
Exhibition manual

This handbook contains all the information you need as an exhibitor to make preparing for your trade fair participation as easy as possible.

All sections in this handbook are arranged so that you can easily print chapters and/or forward them to your colleagues or suppliers.

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Deadlines

1. Payments

- Booth space – before March 10th, 2025
- Electricity – before March 10th, 2025

Note: All orders placed through the web shop will be invoiced by Brussels Expo. Only the participation/booth space will be invoiced by Laborama.

2. Web shop (all items):

- opens on November 20th, 2024
- early-bird prices until February 24th, 2025
- standard prices until March 16th, 2025
- last-minute prices until March 18th, 2025

Attention: print material (printing of wall panels or textile fabric) must be delivered by February 25th, 2025, at the latest.

3. Other items: mail follows early December

- Registration stand personnel
- Entry tickets for vans, lorries and cars during assembly and disassembly
- Name plate
- Participants exhibitor drink

Practical info and services

Date:

LABORAMA takes place on Thursday 20 and Friday 21 March 2025.

Venue:

- Brussels Expo - Hall 3 - Avenue Impératrice Charlotte - 1020 Brussels – Belgium

Opening hours for visitors:

- Thursday, March 20th, from 09h30 till 16h30.
- Friday, March 21st, van 09h30 till 16h00.

Program on March 20, 2025

- 08h30 – 9h15
Early Bird café.
LABORAMA offers a free coffee and croissant (while supply lasts).
- 09h30
LABORAMA opens its doors to the visitors.
- 10h00
Start congress
- 16h30
End of day 1 for the visitors.
- 16h45 – 18h00
Networking drink for exhibitors.

Program for March 21, 2025

- 08h30 – 9h15
Early Bird café.
LABORAMA offers a free coffee and croissant (while supply lasts).
- 09h30
LABORAMA opens its doors to the visitors.
- 10h00
Start congress
- 16h00
End of 25th edition of LABORAMA
- 16u00 - 21u00
Dismantling of the booths
Exhibitors should remove all their equipment from the exhibition hall by 21h.

Build-up:

- Wednesday, March 19th from 12h00 till 22h00
- Thursday, March 20th, from 07h00 till 09h00 (only finishing of the booths – no large material may be brought into the hall anymore!)

Dismantling:

- Friday, March 21st, from 16h00 till 21h00

Access by vehicle to the Brussels Expo site during build-up. Dismantling is only possible on presentation of an access ticket. Further practical info can be found in this manual.

On-site services:

- **Exhibition office** of the organisation of LABORAMA (at the front of Hall 3). Here you can ask all your questions.

Opening hours:

- 19/3/2025: 13h30 till 18h00
- 20/3/2025: 9h30 till 12h30 and from 13h30 till 16h30
- 21/3/2025: 9h30 till 12h30 and from 13h30 till 16h30
- **Technical service permanence:** Report problems on your stand or with electricity to the exhibition office. We will pass it on to the technical staff.
- **Security:** From the last day of construction, security is provided by the organiser, including at night. During the exhibition days, there is permanent surveillance. Guards cannot be everywhere at once. Therefore, **we urge exhibitors to be very cautious and never leave valuables unattended in their booths.** During set up, install 'valuable' material such as screens etc. at the very ending and remove them first thing when dismantling the booth.
- **Cloakroom:** at the entrance of LABORAMA. The use is free of charge.
- **Internet** in the exhibition hall. You can consult e-mails and internet. This service is offered by Laborama.
- **Badges** for the booth staff. Badges are being printed on-site and are to be collected by the exhibitors at the registration desks at the entrance of the hall on:
 - 19/3/2025 from 14h30 - 19h00
 - 20/3/2025 from 08h30 - 09h30Badges will be checked at the entrance. Booth staff will not have access to their booths without a valid badge. Only 1 badge per person will be made during for the whole duration of the exhibition. Badges that must be duplicated will be charged at € 5,00 per piece. You will have access to the fair **only on presentation of your exhibitor badge.**
- **Catering.** We will inform you about the different catering facilities later.

Suggestion: order your sandwiches beforehand (via the web shop of Brussels Expo). It will not only assure you that your choice is available but will also save you time.

Your booth

Included in your booth

The all-in price per module of 12m² includes:

- 1 booth of 4 x 3 meters with white panels of a total height of 2.50m
- carpet tiles on the floor of the booth (dark blue)
- set up and dismantling of your booth
- nameplates mentioning your company name and the booth number
- 1 rail with 3 spots
- promotional material (banners, invitations)
- presence of your company in the online catalogue of LABORAMA Expo
- access and presence to/on the digital platform
- lead capturing (during the live exhibition and on the digital platform)

Further, Laborama offers each exhibitor the following package of services for free:

- parking vouchers (2 per module of 12m² per exhibition day)
- badges for the booth staff
- exhibitor networking drink
- access to wireless internet connection during the trade fair
- logo of your company on the LABORAMA website expo.laborama.be
- cleaning of your booth
- security guards for the duration of Laborama Expo
- technical staff present (for booths)

Not included in your booth

- Electricity: must be ordered via the web shop.
- Furniture: if you wish to rent this, you can do so via the web shop.

The booths have a maximum height of 2.5m and will be built by 1 stand builder appointed by Laborama.

Exhibitors are responsible decorating the interior of their booth. This may in no way exceed the dimensions of the booth, neither in height nor in surface area. Furthermore, the exhibitor is not allowed to remove, on his own initiative, any part of the booth supplied by Laborama during set up, dismantling and the entire duration of the exhibition.

The use of a raised floor is only allowed for booths with a surface of 48m² or more, with a maximum height of 10 cm and to be finished with the blue carpet tiles made available by the organiser. Contact the organisation for more info.

Exhibitors are not allowed to attach objects to the ceiling of the exhibition hall for any purpose. Materials may be attached to the walls of the stand without damaging them. Any damage to the panels will be invoiced.

Required to order/confirm

A few things you should not forget to order:

1. Electrical connection

There is no electrical connection included in the price of your stand. If you do not order this, you will have no electricity on your stand and your included LED spots will not work either. You can order electricity via the Brussels Expo web shop.

2. Storage of empty packaging

For security reasons, it is no longer possible to store empty packaging in the exhibition hall itself. If you have empty packaging and cannot store it outside the hall, you will have to order storage. You can do this via Ziegler in the web shop.

ATTENTION: All empty packaging found in the exhibition hall will be stored at Ziegler's premises at the exhibitor's expense. A supplement of €250 (excl. VAT) will be charged on top of the price.

3. Number of participants for the exhibitor drink (FREE)

At the end of the first exhibition day, we offer all exhibitors a free networking drink. We would like to invite you to this. To ensure everything runs smoothly, we ask you to state the number of people from your company who will be attending the exhibitors' drink.

4. Lettering for your name plates (FREE)

Please let us know in time which company name you would like on the nameplates. If we do not receive it by February 18th, we will use the company name from your registration.

5. Access cards for the Brussels Expo grounds (FREE)

During the build-up and breakdown, you only have access to the Brussels Expo grounds on presentation of a special access card.

You will receive a mailing at the beginning of December with a form (Google Forms) relating to points 3, 4 and 5 above.

What is optional to order in addition?

There are many things you can order via the Brussels Expo web shop that are not compulsory. Here is a brief overview of all the items you can order to optimise your participation in LABORAMA 2025:

- Furniture
- Plants & Flowers
- Internet connection
- Compressed air connection
- Print panels or print cloths to cover the walls of your stand
- Audiovisual material
- Storage of empty packaging
- Lead capturing licence
- Promotional material: printed invitations, posters, ...
- On-site promotional tools



Access to the web shop

To access the Brussels Expo web shop, you must first create an account. If you still have an account from last year, you can use it to log in.

You will also receive an invitation e-mail from Brussels Expo around November 15th.

You already have an account:

- Go to <https://shop.expo.brussels/expo>
- Select LABORAMA 2025
- Click on "Login"

Create a new account:

- Go to <https://shop.expo.brussels/expo>
- Select LABORAMA 2025
- Click on "New user"

For all questions regarding the technical orders, mail to connections@brussels-expo.be

Build-up and dismantling

Build-up

- Wednesday, March 19th from 12h00 till 22h00
 - You will need an access card car or van/truck to gain access to the Brussels Expo grounds!
- Thursday, March 20th from 07h00 till 09h00
 - only for finishing
 - **stands and aisles are already cleaned!**
 - If a car needs to enter the grounds, you must request a special access card from the organisation
- Access to the Brussels Expo site via Gate A on Avenue Imperatrice Charlotte.
- There are 3 gates on the right side of Hall 3 that can be used during the build-up. Several stewards will be present to ensure a smooth running.
- During the build-up, parking is free in Parking B and exit tickets can be obtained from the Laborama exhibition office at the front of Hall 3.

Parking during the fair

- Exhibitors can park in Parking B and T (Avenue Impératrice Charlotte, 1020 Brussels), opposite Gate A/Hall 3.
- You will receive 2 free exit tickets per module per exhibition day (to be collected from the LABORAMA exhibition office at the front of the Hall during build-up or opening hours of the exhibition.
- Extra exit tickets for parking cost €12 each, per day.

Dismantling

- Friday, March 21st from 16h00 till 21h00.
- Out of respect for the late visitors and the other exhibitors, it is NOT allowed to remove material from your stand or start dismantling before the closing hour of the fair.
- Access to the site for dismantling will be granted from Parking C!
 - From Friday afternoon 1 p.m., a convoy will be formed in Parking C. You can park your vehicle (truck, van, passenger car) there and return to your stand. Return to your vehicle from 4 p.m. onwards.
 - The convoy will be escorted to Hall 3 via Gate G:
 - The convoy may leave only after:
 - The last shuttle busses for visitors have left
 - We get green light from security on the grounds
 - We get green light from the police
 - We cannot give an exact timing.
 - Depending on the number of vehicles in the convoy, it will be let in in 1, 2 or 3 sections. To avoid traffic disruption in the surrounding area, a maximum of about 40 vehicles will be let into each convoy section at a time.

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- Only after the full convoy has entered Brussels Expo, Gate A will be opened to other vehicles (vans/trucks arriving later, cars from Parking B and T).
 - We cannot give an exact timing when Gate A will open. This depends on the above procedure and therefore only after the convoy is fully inside.

Practical information

During build-up and dismantling, access to the Brussels Expo site with a vehicle is only possible on presentation of an access card. These can be requested via the mailing we send out as from December (with reminders)

You can then order the following items:

- Access card during build-up for a car (limited to 1 ticket per stand module).
- Access card during build-up for a van/truck (no limit).
- Access card during dismantling for a car (limited to 1 card per stand module).
- Access card during dismantling for vans/trucks (no limit).

Access cards build-up/dismantling

- These cards should be printed out (colour or black and white, does not matter much). Displaying the card on a mobile device is not allowed.
- You must place this card behind the windscreen of the vehicle (on entry and during (un)loading)
- These cards carry individual numbering and may therefore not be copied.
- Access to the exhibition hall by car, van or lorry is not possible during exhibition days.

Logistics partner

The official **logistics partner for LABORAMA 2025** is ZIEGLER EXPO LOGISTICS. You can find them in the web shop under Handling - Transport - Storage.

You can contact them for the following services:

- receiving of deliveries
- storage (of both deliveries and empty packaging during the fair)
- bringing and collecting your material on site

They will also have a forklift truck on site during build-up and dismantling.

You can contact them directly via Ms Aline Reul, e-mail: bruexpo@zieglergroup.com
Tel: +32-2475 45 44 (during build-up/fair/dismantling: 0476-60.02.29) / www.ziegler-expolog.com.

Promoting your participation

The LABORAMA 2025 website contains an online exhibitor catalogue for visitors to consult. To optimise your participation, you have every interest in ensuring that the information in this catalogue is correct and up to date. Visitors can also search the catalogue by brand name or product category to find exhibitors of interest to them.

How to complete your exhibitor profile in the catalogue?

After logging in* to the LABORAMA 2025 website, you can click on "My Company" where you can fill in, modify, or complete the following information:

- Address data
- Company profile
 - Brief description of your company
 - Logo
- Brands: the brands and manufacturers you represent
- Product categories: the products and services that make up your range
- News items (to be placed on the homepage).

Do you have a news item you want to publish on the website? Send us your document in three languages (NL - FR - EN) with a photo or video and we will do the necessary. We use the news items to create content for our own LinkedIn campaign.

Posting your text in Laborama's exhibition catalogue is FREE. You can find the online exhibition catalogue here: <https://expo.laborama.be/en/exhibitor-list>

** You already received your login details upon inscription for the exhibition*

Novelties

Do you have a novelty in your range or a first for the Belgian market? Draw attention to it by placing a free article on the LABORAMA 2025 website. Send us your document in three languages (NL - FR - EN) with a photo or video and we will publish it for you.

Beware of fraudulent organisations / mailings

Every year, we receive reports from exhibitors regarding strange e-mails and invoices they receive because of their participation in LABORAMA. There are organisations that contact exhibitors for inclusion in fake exhibition catalogues. We advise all our exhibitors to be careful when dealing with organisations that do not represent Laborama and recommend always reading the fine print before signing any documents.

These organisations will send exhibitors a pre-filled form (usually with the correct information) and Laborama in large at the top and ask you to confirm this information for correct inclusion in the trade fair catalogue. Or they send messages asking if you wish to purchase the exhibition's contact database.

LABORAMA NEVER COLLABORATES WITH EXTERNAL PARTIES FOR ITS EXHIBITION CATALOGUE, NOR FOR ITS EXHIBITION CONTACTS.

A few examples of organisations that send out these fraudulent forms are:

- Expo-Guide
- International Fairs Directory
- Fairguide / Construct Data Publishers
- INEXORG
- Alle organisaties die beweren data te verkopen

The only partners you may contact before the show are our media partners:

- LabInsights
- C2W – Alea Publishers / Multor Media BV / SGNM

We also advise you to ignore organisations claiming to sell LABORAMA visitor data. The address file of visitors can only be obtained via Laborama after the fair (never in advance) and exclusively via an order form. **We do NOT resell the address file to other organisations - non-exhibitors, nor do we cooperate with other partners for this purpose.** In other words, any provider of this data other than Laborama itself is fraudulent.

Do you have a question or are you not sure about a certain mail or letter you received? Do not hesitate to contact us at info@laborama.be or at +32-470.57.51.24.

Nuclear control - Ionising rays

If you exhibit equipment that emits ionising radiation, you are required to hold a licence for this purpose. If you do not have this licence, you can apply for one from the Federal Agency for Nuclear Control

Agence fédérale de Contrôle Nucleaire (AFCN)

rue du Marquis 1 bte 6A

1000 Bruxelles

pointcontact@fanc.fgov.be

Tel.: +32-2-289 21 11

Fax: +32-2-289 21 12

Website: <https://afcn.fgov.be/fr>

The Federal Agency for Nuclear Control may carry out checks on its own initiative during LABORAMA. The exhibitor is responsible for all necessary permits.

Hotel Reservations

Please find hereafter a list with some hotels in the vicinity of Brussels Expo.

If you wish to make reservations for a hotel room during LABORAMA 2025 (March 20 & 21 2025), please contact directly one of the following hotels or any other hotel of your choice.

Hotel ibis Brussels Expo Atomium ***
Chaussée Romaine Steenweg 572,
1853 Strombeek-Bever Tel. +32 2 461 00 21
www.accorhotels.com
H2846@accor.com

Hotel Expo ***
Avenue Houba de Strooper 600,
1020 Bruxelles
Tel. +32 2 476 15 14
www.expohotel.be
info@expohotel.be

Hotel La Roseraie ***
Avenue De Limburg Stirum 213 B
1780 Wemmel
tel. +32 2 456 99 10
hotel@laroseraie.be
www.laroseraie.be

B&B Langeveldemolen
Langevelde 1
1785 Merchtem
tel. +32 485 10 20 60
info@langeveldemolen.be
www.langeveldemolen.be

We don't have any promotional codes or actions with any of those hotels. We advise those because they are in the vicinity of Brussels Expo.



As there is an excellent public transport connection, it is also possible to book a hotel in the centre of Brussels. We advise not to wait too long before booking your hotel rooms. Laborama does not make hotel reservations. However, we are always available for further information