

III ≡ BRUSSELS 2018
FURNITURE FAIR

4 - 7 NOV 2018
BRUSSELS EXPO

WWW.FURNITUREFAIRBRUSSELS.BE



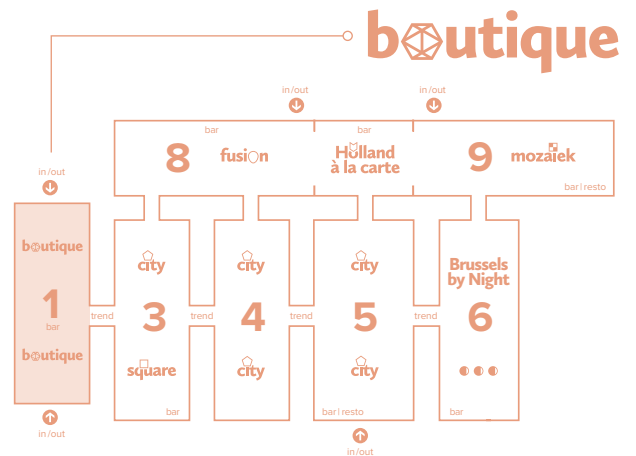
boutique



boutique, a new segment for home accessories

Every furniture shop includes a selection of home accessories in its range, and some may even have a separate home decoration section. Conversely, every home decoration business offers a few pieces of furniture for sale. So without a doubt, this market segment is a perfect fit for the Brussels Furniture Fair! The Furniture Fair wants to better focus its offering on this target group, **so we are creating a new segment for the 2018 edition: boutique.**

Boutique will be an integral part of the Furniture Fair and will group together a specialist offering in hall 1 at Brussels Expo. For buyers, this guarantees an efficient visit to the trade fair, and for exhibitors it means that they will attract the right kind of visitor. The launch of boutique will of course be accompanied by an extra focus in the trade press and communication to the specific visitor target group. This will ensure that the right target groups are brought together at this first edition of boutique.



visitors are looking forward to exploring your range

With a strong media campaign and newsletters, we will be attracting plenty of visitors from both Belgium and abroad.

the fair in figures

The Brussels Furniture Fair is a well-established trade fair for Belgium, the Netherlands, France, Luxembourg and the United Kingdom, as well as attracting many visitors from Germany and Scandinavia. Our visitors come from a total of

38 countries and represent the whole spectrum of the mid-market segment. Of these, furniture shops naturally account for the largest group. Home decoration shops and interior architects are also keen visitors to the Brussels Furniture Fair.



73,81%
buyers

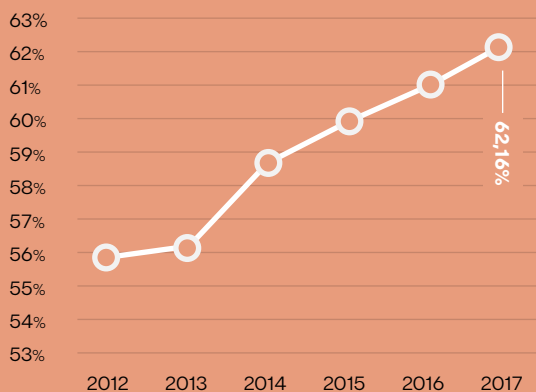


18,98%
suppliers

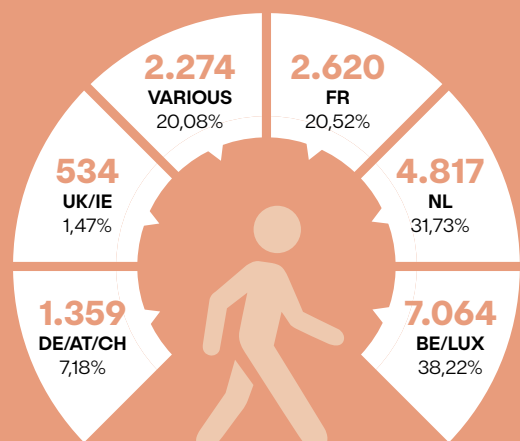


7,21%
various












62,16% of foreign visitors



18.668 visitors in 2017





-  Vases, bowls, baskets
-  Frames, paintings, photos
-  Lighting
-  Cushions and throws
-  Rugs
-  Mirrors
-  Figurines
-  Candles, candleholders, tea light holders
-  Glassware, ceramics, porcelain
-  Occasional furniture
-  ...

design, Scandinavian, country, chic or frivolous: anything goes

The visitor experience is every bit as important to us as it is to you. So you can rest assured that boutique will be attractively staged, with its own bar and a separate event to which your customers will be specially invited.

As the organisers, we want to invest in boutique and in this target group. To launch boutique, we are offering a special deal on the stand area price for the first two editions. In 2018, we will be offering a 40% discount on the normal stand rental price, exclusively for boutique exhibitors. In 2019, this will be 20%. So the stand rental price for 2018 will be just €42 per m². And on top of that, you'll benefit from the Furniture Fair's personal service. If you wish, we can also build a stand for you for an attractive price.

Take advantage of this very special offer and register as an exhibitor straight away. Registration must be completed *no later than 15 July*.

boutique launch offer

Contact us for more information.

Chantal Janssens
cj@furniturefairbrussels.be

Lieven Van den Heede
lvdh@furniturefairbrussels.be

+32 2 558 97 20
www.furniturefairbrussels.be

2018

only
42€/m²*

*= 40% discount on stand rental exclusively for boutique exhibitors

+

2019

only
56€/m²*

*= 20% discount on stand rental exclusively for boutique exhibitors

boutique

FULL SERVICE

We offer a full service: from building simple walls to ready-to-use stands, lighting, carpeting, plants and lettering.

EXHIBITORS

A diverse range based on commercial value in the shops. The high-quality offering combines the entire Belgian furniture industry with a selection of the best European manufacturers, largely from the mid-market segment.

The boutique segment is intended specifically for manufacturers and importers of decorative articles.

VISITORS

Around 20,000 high-quality European visitors from Belgium, the Netherlands, France, the UK, Germany, Switzerland and Scandinavia. A pleasant and welcoming trade fair with a strong VIP offering and a convivial atmosphere ensures that buyers feel genuinely welcome and encourages them to buy.

In addition to the furniture trade, boutique is meant for decoration and design shops, interior architects and designers, decorators, garden centres, gift shops, webshops etc.

EASILY ACCESSIBLE

Brussels enjoys a central position and is easily accessible from all over Europe. It offers a wide selection of good, affordable hotels and restaurants, in surroundings that are both friendly and international.

A professional organisation with personal service, involvement, coordination and follow-up. The experienced Furniture Fair team ensures that your participation in the trade fair runs smoothly.

Register straight away for boutique, the new segment for home accessories at the Brussels Furniture Fair.

BRUSSELS FURNITURE FAIR

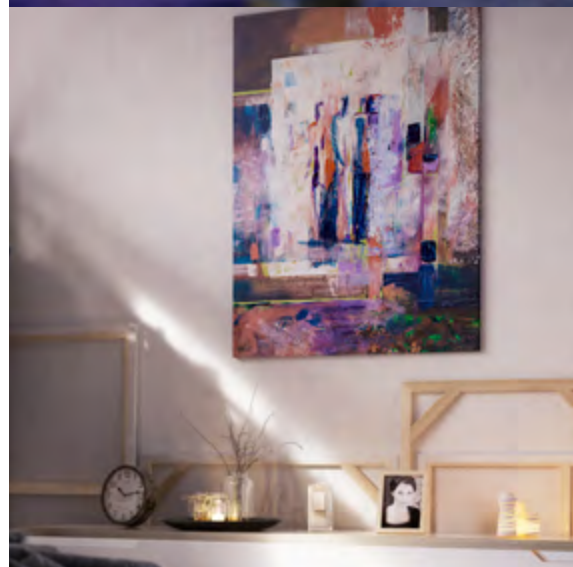
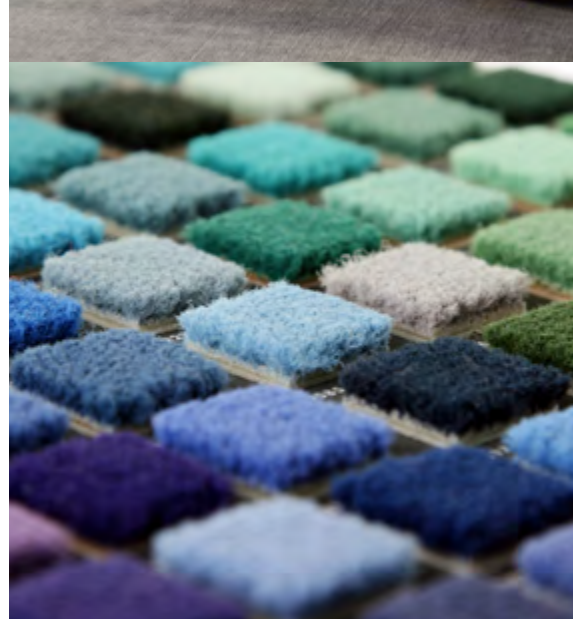
SUN 4 - WED 7 NOV 2018

SUN - TUE 9AM - 7PM & WED 9AM - 6PM

BRUSSELS EXPO

WWW.FURNITUREFAIRBRUSSELS.BE

Brussels Furniture Fair · Hof ter Vleestdreef 5 b7
1070 Brussel · Belgium · T +32(0)2 558 97 20
adm@furniturefairbrussels.be
www.furniturefairbrussels.be



CONDITIONS FOR PARTICIPATION

- 2018 **42** €/m² * = 40% discount on stand rental exclusively for boutique exhibitors
- 2019 **56** €/m² * = 20% discount on stand rental exclusively for boutique exhibitors

Interested in a ready-to-use stand

CATALOGUE DETAILS

The same as 2017 Use as correspondence address

COMPANY NAME (for catalogue)

STREET+N°	POSTAL CODE	TOWN
COUNTRY	TEL	FAX
E-MAIL	WEBSITE	

COORDINATOR (Must be filled in)

NAME	MOBILE	E-MAIL
------	--------	--------

INVOICE DETAILS

The same as 2017 Use as correspondence address

COMPANY NAME (for invoice details)

STREET+N°	POSTAL CODE	TOWN
COUNTRY	E-MAIL INVOICE	
TEL	FAX	

UNDERSIGNED (NAME)

FUNCTION

- Books _____ m² at boutique, from 4 to 7 November 2018
- Hereby expressly declares having studied the general regulations drawn up by the Furniture Fair (see above),
- Declares that signature of the present document expressly confirms knowledge of the general regulations and the approval thereof,
- Declares that the present form, if it is accepted by the Furniture Fair, will act as an irrevocable contract in accordance with the conditions of the general regulations,
- Declares to respect the deadlines of payment as mentioned in the Art. 8 of the general regulations.

COMPANY STAMP

Place _____ Date ____ / ____ / 2018

The undersigned declares being entitled to sign this document for the participating company and guarantees to meet the engagements the present form brings about.

SIGNATURE

GENERAL REGULATIONS 81TH EDITION

1. ORGANIZER

The Brussels Furniture Fair is organized by the 'Salon International du Meuble - Bruxelles' hereafter known as 'the Furniture Fair'.

2. PLACE, DATES AND OPENING TIMES

Location: Brussels Expo (Heysel), Place de Belgique 1, 1020 Brussels.
Dates: from November 4th until 7th 2018.
Open every day from 9 a.m. until 7 p.m., on Wednesday until 6 p.m.

3. PARTICIPANTS

Manufacturers of products intended to be sold by furniture dealers and interior decorators, or considered as secondary products in furniture retailing and interior decoration.

4. STAND SPACE

The stand space is the exhibition surface, put at the disposal of the exhibitor and defined in square meters.

5. STAND FEE

The stand fee is the expense for the use of the stand space, including the general services mentioned on the enrolment form. The stand costs include the advertisement campaign, the placing of the sign, general supervision, general heating, general lighting and signposting, and the upkeep of the common areas. Construction of stands is not included.

6. CONDITIONS OF PARTICIPATION

Service fee: €300. Stand fee: €42 per m², exclusively for boutique exhibitors. Electricity connection and insurance (€ 1,20 /m²) are obligatory services. Page in catalogue and on the website: € 150. VAT and any supplementary taxes will be charged to the exhibitor.

7. ADDITIONAL COSTS

All orders of goods, services or technical achievements can be made through the vademecum, which will be sent to the exhibitor after enrolment. All orders made during the setting up of the Furniture Fair or during the Fair's period are subject to an extra charge of 20 %. Cancellations are not accepted after October 20th.

8. INVOICES AND PAYMENT

- For payments, only transfers on our account (IBAN BE 09 4352 2515 4157 – BIC KREDBEBB). Checks are not allowed.
 - All bank charges are to the account of the payer.
 - All invoices must be paid within 14 days.
 - In case of enrolment after October 15th, the file costs, stand fee, insurance and services ordered must be paid immediately.
- Exhibitors will only be admitted to their stand after full payment of file costs, stand fee, insurance and provided services.

9. OVERDUE PAYMENTS

Interest of 1% per month and a fixed compensation of 15% with a minimum of € 50 will be charged automatically without notification on any amount not paid within the agreed periods. The Board of Directors reserves the right, without obligation to give notice of such, to officially and without any other warning take possession of the stand for which the exhibitor has not paid the full rent and/or the file costs by the deadlines given in art. 8. In this case, art. 10 will be implemented.

10. ENROLMENT FORM

In order to enroll, the exhibitor must duly sign and return the form provided by the Furniture Fair to their office, and counts as a definitive commitment by the exhibitor. Enrolment will then be confirmed by the Furniture Fair. Enrolment obliges the exhibitor to occupy the allocated stand and to keep it set up and open at all times during opening hours and until the end of the Fair. In the event of cancellation by the exhibitor, all payments (file costs, stand fee and, possibly interest) remain due to the Furniture Fair, even when the stand has been rented to another exhibitor. As participation is on a non-transferable basis, no renounce or transfer - not even partially - is permissible.

11. ALLOCATION OF STANDS

The location and shape of the stand space is indicated by the Furniture Fair. Concerning the stand allocation, the Furniture Fair may organize the stands by certain criteria. In case of unforeseen circumstances or force majeure, the Furniture Fair retains the right to change the location of a stand assigned to an exhibitor.

12. INSURANCE

- The Furniture Fair has signed up to the following policies:
- A legal liability insurance for the amount of € 5,000,000 (for itself and all exhibitors collectively). This policy is complementary even to contracts signed by the exhibitors at a later date.
 - An all risk exhibition insurance for the stand materials and the goods on display. The main components of these clauses are described in the Services File.

A copy of the policies will be forwarded to the exhibitor at his request. The exemptions and exclusions of these policies will be charged to the exhibitor. Each participant agrees to pay his share in the all risk exhibition policy. The Furniture Fair declines all responsibility for loss, damage or other harm done to objects and goods on display, of whatever nature and for whatever reason. Personal items are excluded.

13. ACCESS

Only professionals possessing the requisite entrance pass issued by the Furniture Fair and reserved for furniture professionals are allowed access to the Fair. Direct sale to individuals is strictly forbidden.

14. PUBLICITY

No advertising is allowed outside the stands. Vehicles parked in the car-parks reserved to the Furniture Fair and its visitors will not be used for publicity purposes. Exemptions must be submitted to the Board of Directors for approval. The Board of Directors is not obliged to give reasons for its decisions, which are issued without the right of appeal.

15. FIRE PROTECTION

Within the framework of the General Regulations governing fire prevention, as drawn up by the Directors of the Brussels Exhibition Center, exhibitors shall be obliged to conform strictly to the legal regulations governing this matter. In the case of non-compliance, the exhibitor himself is directly responsible for any loss. These regulations are available on request.

16. SMOKING BAN

Smoking is forbidden in all exhibition areas where shows for the general public and specific professions are held. This regulation applies both during the show itself and during installation and demolition.

17. ELECTRICAL INSTALLATIONS - CONTROL AND RESPONSIBILITY

All electrical installations in the stands have to respect the General Regulations on electrical installations and the rules of the Special Regulation by the electricity service of the Brussels Exhibition Center. Before the opening of the fair a technical inspection is carried out by an independent body, whose decision must be complied with. These regulations are available on request.

18. SPECIAL ADMISSION

No goods may be brought in or taken out during the Fair, unless written approval is issued by the organizers.

19. PHOTOGRAPHS

It is forbidden to take photographs inside the Fair, except for professional photographers in possession of a special pass issued by the Furniture Fair and with the exception of exhibitors photographing their own stand.

20. PRIVACY PROTECTION

The Furniture Fair Brussels processes all personal data that the Applicant-Exhibitor and the Exhibitor provide in accordance with the European privacy protection laws and the Furniture Fair Brussels' Privacy Policy, of which the Applicant-Exhibitor and the Exhibitor declare having taken acknowledgement. The Privacy Policy is available on the Furniture Fair Brussels' website or can be obtained on demand.

21. ALL RIGHTS RESERVED

No parts of the website and Fair catalogue may be reproduced without prior written permission from the Furniture Fair of Brussels.

22. EVACUATION OF THE STANDS

The exhibitors recuperate their packing material and waste. The exhibitors commit themselves to leave the stand site at the end of the Fair in the same condition in which they found it. Waste, carpet and other materials used in the stand construction must be removed by the exhibitor at the end of the Fair. The adhesive tape used to fix the carpet must also be carefully removed. The costs of removing materials, adhesive tape and paint stains, in other words the clearing up of the buildings and repair of any damage caused by exhibitors, their employees or their stand constructors shall be invoiced to any exhibitor who fails to respect these regulations.

23. DIFFERENCES

The exhibitors renounce their right to pursue a claim against the Furniture Fair for whatever reason or whatever damage. The exhibitors have no claim to damages incurred by postponement or cancellation of the Fair due to unforeseen circumstances or force majeure. In the event of an application being rejected the applicant is not entitled to any form of compensation, nor can he hold the Furniture Fair responsible for any damage suffered by the applicant or by third parties. All eventualities not dealt with by these Rules of Procedure will be settled by the Furniture Fair's Board of Directors. All decisions are final. No appeal is possible, and exhibitors commit themselves to abide by this. The applicant undertakes to observe the clauses of the present regulations. In the event of a dispute, the Brussels Courts are the only competent courts for hearing any possible litigation.