

## 1. GENERAL INFORMATION

### 1.1. Contact persons

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#### **President of Fedagrim**

Johan Colpaert

#### **President of the fair committee**

Tim Aerts

#### **Contacts for the exhibitors**

##### Michel Christiaens – **General Secretary**

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##### Alain Vander cruys – **Fair Co-ordinator**

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##### Sercan Tasdelen - **Accounting**

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##### Véronique De Greef - **Project Manager (Advanced Fair)**

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##### Johan Van Royen - **Press Relations (Cigar Agency)**

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##### Ignace Lootvoet - **Brussels Livestock Show**

[info@brusselslivestock.eu](mailto:info@brusselslivestock.eu) -Tel : +32 (0)475 78 30 04

##### Rony HEYMANS - **Catalogue (TC&P)**

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##### François Vincentelli - **Insurance (B-Safe)**

[francois@b-safe.eu](mailto:francois@b-safe.eu) - Tel : +32 (0)3 286 92 00

#### **Adresses and phonenumber**

For any information concerning AGRIBEX, take contact with FEDAGRIM n.p.o., Avenue Jules Bordet, 164 Box 4, B-1140 Brussels - Tel : +32 (0)2 263 07 85 - +32 (0)2 262 06 00

E-mail : [info@agribex.be](mailto:info@agribex.be) – Website : [www.agribex.be](http://www.agribex.be)

**Please note** : From Wednesday, November 29 till Tuesday December 12, 2023, the FEDAGRIM secretariat will be relocated at Brussels Expo, at the front of hall 5 where it can be reached at the following number: +32.(0)2.658.40.61.



# AGRIBEX 2023

06 > 10 DEC 2023

## 1.2. Check-list for all forms and important dates of the fair

<b>Forms</b>	<b>Addressee</b>	<b>Deadline</b>	<b>Returning is</b>
Selection of Novelties (online)	Fedagrim	19-09-2023	Optional
<b>Insurance</b>	<b>Fedagrim</b>	<b>01-10-2023</b>	<b>Compulsory</b>
<b>Insertion of your data in the catalogue (online)</b>	<b>TC&amp;P</b>	<b>02-10-2023</b>	<b>Compulsory</b>
Advertising in the “digital” catalogue & magazine	TC&P	02-10-2023	Optional
Exhibitor Awards	Fedagrim		Optional
<b>Who is building your stand?</b>	<b>Fedagrim</b>	<b>02-10-2023</b>	<b>Compulsory</b>
<b>Plan of your stand</b>	<b>Fedagrim</b>	<b>02-10-2023</b>	<b>Compulsory</b>
<b>Agreement for working with third parties Fedagrim - Exhibitor</b>	<b>Fedagrim</b>	<b>06-11-2023</b>	<b>Compulsory</b>
<b>Charter for Exhibitors and their stand builder</b>	<b>AIB Vinçotte P.Ghoos</b>	<b>06-11-2023</b>	<b>Compulsory</b>
<b>Risk inventory &amp; evaluation</b>	<b>AIB Vinçotte P.Ghoos</b>	<b>06-11-2023</b>	<b>Compulsory</b>
Form for multi-level stand	AIB Vinçotte P.Ghoos	06-11-2023	Optional
<b>Electrical connection</b>	<b>Webshop Brussels Expo</b>	<b>06-11-2023</b>	<b>Compulsory</b>
Water connection	Webshop Brussels Expo	06-11-2023	Optional
Internet connection	Webshop Brussels Expo	06-11-2023	Optional
Suspensions	Webshop Brussels Expo	06-11-2023	Optional
Trussing	Webshop Brussels Expo	06-11-2023	Optional
Rental of stand furniture	Webshop Brussels Expo	06-11-2023	Optional
Rental of green plants	Webshop Brussels Expo	06-11-2023	Optional
Rental of audiovisuel equipment	Webshop Brussels Expo	06-11-2023	Optional
Standard stand all-in	Webshop Brussels Expo	06-11-2023	Optional
Rental of electrical equipment	Webshop Brussels Expo	06-11-2023	Optional
Hostesses	Webshop Brussels Expo	06-11-2023	Optional
Parking	Webshop Brussels Expo		Optional
Promotional material	Fedagrim		Optional
Entrance tickets	Fedagrim		Optional
Passes during the fair	Fedagrim	17-11-2023	Optional
Ziegler Expo Logistics	Ziegler Expo Logistics		Optional

## Important dates of the fair

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### 19 September 2023

- Deadline for your participation at the Selection of Novelties through : <https://novelties.agribex.be/en>

### 1 October 2023

- Sending the list of material and products to be exhibited for insurance (this list can be updated until 24-11-2023)

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### 2 October 2023

- Deadline for adapt your data in the “online” catalogue
- Deadline order your advertisements in the digital catalogue and/or in the magazine and/or in the visitor’s guide
- **Deadline for returning your stand plan for approval to Fedagrim**
- **Deadline for returning form “Who is building your stand”**

### 6 November 2023

- Deadline for ordering the electrical connection at preferential rate
- Deadline for ordering suspensions at a preferential rate
- Deadline for ordering the water connection at preferential rate
- Deadline for ordering the internet connection at preferential rate
- Deadline for ordering the trussing at preferential rate
- Deadline for ordering the standard stand at preferential rate
- Deadline for ordering electrical equipment at preferential rate
- Deadline for ordering the audio-visual equipment at preferential rate
- Deadline for ordering the furniture at preferential rate
- Deadline for ordering green plants at preferential rate
- Deadline for returning the form risk inventory and evaluation
- Deadline for returning the form Agreement for working with third parties Fedagrim – Exhibitor
- Deadline for returning the charter for Exhibitors and their stand builder
- Deadline for returning the form for multi-level stand

After this date, the preferential rate becomes a standard rate until 28.11.2023, from 29 November Brussels Expo will charge the "Last minute" rate.

### From Thursday 30 November till Tuesday 5 December 2023

- Assembly period from 07 :00 am till 07:00 pm (until 06:00 pm on Tuesday 05/12/2023)

### Wednesday 6 December 2023

- ING Hospitality Day (Professional Day) from 10 :00 am till 06 :00 pm
- Official opening in front of **hall 3 – from 5:30 pm**

**From Thursday 7 December till Sunday 10 December 2023**

- Agribex 2023 opens up for the general public from 10:00 am till 06:00 pm

**Thursday 7 December 2023**

- Exhibitor drink – 06 :00 pm (by invitation) - The "Coup de Coeur" Exhibitor Awards and the Women's Award will be announced during the exhibitor drink.
- Ladies Day : Day dedicated to Women in Agriculture. We invite all exhibitors to actively participate. Be creative and show your appreciation for women in agriculture on this day! Don't forget that during the exhibitors' drink, a prize will be awarded to the most women-friendly stand.

**Sunday 10 December 2023 from 06:00 pm till 11:00 pm**

- Stand disassembly

**From Monday 11 December, 06:00 am till Tuesday 12 December 2023 at 06:00 pm (non stop)**

- Stand disassembly

### 1.3. Information session for exhibitors – Exhibitor Academy

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In September (week 38), Fedagrim will organize the Exhibitor Academy, an information session for all exhibitors registered for the 2023 edition.

The information session will take place at Brussels Expo and will give exhibitors the chance to visit the exhibition hall where their stand will be located.

We will discuss a number of topics to maximize your preparation for the fair:

- Practical information and deadlines
- Assembly and disassembly procedures
- Ticketing
- Communication

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We will send you a digital invitation with the complete program in the beginning of September.

## 1.4. Rules, procedures and general policy

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### 1.4.1. Participation regulations Agribex

You can consult the participation regulation of Agribex 2023 by [clicking here](#)

### 1.4.2. Stand allotment procedure

1. FEDAGRIM shall decide how much floor space is allotted to exhibitors. All decisions are final.
2. FEDAGRIM shall prioritise stand allotment for those candidate exhibitors who registered their participation request and their down payment no later than 15 April 2023.
3. FEDAGRIM reserves the right to later modify, if necessary, the structure and floor space allotment of stands. Exhibitors will be notified of this immediately.
4. Measurements mentioned on the plans handed out to exhibitors are as accurate as possible. However, FEDAGRIM cannot be held responsible for minor discrepancies that might occur between measurements mentioned in the plans and the actual size of floor surface.
5. It is the responsibility of the exhibitor to ensure that the actual size of the floor space matches the description on the allocation plan. Any mistake relating to the position of the exhibiting space must be reported to Fedagrim before build the stand in question. Any complaint filed after build-up of the exhibiting stand will be deemed unreceivable. Allotted stands must be effectively attended by the exhibitor no later than 4 days prior to the opening date. Effective attendance refers beginning of assembly work.
6. FEDAGRIM reserves the right to take free possession of any floor surface not occupied within the deadlines set by these regulations, and may rent out or offer occupation of said floor surface according to the terms it will decide on. The defaulting exhibitor shall not be entitled to any compensation or reimbursement.
7. Should an exhibitor occupy only part of the stand that was allotted to him/her on his/her request, FEDAGRIM may reclaim unoccupied area and decide how it will be allotted taking into account the other provisions of these regulations, including 6 here above. All decisions shall be final.
8. Within 8 workdays after receiving the lay-out plans, candidate exhibitors may submit any duly justified objections they might have by registered mail to FEDAGRIM. FEDAGRIM shall unanimously decide whether or not the objections of the candidate exhibitor should be taken into account. If the admissibility of objections is established and provided availabilities FEDAGRIM will submit a new proposal to the candidate exhibitor. Should the new proposal be turned down the candidate exhibitor will be considered as a withdrawing exhibitor, automatically resulting in the enforcement of the effects of withdrawal as stipulated in chapter IV.D of the Participation Regulations. No objections to, or modifications of, the lay-out plans will be accepted after this 8-workday period.

### 1.4.3. Trade practices

#### 1. Personnel registry

We remind the exhibitors that according to Belgian social legislature, the employer is obliged to be in the possession of a personnel registry at each work location, thus also at the stand.

#### 2. Price tags and advertisements

The Law of 14 July 1991 on Trade Practices, particularly on the issue of price tags and advertisements, applies to fairs and exhibitions. Exhibitors are therefore required to comply with the above legislation.

#### 3. Hawking and auctions

- a. Hawking is strictly prohibited within the exhibition area, including in parking areas.
- b. Auctions of any kind or the distribution of samples against payment are strictly forbidden.

#### 4. Inscriptions and information

- a. It is forbidden to display commercial advertising that is contrary to articles 22 and the following ones of the law of 14 July 1991, specifically advertisements which include:
  - ✓ information that may mislead the public as to the identity, nature, composition, origin, quantities or characteristics of a product;
  - ✓ deceptive or disparaging comparisons;
  - ✓ information that may cause confusion with the products, activity or reputation of any other trader, craftsman or industrialist.
- b. All products must be exhibited under the brand name for which the application form was submitted, and which appears in the Fair's official catalogue.
- c. Any mention of sales figures or buyers' identities on, or pertaining to, the goods, shall be prohibited. The term "SOLD" or any similar indication may not be affixed on equipment or machinery.
- d. Advertising material may not be distributed outside the stand. Distribution is allowed only on the visitors' request.
- e. Using a loud voice to advertise and attract passers-by, as well as any form of soliciting, is strictly forbidden. The holder or employees of a stand are not allowed to walk around or stop in passageways in order to advertise or sell a product on exhibition or not, or to address the visitors in such a way as to cause a crowd of people to form in passageways.
- f. Any sign saying "NEW" on equipment or products must not cause any confusion whatsoever with indications referring to the "Selection of Novelties" of the Fair.

## 5. Raffle and advertising balloons

- a. In Belgium, lotteries or raffles are prohibited, except for those that are specially authorised because of their public utility (Lotteries Act of 31 December 1851). In this case, they can be authorised by the competent authorities (compulsory authorisation). The application must be submitted to Fedagrim on the one hand and to the competent services of the City of Brussels on the other. The application must be submitted at least one month before the opening of the exhibition so that the Burgomaster's College and Deputies has enough time to issue the authorisation. The application must be sent to the following address  
Ville de Bruxelles  
att. Mrs Isabelle Blaes  
Département Organisation, Collectes et Tombolas,  
Bld Anspach 6 - 1000 Bruxelles - Tel : +32.2.279.20.31.  
Email : [Isabelle.blaes@brucity.be](mailto:Isabelle.blaes@brucity.be) .
- b. The organisation of a competition, on the other hand, is allowed and a subsidiary question can also be foreseen, but it should not form the main part of the competition. In other words, the main question or action proposed in the framework of the competition must already be sufficient to make a good selection between the participants. Only the ex aequos (which by definition should be a small part of the total number of participants) may be broken by chance.
- c. Advertising balloons are allowed only if inflated with helium or air, to the exclusion of any other gas.
- d. All costs for removing the balloons will be billed to the exhibitor concerned.

## 6. Royalties

### **Sabam :**

Exhibitors who use music via digital means or devices such as radios, CDs, audio tapes and/or television, video or digital images are themselves liable to pay copyright to SABAM (Société des Auteurs Belges/Belgische Auteurs Maatschappij). For any further information exhibitors may contact the Brussels' Tax Collection Office, Rue d'Arlon, 75-77 Box 2, 1040 Brussels tel: +32.2.286.82.11., fax : +32.2.230.05.89, [contact@sabam.be](mailto:contact@sabam.be), [www.sabam.be](http://www.sabam.be)

### **Fair remuneration :**

Near royalties which have to be paid to Sabam, fair remuneration has also to be paid in Belgium since October 1999. This remuneration has to be paid for public use of the musical repertory of composers and performers. Composers and performers cannot prohibit the public broadcasting of their repertory. In exchange, the law has given them the right to perceive remuneration from people broadcasting publically their repertory. This remuneration has been called "fair" particularly because it's not imposed by the eligible party but has longly been negotiated with the users. Exhibitors who want to broadcast music on their stand have to complete and to send a form of declaration for temporary activities to Outsourcing Partners N.V. either by post to: Martelaarslaan 53-55, 9000 Gent. Tel : 02/710.51.01, every workday from 09.00 am to 3.30 pm



The form of declaration for temporary activities can be obtained by sending an e-mail to [info@requit.be](mailto:info@requit.be). Your form must be received by Outsourcing Partners N.V. at least 5 days before the exhibition opens. Payment must be made before the opening of the exhibition. More information's and prices are available on [www.unisono.be](http://www.unisono.be)

#### 1.4.4. General policy

##### 1. Driving and parking vehicles on the exhibition grounds during the event

- a. It is strictly forbidden to stop and park vehicles in areas not intended for parking, especially between the halls of exhibition the centre (firebreak lanes) and in front of the fire hydrants.
- b. Before 09:30 a.m. and after 6:00 p.m. vehicles with a valid pass, issued by the Secretariat, will be allowed to enter grounds of Brussels Expo. Vehicles will be allowed to stop in the firebreak lanes for the loading unloading of goods only. Vehicles will be parked so as to avoid hindering any safety service activity. Drivers should remain in the immediate vicinity of their vehicle in order to move their vehicle when prompted. **Passes must be clearly displayed behind the vehicle's front windshield.**
- c. Vehicles in violation will be automatically towed away by the police force, at the risk and expense of their owner.

##### 2. Private security services

During the Fair's opening hours, exhibitors may request private security services for their own needs, with the prior written consent of the Secretariat.

##### 3. Noise, operation of engine and machinery, fuel oils

- a. Machines and engines may only be run using electrical power, without causing any noise.
- b. During the Fair's opening hours, it is forbidden to operate dangerous, noisy or hindering devices. No materials may be moved off the stand during these hours.
- c. Likewise, it is strictly forbidden to operate engines during the Fair's opening hours. Fuel tanks shall only contain enough fuel to remove machinery and materials. No quantity of gasoline or other fuel may be stored inside the Halls.
- d. Exhibitors will make sure the public is protected from any sharp or pointed object, especially near the walkways, and prevent visitors (especially children) from climbing or getting inside equipment.
- e. Any exposed product / material should be placed firmly and steadily on the floor so that there is no risk of overbalance
- f. Any moving device or mechanism will be shielded by a casing or a wire meshed crate so as to protect the public any danger whatsoever.

- g. Stands operating electric engines or those displaying fuel tank engines will also carry a dry powder fire extinguisher powerful enough to smother any starting fire. The fire extinguisher will be clearly visible and easily accessible.
- h. Batteries and accumulators of any machinery and vehicles must be switched off as soon as they enter the Halls. They may only be switched on again after the event has ended, in order to be removed.
- i. The use of a sound system is allowed only if it does not disturb other exhibitors. The speakers can be placed at edge of the stand but must be directed towards the inside of the stand (in the stand).

#### **4. Audio-visual projections**

Video screens installed by the exhibitor for the attention of visitors walking down the passageways must be set least 2 metres away from each passageway.

#### **5. Shows and lighting effects**

a. Performances pertaining to the presentation of products on exhibition must be subjected to prior authorisation FEDAGRIM.

b. Are prohibited:

- shows not directly related to products exhibited;
- shows that are likely to disturb neighbouring stands;
- shows that obstruct the flow of visitors in the hallways, e.g. robots;
- shows and activities that might constitute a danger for the Fair and/or the visitors;
- the transmission of noisy and audible speech or music that can be heard beyond the immediate surroundings the stand. It is also forbidden to use loudspeakers, horns or similar devices to repeatedly produce a sequence of or notes forming some sort of tune, considering the disturbance this would cause to fellow exhibitors.
- the use of flashing lights, light signals, or spotlights that are likely to blind visitors or the other exhibitors, as well as the use of horns and the production of sparks and bangs, is strictly prohibited;
- any light projection exceeding the limits of the stand;
- the distribution among visitors of badges, self-adhesive or not, if these are likely to be confused with official badges.

#### **6. Dogs and other animals**

Dogs and all other animals not taking part in contests or the event itself are strictly forbidden. All wandering animals will be impounded and rendered harmless, at the risk and expense of the owner.

Guide dogs are welcome, of course.

## 1.5. INSURANCE

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### Insurance policy

Fedagrim shall keep the text of the insurance clause at your disposal, send mail to [v.degreeef@fedagrim.be](mailto:v.degreeef@fedagrim.be) to receive it.

Don't forget to return us the form with the list of the equipment and products that will be exhibited on your stand before the **1st of October 2023**.

This list can be updated until 24-11-2023. You can find the form by [clicking here](#). The form should be returned completed to [v.degreeef@fedagrim.be](mailto:v.degreeef@fedagrim.be).

## 1.6. BRUSSELS EXPO : DESCRIPTION OF THE HALLS

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Agribex occupies Halls 1, 3, 4, 5, patio, 6, 7, 8 and 9.

		Height clearance
Hall 1	Entire Hall	Min 3.00 – max 8.00
	Floor covering : polished concrete	
Hall 3	Centre of hall	8.20m
	Under galleries at the far end of the hall	Min 2.00 – max 3.50m
	Zone with limited loading capacity 500kg/m <sup>2</sup> .	
	Floor covering : polished concrete	
Hall 4	Centre of hall	9.20m
	Under galleries	Min 3.85m – max 4.25m
	Zone with limited loading capacity 1.000kg/m <sup>2</sup> .	
	Floor covering : Stelcon	
Hall 5	Centre of hall	31.00m
	Under arches at 3.90m from the wall	3.20m
	Floor covering : Stelcon	
Hall 6	Centre of hall	9.20m
	Under galleries	Min 3.85m – max 4.25m
	Zone with limited loading capacity 1.000kg/m <sup>2</sup> .	
	Floor covering : polished concrete	
Hall 7	Centre of hall	13.50m
	Under arches at 3.70m from the wall	2.00m
	Zone with limited loading capacity 1.000kg/m <sup>2</sup> .	
	Floor covering : polished concrete	
Hall 8	Entire Hall	10.80m
	Height under the West Drive	4.55m
	Floor covering : Stelcon	
Hall 9	Entire Hall	10.80m
	Height under the East Drive	4.55m
	Floor covering : Stelcon	
Patio	Entire Hall	11.00m
	Floor covering : asphalt	

You can consult all these technical data concerning the halls on the website : [www.brussels-expo.com](http://www.brussels-expo.com) You can download the site's plan [here](#)

