

[Order multi-day passes FROM 09.10.2023](#)

Invitation Tickets Professional Day : During the Professional Day, access is granted only to those in possession of a press card, a season ticket, a multi-day ticket or an exhibitor's invitation for the Professional Day. These can be ordered through the web shop. Professional Day tickets ordered will not be taken back under any circumstances.

How does the procedure work exactly? All tickets must be ordered via the ticketing webshop (only on-line from 9 October !!!) to be found in the secure area of the Agribex website. When you order Professional Day Tickets through this way, they will appear as individual codes on your personal ticket account. From there, you can send codes digitally to your customers or invitees. Or you can print out the code if you want to hand over a ticket directly. In any case, the beneficiary must register on the Agribex website using the code. He/she will then receive an entry ticket by e-mail.

Order invitation tickets for the Professional Day FROM 09.10.2023

Invitation tickets: All tickets must be ordered via the ticketing webshop (only on-line from 9 October !!!) to be found in the secure area of the Agribex website. When you order Invitation tickets through this way, they will appear as individual codes on your personal ticket account. From there you can send digital codes to your customers or invitees. Or you can print out the code if you want to hand out a ticket directly. In any case, the beneficiary must register on the Agribex website using the code. He/she will then receive an entry ticket by mail. The invitation ticket gives 1 free entrance to the fair between Thursday 7 and Sunday 10 December 2023. Only the invitation cards that have been registered will be charged. The tickets will be checked after the fair and per participant. If necessary, a credit note will be issued.

Order invitation tickets FROM 09.10.2023

Reduction tickets : All tickets must be ordered via the ticketing webshop (only on-line from 9 October !!!) to be found in the secure area of the Agribex website. When you order reduction tickets through this way, you will receive 1 (one) code. This code is unique to you but you can distribute it several times to your guests. They must register online with this code and pay the remaining amount. These tickets give entitlement to a € 5.00 discount on the admission price of € 18.00, only if used online. Reduction cards that have not been registered in advance can no longer be presented at the entrance of the fair. Reduction tickets are not valid on the Professional Day.

Order reduction tickets FROM 09.10.2023

PASSES DURING THE EVENT :

NAME EXHIBITOR :.....

BOOTH NUMBER :

During the event, eventual supplying has to take place **between 7.30 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 halls between 9.30 am and 6.00 pm. Persons who do not respect the schedules will have their passes withdrawn by the security company. These passes are valid from Wednesday 6 to Saturday 9 December 2023. Deliveries of goods on Sunday morning will require a special pass for which a deposit of 250 € will be required. It will be issued on Sunday 10 December 2023 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 or events@fedagrim.be

3.2. CATALOGUE

Your data in the online catalogue

The catalogue will be made public both digitally and in print.

- a. The online catalogue will appear 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.
- b. The printed catalogue will be sent in early November with “Landbouwleven” and “Sillon Belge” and will also be available to visitors at the information counters in the different halls.

What is provided in the catalogue?

1. FREE LISTING OF ALL EXHIBITORS

For each exhibitor, we provide a basic insert (print) with company name, address, phone number and stand number. Every exhibitor can be found. It is also possible to indicate which products you have in your range and which brands you distribute. You can manage this information yourself in the catalogue module in the secured area of the Agribex website through: [secured area](#).

The secured area will be available from 12 July 2023

2. EXTRA DIGITAL PROMOTION OPPORTUNITIES in the online catalogue and Magazine

You can always expand the standard information with an advertisement or logo in the print version of the catalogue or with text, photos, videos, etc... in the digital version of the catalogue. More information and prices via the following link: [More information and prices](#)

3.3. SELECTION OF NOVELTIES

The Regulations for the Selection of Novelties can be found at the following link :

[Regulations Selection of Novelties](#)

Like last edition, the dossiers must be submitted online via the Agribex website, exhibitor zone, secured zone : [Login for secure zone | Agribex](#)

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 **19 September, 2023**. 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 the fair. The award ceremony will take place during the official opening of the fair on **Wednesday 6 December 2023**.

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 2023 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 51m²
- Stands between 51m² and 150m²
- Stands between 151m² and 300m²
- Stands bigger than 300m²
- Ladies Day Award

On Thursday, December 7, 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 7th. The Ladies Day Award will be awarded to the exhibitor who will do everything possible to put the woman in the spotlight.

The award ceremony will take place during the Exhibitor Drink on Thursday 7 December 2023 from 06:00 PM.

3.5. PROMOTIONAL MATERIAL

Just like previous editions, we offer exhibitors free promotional material such as stickers with the logo of Agribex 2023 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 2023 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 :

management@mediaexpo.be or by phone at +32 2 417 31 63 or 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 press.

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

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 are automatically notified of new publications.

Press office : Cigar Agency – Johan Van Royen, Cockerillkaai 10, van de Wervestraat 20 bus 202, 2060 Antwerpen - Tel +32 15 29 00 19 – email : johan@cigar.agency

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 Cigar Agency.

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.