

INFO

If you need further information,
please contact our Exhibition
Guide Consultant:

exhibitorbook@square-brussels.com

Tel: +32 2 515 13 99

Fax: +32 2 479 47 37



EXHIBITOR SERVICES MANUAL 2021

Online order platform :

<http://squarebrussels.com/en/ob21>



OB 2021
OPHTHALMOLOGICA BELGICA

LIVE IN SQUARE
BRUSSELS
24-26 Nov. 2021

November, 24-26



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EXHIBITION GUIDELINES

Introduction

Thank you for exhibiting at SQUARE BRUSSELS CONVENTION CENTRE. We are committed to working with you to ensure you get a rewarding experience for you, your company and your visitors.

This manual provides essential information as well as useful hints for exhibits. We encourage you to use this manual not only for the preparation of your exhibit display, but also as a source of reference and information.

If you wish to order standard items for your display such as furniture, AV, lighting, branding, cleaning, etc. they can easily be ordered in this exhibitor's manual but you will see that many more items can be ordered to enhance your booth equipment.

The following items/services are exclusively provided by SQUARE BRUSSELS CONVENTION CENTRE: Rigging, Electricity, Internet, Communication, Catering, Security, Cleaning, Branding.

We want you to make your participation in this event both successful and enjoyable. Please do not hesitate to contact SQUARE if you have any questions: +32 (0)2 515 13 99 or exhibitorbook@square-brussels.com.

We are looking forward to welcoming you to SQUARE BRUSSELS CONVENTION CENTRE.

General Information

Congress Organiser:

Venue: **SQUARE BRUSSELS CONVENTION CENTRE**

Glass Entrance, Mont des Arts

1000 Brussels - Belgium

www.square-brussels.com

Deliveries: **SQUARE BRUSSELS CONVENTION CENTRE**

c/o ZIEGLER EXPO LOGISTICS (HUB 2)

Boechoutlaan 107

1853 STROMBEEK-BEVER - Belgium

Exhibition Area: The exhibition area is situated in **Grand Hall 1&2** on level -2 at the SQUARE BRUSSELS CONVENTION CENTRE.



EXHIBITION GUIDELINES

Timings of Exhibition

Set-Up Time:	22/11/2021	08:00 – 20:00
	23/11/2021	08:00 – 20:00
Exhibition Time:	24/11/2021	08:30 – 18:00 (access to exhibitors from 07:30 on)
	25/11/2021	08:30 – 18:00 (access to exhibitors from 07:30 on)
	26/11/2021	08:30 – 17:00 (access to exhibitors from 07:30 on)
Dismantling Time:	26/11/2021	17:00 – 00:00

Exhibitors are obliged to observe all time limits regarding set-up and dismantling hours.

Deadline for order submission on the website: 05/11/2021

(after this deadline, prices will automatically rise by 20% and items availability will not be guaranteed)

Exhibitor Services

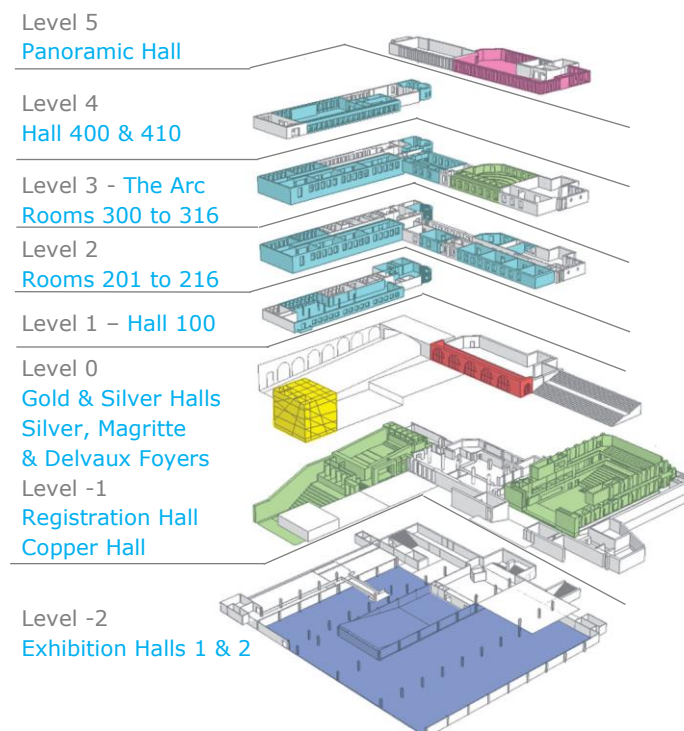


EXHIBITION GUIDELINES

Overview of the Congress & Convention Centre

SQUARE BRUSSELS CONVENTION CENTRE is one of the few venues ideally located in the city historical centre. 13.000m² of meeting space is housed in the extensive former Palais des Congrès, an elegant, architecturally significant building originally constructed for the 1958 World Expo. Many of the original features, including expansive murals by Paul Delvaux, René Magritte and Louis van Lint, have been carefully restored and are now juxtaposed with contemporary design conceived by a team of leading European designers.

It provides its visitors with all the very latest amenities - from superb auditoria and exhibition space, to cutting-edge business technology. All this in a strikingly modern ambiance. It offers an atmosphere that balances function, inspiration and serenity. With its spectacular views over the Brussels skyline, SQUARE is somewhere to inspire the mind to greater heights and ambition.





EXHIBITION GUIDELINES

Access to **SQUARE BRUSSELS CONVENTION CENTRE**



1 GLASS ENTRANCE
(MONT DES ARTS, 1000 BRUSSELS)

2 TERRACE ENTRANCE
(MONT DES ARTS, 1000 BRUSSELS)

3 RAVENSTEIN ENTRANCE
(2, RUE RAVENSTEIN, 1000 BRUSSELS)

4 COUDENBERG ENTRANCE
(3, COUDENBERG, 1000 BRUSSELS)

5 DELIVERY ENTRANCE
(27, RUE DES SOLS, 1000 BRUSSELS)
ONLY DURING BUILD-UP, EVENT & DISMANTLING
ONLY FOR SMALL PACKAGES AND EUROPALLET NOT
BIGGER THAN 120cm x 80cm x 140cm



6 LOADING & UNLOADING (Grand Halls)
(13, RUE DES SOLS, 1000 BRUSSELS)

7 LOADING & UNLOADING (Foyers)
(1, COUDENBERG, 1000 BRUSSELS)

8 DELVAUX ENTRANCE
(MONT DES ARTS, 1000 BRUSSELS)



ENTRANCE CENTRAL STATION



ENTRANCE METRO CENTRAL STATION



TAXI



TOURIST INFORMATION



PUBLIC PARKING "ALBERTINE"
(DIRECT ACCESS TO SQUARE)
(3 RUE DES SOLS OR PLACE DE LA JUSTICE)



CITY BIKES DISPOSAL



BOZAR (DIRECT ACCESS FROM SQUARE)



NO PARKING IN THE STREET



MUSEUM RESTAURANT

Exhibitor Services



EXHIBITION GUIDELINES

Directions

SQUARE BRUSSELS CONVENTION CENTRE is located in the heart of Brussels, less than 500 m from the Historic City Center and the Grand Place. The Central train station is only 200 m from the SQUARE and it takes less than 30 minutes (by taxi) from Brussels Airport.

By rail:



SQUARE is just across from the Brussels Central railway station. National trains: Get off at Bruxelles-Central / Brussel-Central and follow the exit signs to 'Mont des Arts - SQUARE'.

International trains (Eurostar, Thalys) arrive into Bruxelles-Midi / Brussel-Zuid. From there, it's a simple two-minute train journey to Brussels Central station. Just take any train heading north (free of charge: your ticket to Brussels includes commuting from and to any train station in Brussels), get off at the first stop (Bruxelles-Central / Brussel-Central) and follow exit signs to 'Mont des Arts - SQUARE'.

By air:



After landing at Brussels International Airport (Zaventem), make your way from the main arrival hall to level -1. Take a direct train to the city centre. After 17 minutes, get off at the Brussels Central station, and follow the exit signs to 'Mont des Arts / Kunstberg - SQUARE'.

By road:



There are 660 parking spaces right underneath SQUARE at the fee-paying car park named Parking Albertine / Albertina - SQUARE, level -2 (maximum height: 195 cm).

You can get in via Place de la Justice - Gerechtsplein, 16 at 1000 Brussels



EXHIBITION GUIDELINES

Deliveries and collections

All deliveries need to be sent to the official freight forwarder appointed by SQUARE, at the following address (with the compulsory label hereunder):

ZIEGLER EXPO LOGISTICS (HUB 2)
Boechoutlaan 107 – 1853 Strombeek-Bever – Belgium

If you have a delivery, please take contact with Ziegler in advance:

E-mail: square_bruxelles@zieglergroup.com

Phone: +32 2 475 45 41

Please note that SQUARE will not accept any freight deliveries, including courier shipments prior to or during the build-up of the event.

It is COMPULSORY to send a PRE-ADVICE by e-mail to Ziegler in advance of every delivery. Otherwise, a penalty will be charged.

Neither the venue nor the organiser takes responsibility for any parcels being sent to the venue. All deliveries, except self-offload or hand carried, must be handled by ZIEGLER EXPO LOGISTICS, who will be able to gather all deliveries from 08/11/2021 up to 22/11/2021.

The freight forwarder needs to receive all necessary information by you and should be well informed by your company for further arrangements regarding transportation, storage of goods before and after the exhibition, etc. ZIEGLER EXPO LOGISTICS will be solely in charge of all dealings with the Customs Authorities. For any questions regarding customs formalities, exhibitors must contact ZIEGLER EXPO LOGISTICS at square_bruxelles@zieglergroup.com. All courier shipments will first arrive at Ziegler who will charge the exhibitor the receipt, handling and delivery to the booth.

These services / charges will be charged at exhibitors' expense. Basic delivery to stand and pick-up from stand are as follows:

Delivery from Ziegler to stand		Pick-up from stand to Ziegler	
Up to 50 kg or 0,25 m ³	€ 112,00*	Up to 50 kg or 0,25 m ³	€ 112,00*
Up to 100 kg or 0,5 m ³	€ 138,00*	Up to 100 kg or 0,5 m ³	€ 138,00*
Up to 300 kg or 1 m ³	€ 158,00*	Up to 300 kg or 1 m ³	€ 158,00*
Up to 500 kg or 1,5 m ³	€ 184,00*	Up to 500 kg or 1,5 m ³	€ 184,00*
Up to 800 kg or 2,5 m ³	€ 204,00*	Up to 800 kg or 2,5 m ³	€ 204,00*
Up to 1000 kg or 3 m ³	€ 228,00*	Up to 1000 kg or 3 m ³	€ 228,00*

*All rates are excl. VAT.

You will not be able to receive your package(s) if all charges have not been paid to Ziegler before the first build-up day.

Empties storage should be arranged through ZIEGLER only. It is the responsibility of each exhibitor to find suitable space for an accessible storage during the days of exhibiting. No accessible storage space is available at the venue. Please contact Ziegler for further information.

Forklift services & offloading must be arranged through the exclusive appointed freight forwarder, ZIEGLER EXPO LOGISTICS. No other agent/exhibitors or stand constructor can operate/drive their own forklift on-site. If exhibitors are having their equipment picked up from the venue after the exhibition breakdown has concluded, this needs to be done through ZIEGLER EXPO LOGISTICS. Pick up of items needs to be arranged by the exhibitors in advance and certainly before the end of the event. All items left in the hall by the end of the exhibition dismantling will be removed and disposed of by the cleaning services. Costs may apply for items left behind. After the event, items can be stored at Ziegler up until 13/12/2021.



EXHIBITION GUIDELINES

Forwarding Instructions

All cargo must be consigned & labelled (both sides) as follows:

Name of Event: **OB 2021** – SQUARE BRUSSELS CONVENTION CENTRE
Name of Exhibitor – Booth number
c/o Ziegler Expo LOGISTICS (HUB 2) – Boechoutlaan 107 – 1853 Strombeek-Bever – Belgium

Latest arrival deadlines:

at Antwerp Seaport: **12/11/2021**
at Brussels Airport: **18/11/2021**
at Ziegler Expo Logistics warehouse: **22/11/2021**

Cargo originating from outside the EU should be accompanied by

- a proforma invoice or invoice (in English) with detailed cargo description & CIF value or ATA Carnet
- packing list with individual content, weight & dimensions.

Cargo originating from the EU should only have a packing list.

Seafreight - with express release B/L, freight prepaid consigned to Ziegler Expo Logistics.
- will be picked up as from arrival at Antwerp port.

Airfreight - with MAWB consigned to Ziegler Expo Logistics, freight prepaid.
- will be picked up as from arrival at Brussels Airport.

INSTRUCTIONS FOR SEA / AIRFREIGHT / COURIER SHIPMENTS:

Consignee: Ziegler Expo LOGISTICS – International Department
Boechoutlaan 107 – 1853 Strombeek-Bever.

Notify: **OB 2021**
Exhibitor Name: Hall/Stand number:
c/o Ziegler Expo LOGISTICS

ROAD TRANSPORTS:

1. Partial loads, small & courier shipments (through Ziegler Expo Logistics only):
Delivery, freight prepaid, FOT to Ziegler Expo Logistics Warehouse
Boechoutlaan 107 – 1853 Strombeek-Bever – Belgium – Tel +32 (0) 2 475 45 41

IMPORTANT REMINDER:

NO DIRECT DELIVERIES TO SQUARE BRUSSELS CONVENTION CENTRE!

It is COMPULSORY to inform Ziegler in advance of every delivery.

2. Full Trailer Loads (FTL): directly at SQUARE only after receiving your slot confirmation from ZIEGLER EXPO LOGISTICS

3.



EXHIBITION GUIDELINES

Compulsory Delivery Label

All cargo must be consigned & labelled (both sides) by using the following label:
Shipping instructions

3 steps to send your packages correctly

1. Provide the following informations :

- Sender : company name
- Recipient : exhibitor / sponsor name
- Quantity of packages & content
- To e-mail address below:
square_bruxelles@zieglergroup.com

2. Ask your provider / sender

- To fill in and stick label here beside on shipment.
- To provide waybill / tracking number to e-mail address below:
square_bruxelles@zieglergroup.com

3. All shipping charges (transportation, customs clearance,...) have to be taken into account by sender.

Without following the instruction mentioned above, shipment could be refused or surcharged before delivery to the venue.



Consignee (delivery address)

ZIEGLER EXPO Logistics - HUB 2

Boechoutlaan, 107

1853 Strombeek-Bever

Belgium

Contact / +32.2.475.45.40

Sender

Company name

Address

Country

Recipient

Congress name: OB 2021

Exhibitor / Sponsor name

To the attention of

Show management

Booth number

Contact

Ph. nbr

Exhibitor Services



EXHIBITION GUIDELINES

Unloading Information - Deliveries, storage and parking

Build-up and dismantling Information – HEAVY GOODS

Please note that the Congress Centre is situated in the centre of Brussels. It is therefore not allowed to send trucks of more than 8 meters length, since the delivery street is a dead-end and there is no parking space available. To avoid traffic congestion and to allow a fast and smooth move-in, an unloading slot will be required for all vehicles larger than a passenger car. Cars or small vans not higher than 195 cm can park in the fee-paying car park "Albertine / Albertina – SQUARE" which is directly linked to SQUARE. **Please fill in the attached move-in / move-out schedule form to obtain an unloading slot and return it to AdvancedFair/Ziegler Expo Logistics 08/11/2021 at the very latest.** The exhibitors will then be allowed to temporary park their lorry in the delivery street to load/ unload and use the **freight lift** located at the Rue des sols / Stuiversstraat 13, 1000 Brussels, of which dimensions are: **2.05m high, 2.20m wide, 6.7m long, 4000 kg max.** These limits must be respected by exhibitors and their subcontractors such as stand builders, transporters, etc. During deliveries, no obstacle may obstruct the automatic closure of the street-front shutters. See directional map in the following section of this manual: Access to SQUARE BRUSSELS CONVENTION CENTRE.

All trucks arriving without a slot can only unload and load once the full schedule has been completed. Note that there is no parking allowed out of the given unloading slot in the delivery street (rue des sols/Stuiversstraat) or near the congress centre. Trucks need to be removed from the unloading area as soon as unloading has been completed. Otherwise, the vehicle will be immediately removed from the street by the local authorities. Trucks can park free of charge around the streets of Brussels' haven (**Avenue du port / Havenlaan – 1000 Brussels**).



EXHIBITION GUIDELINES

Move-in / Move-out Schedule form (compulsory form for access to loading bay)

DOCUMENT TO RETURN TO events@advancedfair.com two weeks prior to the build-up date (08-11-2021)				
Hall & Stand Number:				
Company/ Exhibitor Name:				
Stand Builder:				
Type of truck:				
Cubic meters (m ³) to be unloaded:				
Estimated necessary unloading time:				
Person in charge of the stand building:				
Mobile Number:				
Preferred slot during build up (max. 2h):	Preference order	1 st preference	2 nd preference	3 rd preference
	Date:			
	Start time:			
	End time:			
Preferred slot during dismantling (max. 2h):	Date:			
	Start time:			
	End time:			
Freight lift dimensions: 2.05m high, 2.20m wide, 6.7m long, 4000 kg max.				
Empties storage during show		YES / NO		
Estimated volume of empties:				

Please mention 3 slots. We will examine your requirements and will grant you a slot. We will do our outmost to plan all requests according to your preferences. When your slot is booked, you will get a confirmation by mail.

IMPORTANT REMINDER: NO PARKING AVAILABLE IN THE DELIVERY STREET. Vehicles parked without authorization will be immediately removed from the street by the local authorities.



EXHIBITION GUIDELINES

Movement of Deliveries

Forklift services, offloading and empty case storage must be arranged in advance through the exclusive appointed freight forwarder, ZIEGLER EXPO LOGISTICS. No other agent/exhibitors or stand constructor can operate/drive their own forklift on-site.

Trolleys are not available at the venue. You are advised to bring your own trolley if you can't hand-carry your items.

The entrances, roads and spaces used to deliver equipment and/or assembly it and installation from the unloading points to the stands must be protected:

- Use of trolleys or other handling apparatus with rubber tyres,
 - Use of weight-spreading floors,
 - Protection of carpets and floors with a resistant covering to prevent holes being made.
- No fixing likely to damage the supports (floors, walls, posts, ceilings) shall be allowed.

Exhibitors are not allowed to drive vehicles onto the exhibition floor.

Build-up and dismantling Information – NON HEAVY GOODS

In case you do not have heavy goods deliveries and you are arriving in a car or small van, you can park your car at the parking Albertine / Albertina - SQUARE, Place de la Justice / Gerechtsplein, 16 at 1000 Brussels (tickets payable at the parking meter). Maximum vehicle height is 195 cm. Please do not use the other entrance of the parking located at Rue des Sols / Stuiversstraat at 1000 Brussels which is used and often congested during build-up and dismantling periods. Trolleys are not available at the venue. You are advised to bring your own trolley if you can't hand-carry your items. Contractors will be given an access badge in front of the exhibition hall.

Car Park Information for cars of maximum 195 cm height

Car Park Name: Interparking Albertina / SQUARE

Main entrance address: Place de la Justice 16, 1000 Brussels

Alternative entrance: Rue des Sols - Stuiversstraat Brussels

(see map of the above section: [Access to SQUARE BRUSSELS CONVENTION CENTRE](#))

Total places: 714 / Places for disabled: 14 / Maximal height: 195cm

<https://www.interparking.be/en/find-parking/Albertine-Square/>

Car-Park Tariffs

	Normal tariff incl. VAT	Evening tariff incl. VAT(19h - 5h)
Time	Price	Price
1 hour	3,2€	3,2€
1 day	22€	
From 2 to 10 hours		6€
Lost ticket per day	50€	

Regular schedule
All days

Entry hours
07:00 - 01:00

Exit hours
00:00 - 24:00



EXHIBITION GUIDELINES

Badging and Access Control for Exhibitors

Exhibitors will receive their exhibitor badges at Registration and will gain access to the exhibition hall from **12:00** on **23/11/2021**. Shell scheme stand dressing in the main exhibition hall will be available from **13:00 - 18:00** on **22/11/2021**.

Badging and Access Control for Stand Builders

Please note that this paragraph is only meant for stand builders and not for employees of the exhibiting companies.

Specific badging is required to enter and work in the building. Please make sure to specify to SQUARE the contact details of each member of your stand building contractor team that will need access to the building during the build-up and the dismantling. Please provide the following details of the stand builders:

- Contractor First Name and Surname
- Company (Stand Building Company)
- Contact Number
- Number of badges required (each person must wear his/her own badge)

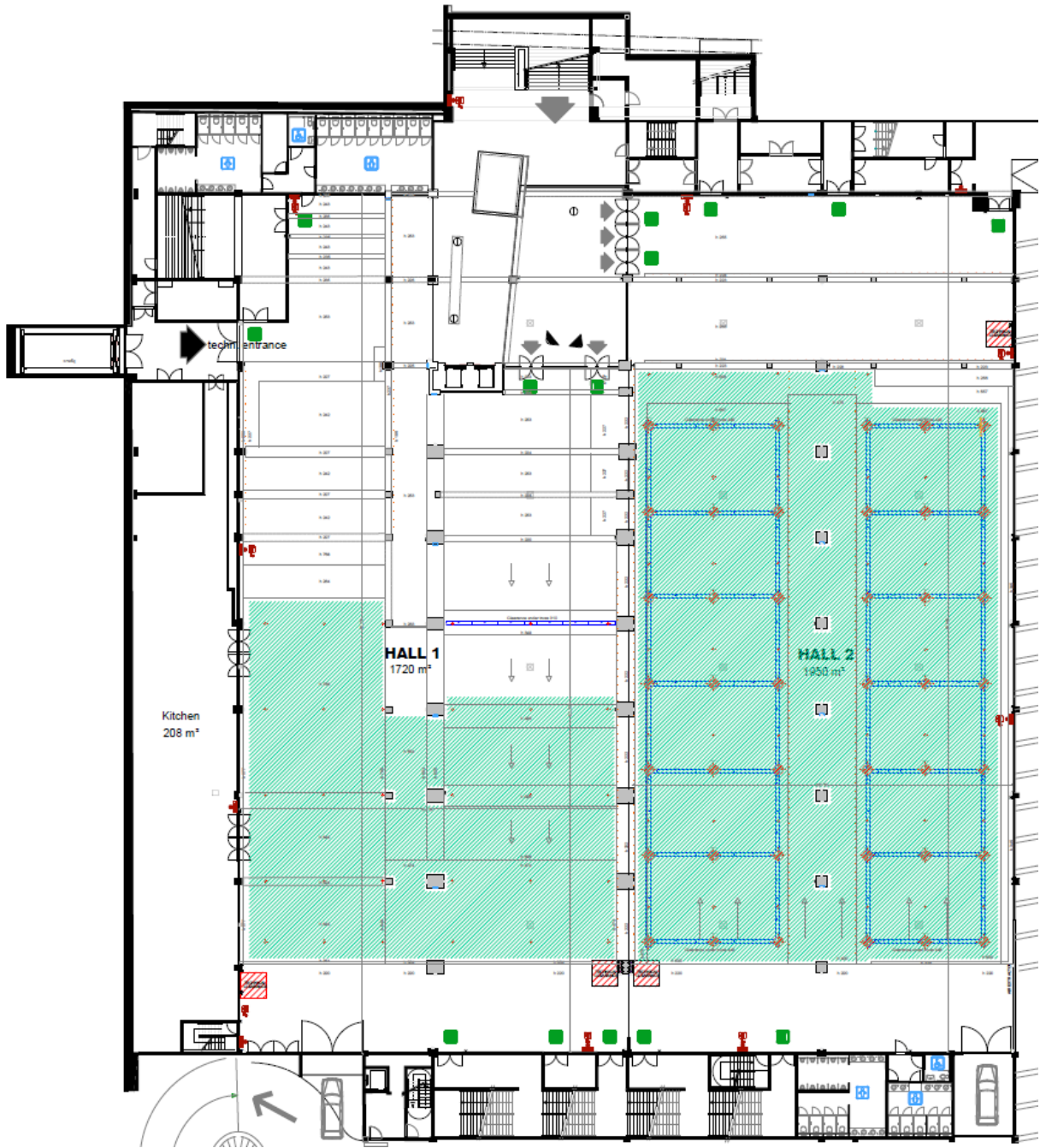
PLEASE RETURN THESE DETAILS VIA EMAIL TO exhibitorbook@square-brussels.com NO LATER THAN **15/11/2021**. BADGES WILL BE HANDED OUT AT THE FREIGHT LIFT ENTRANCE.

Failing to send this information prior to the build-up will mean that every member of your team will first have to register at 27, Rue des Sols / Stuiversstraat where they will be granted an access badge in order to be able to enter the exhibition halls, which can lead to time delay.



EXHIBITION GUIDELINES

Exhibition Halls Floor Plan



Exhibitor Services



EXHIBITION GUIDELINES

Stand construction and dismantling rules

STAND DRAWING SUBMISSION: Exhibitors who have purchased a space only stand, are informed that detailed stand drawings must be submitted for approval to events@advancedfair.com no later than **04/10/2021**. After this deadline, further change to the final stand design will be allowed up to **08/10/2021**. Exhibitors are advised that the procedure for obtaining approval can take a considerable amount of time. Working drawings should therefore be submitted as soon as they are available.

CLOSED ROOMS / THEATERS / BLACK BOXES: Any stand incorporating closed rooms/theatres/black boxes with covered ceilings must include a vision panel or window and will be subject to approval on emergency lighting and exit width. Please submit copies of the drawings as mentioned above.

COMPLIANCE WITH COUNTRY REGULATIONS: All structures, materials, special designs, unusual constructions, and all signs shall conform to Belgian safety standards and codes of practice and comply with all relevant statutory authority regulations. Any display work or materials contravening this clause must be modified to meet requirements.

FIXTURES & COVERS:

- Emergency exits and signs should be kept clear at all times. Also fire extinguishers should not be blocked.
- Stand constructors should respect the Exhibition area decoration: no affixing to drapes, walls and windows.
- No fixing of whatsoever and no painting are allowed on walls, doors, gates, outer walls, and parking.
- No Exhibitor may obstruct or allow his goods, decorative materials, furniture, etc. to obstruct or fill open passages and open spaces.
- The Exhibition building, its doors, walls & the equipment therein must not be damaged (by nails, screws...).
- No exhibitor will be permitted to span an aisle by ceiling or floor covering.

FLOORING: Carpet laid out by stand constructors around and on stands should be fire-resistant and a certificate will be asked on site. Carpeting the floor is only allowed if 2-sided tape type BOMA 4123 is used (available on site, please refer to the appropriate order form in this manual). If tape residues remain after dismantling, exhibitors will be charged the costs of removing those at € 37,50 /10 cm.

CLEANING:

- Exhibition cleaning: corridors between stands will be cleaned on a daily basis after the exhibition opening times.
- Stand cleaning: you are responsible for the cleanliness on your stand. You can order daily stand cleaning through the SQUARE exhibition guide.

FIRE PROTECTION: No inflammable decorations or exposed flames may be used at any time. All decoration material of paper and inflammable fabric must be made fireproof and certificate will be asked on site.

STORAGE:

- Boxes and packages should not be stored behind the stands. Also empty packages should not be stored in the Exhibition area. Storage is available on request at SQUARE (payable service).
- All stand equipment should be recovered at the end of the exhibition dismantling schedule. For eventual storage, please contact SQUARE or the event organizers with information on sizes and number of parcels, storage period...). Once the exhibition is finished you should remove all waste from your stand. During the dismantling times, waste bins will be available for your waste. If waste or equipment from your stand is left behind in the Exhibition area for which no specific storage or pick up has been arranged, it will be disposed of after the closing of the halls and a fine may apply.

FOOD & DRINKS: Food & drinks are an exclusive service provided by SQUARE department. It's forbidden to bring in your own food and drinks items.

EXHIBITION HALL OPENING TIME

- The Exhibitor shall be obliged to observe all time limits fixed regarding construction, stand set-up, etc.
- The Exhibitor shall be obliged to keep his stand open and suitably staffed during the official opening hours of the exhibition.

HIRING CONDITIONS OF THE RENTAL EQUIPMENT: The equipment has to be insured against «all risks». The exhibitor remains responsible for the equipment until the authorized staff has collected this equipment. In case of loss, the equipment will be invoiced at the insurance value, without application of the ageing degree. Every delivered order will be invoiced and all modifications will be charged.

GENERAL REMARKS: The Exhibitor shall be bound to comply with the regulations issued by the event organisers and with the SQUARE's 'General Terms & Conditions'. Failure to comply with any of the aforementioned could result in approval of your stand being withdrawn.

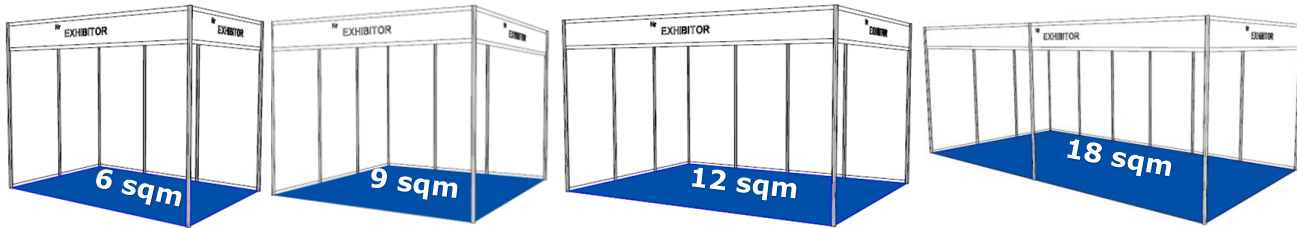
A FIREFLY BOOTH DESIGN**Different formats available:**

- FIREFLY Booth – 4sqm
Includes:
 - 1 B-Matrix frame of 100x220cm
 - 1 branded pannel of 100x100cm
 - 4m² of colored carpet (anthracite grey or royal blue)
 - 1 spotlight
- FIREFLY Booth - 6sqm
Includes:
 - 2 B-Matrix frames of 100x220cm
 - 2 branded pannels of 100x100cm
 - 6m² of colored carpet (anthracite grey or royal blue)
 - 2 spotlights
- FIREFLY Booth - 9sqm
Includes:
 - 3 B-Matrix frames of 100x220cm
 - 3 branded pannels of 100x100cm
 - 9m² of colored carpet (anthracite grey or royal blue)
 - 3 spotlights



Possible add-ons can be ordered through the corresponding order forms :

- Electrical connection
 - Different kinds of power plug available ["see on Power Section"](#)
- Flat screen
 - Different sizes available ["see on AV Section"](#)
- Furniture
 - Counter unit
 - High table
 - High chair
 - Litterature Rack
- Branding
 - Full Branding of the existing panel
 - Counter Branding
- Plants
 - Different model availble ["see on Plant Section"](#)
- Cleaning services
 - ["see on Cleaning Section"](#)
- Etc...

B SHELL SCHEME BASIC BOOTH**Our different shell scheme booths are composed of:**

- Carpet with plastic protection - M3 quality (anthracite grey anthracite or royal blue)
- Lacquered aluminum structure 1x2.4m high
- Melamine modular partitions.
- Header (made with double aluminum straighteners + melamine panel) (1 per open side)
- 1 Company name + stand number per open side.
- 3 lighting spots

Remarks:

- Shell scheme booths will be ready on **22/11/2021** at **08:00**

OPTIONS FOR SHELL SCHEME BASIC BOOTH

Possible add-ons can be ordered through the corresponding order forms :

- **Electrical connection**
 - Different kinds of power plug available ["see on Power Section"](#)
- **Flat screen**
 - Different sizes available ["see on AV Section"](#)
- **Furniture**
 - Counter unit
 - High table
 - High chair
 - Litterature Rack
- **Branding**
 - Full Branding of the existing panel
 - Counter Branding
- **Plants**
 - Different model availble ["see on Plant Section"](#)
- **Cleaning services**
 - ["see on Cleaning Section"](#)
- **Etc...**

1

ALL-IN PACKAGE BOOTH

Basic Furniture Kits

KIT 1

Furniture package:
1 table, 4 chairs,
brochure rack, waste bin



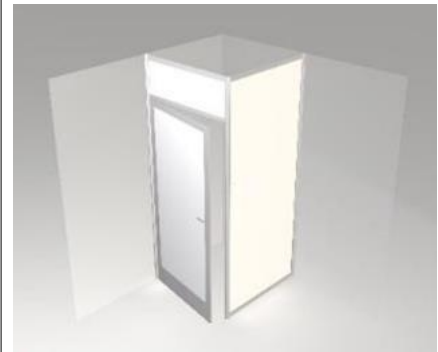
KIT 2

Welcome Desk, 2 stool,
brochure rack, waste bin

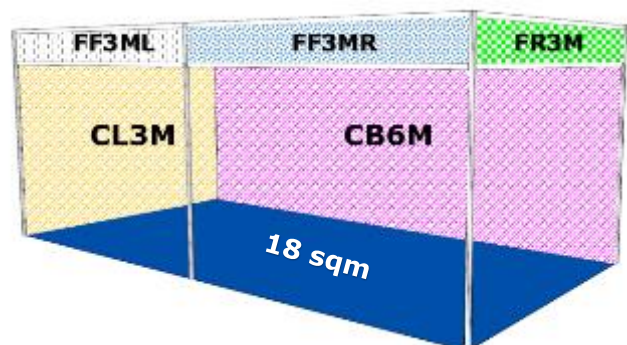
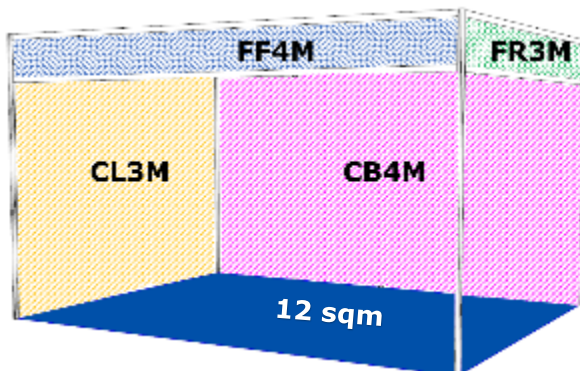
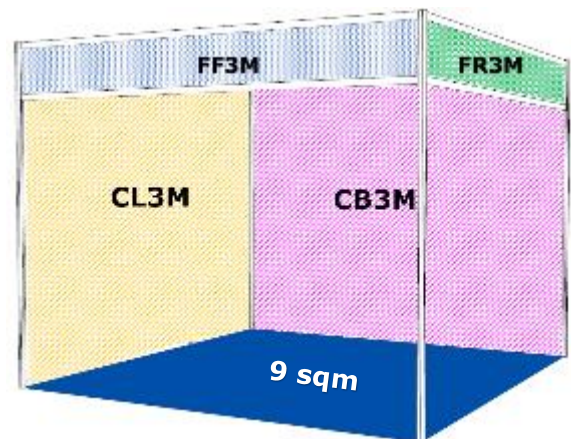
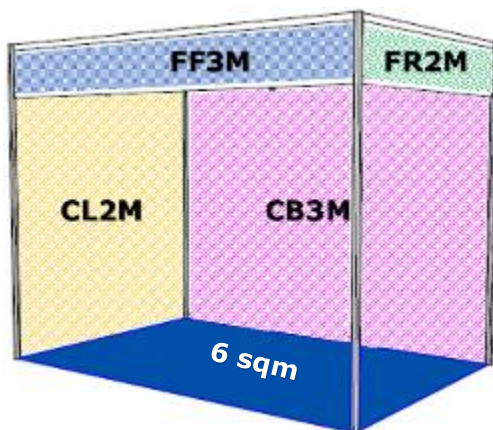


KIT 2

1 sq. storage booth with
lockable door
(size: 100cm x 100cm)



Digital Printing For Shell Scheme Booths



Exhibitor Services

How & when to send us your graphic files?

Please send your graphic files before **02/11/2021 to**

To: graphic@square-brussels.com

CC: exhibitorbook@square-brussels.com

Hereunder, you find the references and sizes for sending your artwork files. Please make sure to reference the right letter in the file name.

Branding or Banner on panel✓ **Left side panels**

Branding CL2M of 2 panels of 967mm x 2400mm (1 graphic signage per panel)
 Branding CL3M of 3 panels of 967mm x 2400mm (1 graphic signage per panel)
 Banner CL2M of 1934mm x 2400mm (covering 2 modular panels)
 Banner CL3M of 2967mm x 2400mm (covering 3 modular panels)

✓ **Back panels**

Branding CB3M of 3 panels of 967mm x 2400mm (1 graphic signage per panel)
 Branding CB4M of 4 panels of 967mm x 2400mm (1 graphic signage per panel)
 Branding CB6M of 6 panels of 967mm x 2400mm (1 graphic signage per panel)
 Banner CB3M of 2967mm x 2400mm (covering 3 modular panels)
 Banner CB4M of 3967mm x 2400mm (covering 4 modular panels)
 Banner CB6M of 5967mm x 2400mm (covering 6 modular panels)

✓ **Right side panels**

Branding CR2M of 2 panels of 967mm x 2400mm (1 graphic signage per panel)
 Branding CR3M of 3 panels of 967mm x 2400mm (1 graphic signage per panel)
 Banner CR2M of 1967mm x 2400mm (covering 2 modular panels)
 Banner CR3M of 2967mm x 2400mm (covering 3 modular panels)

Remark: all ordered banners can be taken after the event. Stickers, on the contrary, are not re-usable after event.

Branding on fascia✓ **Left side fascia**

Branding FL2M of 2000mmx250mm
 Branding FL3M of 3000mmx250mm

✓ **Right side fascia**

Branding FR2M of 2000mmx250mm
 Branding FR3M of 3000mmx250mm

✓ **Front fascia**

Branding FF3M of 3000mmx250mm
 Branding FF4M of 4000mmx250mm
 Branding FF3MR of 3000mmx250mm
 Branding FF3ML of 3000mmx250mm

Technical specifications for the files

For more information, please refer to the next page: Examples

We will make sure to create your graphics and images up to your expectations. We are committed to partner with you in order to provide the most comprehensive and effective solutions in the trade show industry. The graphic print and production industry is continuously evolving in order to ensure the best quality graphics and images from your digital files. We are pleased to provide you with guidelines for submission of your artwork. If you are not in the position to provide the needed digital artwork for your signage needs, our service is able to assist you. We are capable of providing you with layout services. Additional fees will apply.

For any of your implementations, our graphic department is able to present you the following services:

- Design of images and logo's
- Scanning
- Layout
- Finalization of the files
- Single and double-sided signage

FILE DELIVERED BY YOUR COMPANY

Suitable formats for images or logos:

A. SOFTWARE

Photoshop (PSD/EPS/TIF/PDF)

Illustrator (EPS/AI/PDF)

Indesign (INDD/PDF)

B. FORMAT

Do work in proportions of: 10%-20%-25%-50%

Specify the desired size of the final image into the name of the file

Add the used font types (screen and Postscript)

Crop the image to the desired image

We recommend saving the original version of your files

C. IMAGES

Save your images in CMYK, even for images in black & white/greyscale

(NEVER use RGB-colours)

Do not use other formats than EPS or TIFF or PDF (without compression)

If necessary, files should be coded binary

Texts should be vectored (outlined) before they are converted from Illustrator to EPS

The optimal resolution for the images is:

- Scan A4 at 300 DPI for visuals up to 1sq. m (+/- 40 Mb)

- Scan A3 at 300 DPI for visuals up to 1to 2 sq. m (+/- 70 Mb)

Always **convert the pantone colours to CMYK**

Make the gradation of the colours into a continuous tone

Avoid working with True Fonts and avoid shading in PDF files.

1

ALL-IN PACKAGE BOOTH

EXAMPLES

Our prices do not include any modifications or corrections of the delivered file.
All additional modification will be charged at an hour fee of € 60,00 (excl. VAT).

Vector artwork

.gif

.eps

For the best quality, artwork should be created in vector format (ai or vector eps). Logos taken from websites are generally gifs. Gif files are not acceptable as they will not print clearly. See picture enclosed.

Artwork in vinyl

.jpeg

.eps

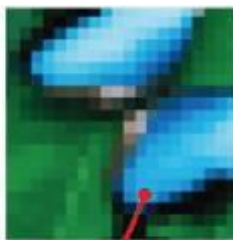


Artwork which is going to be produced in vinyl, for example, solid company logos or text, must be supplied in a vector format (ai or vector eps). Artwork created in a pixel format, TIFF and JPEG is not suitable. See picture enclosed.

Bitmap / Raster Artwork



Picture created and printed at a high resolution of 300 dpi



Picture created at a low resolution of 72 dpi will cause the image to be jagged and not crisp

JPEG - We accept this format only when used to compress a file to help transmission. For the best results, your original artworks need to be sent in High Resolution - **300dpi or Vector EPS**. See visual.

PDF are ready to print files. The format needs to be sent at the correct proportion and print-ready quality.

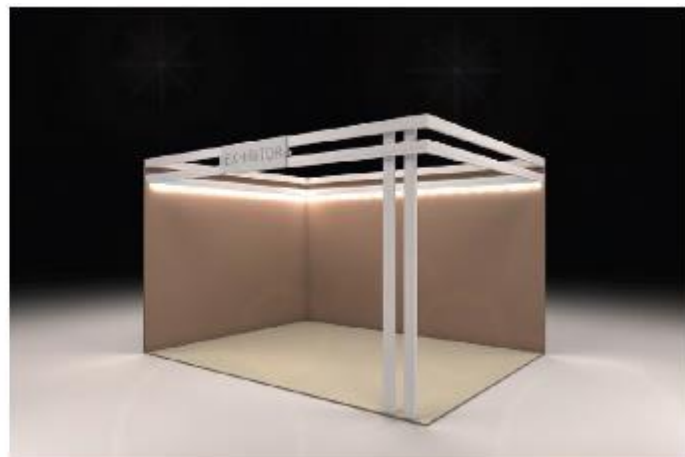
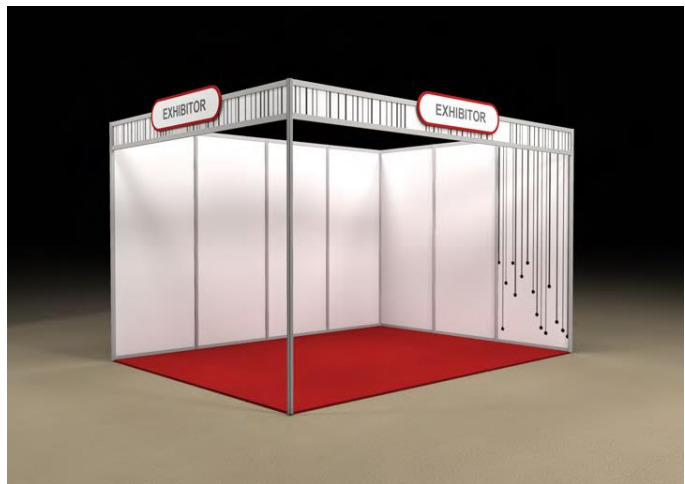
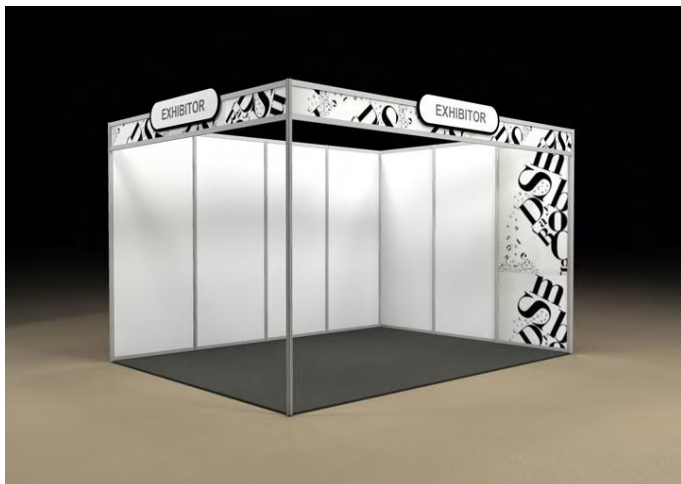
Suitable formats for images or logos	
Software	Preferred format
Adobe Illustrator CS5	ai, eps
Adobe Photoshop CS5	Tiff (LZW), jpeg (high quality)
Adobe InDesign CS5	Indd (including all links)
Adobe Acrobat	PDF (press quality setting)
QuarkXPress 7	Axd (including all links)
Suitable media for images or logos files transfer	
Media	Preferred format
E-mail attachment	Maximum 5 Mb
FTP server	Mandatory zip or sit compression

1

ALL-IN PACKAGE BOOTH

C ENHANCED SHELL SCHEME BOOTH DESIGNS

There are many possibilities to enhance your shell scheme booth design. You will find here under only a few examples of how GL events can do it. Please do not hesitate to contact us at exhibitorbook@square-brussels.com for a quotation, either by telling us which model you like either by giving us a briefing on how you would like your shell scheme to look like.



Exhibitor Services

D PREMIUM BOOTH DESIGN

A design and colourful alternative to basic shell scheme stands. The premium booth designs are moduable and can be adapted to your stand surface.

Different size available:

- Arch Module - 3mx2m (6sqm)
Includes:
 - 1-arch structure with 1 white back panel (184,4x200 cm)
 - 1 fascia with exhibitor's name (100x25 cm)
 - 6m² of colored carpet (anthracite grey anthracite or royal blue)
 - Integrated spotlights
- Arch Module - 2mx6m (12sqm)
Includes:
 - 2-arch structure with 2 white back panel (184,4x200 cm)
 - 2 fascia with exhibitor's name (100x25 cm)
 - 12m² of colored carpet (anthracite grey anthracite or royal blue)
 - Integrated spotlights



Possible add-ons can be ordered through the corresponding order forms :

- Electrical connection
 - Different kinds of power plug available ["see on Power Section"](#)
- Flat screen
 - Different sizes available ["see on AV Section"](#)
- Furniture
 - Counter unit
 - High table
 - High chair
 - Litterature Rack
- Branding
 - Full Branding of the existing panel
 - Counter Branding
 - Pintting of the Arch
- Plants
 - Different model availble ["see on Plant Section"](#)
- Cleaning services
 - ["see on Cleaning Section"](#)
- Etc...

2 CUSTOMISED BOOTH

Dear Exhibitor,

SQUARE is at your disposal for the design, construction and decoration of your modular or customised booth. Our design office will have the pleasure to guide you through all our possibilities to integrate your company identity in the global exhibition image. Please find hereunder some examples of stand designs that we have created. If you need further information, do not hesitate to send an e-mail to exhibitorbook@square-brussels.com or dial the following number: +32 2 515 13 99.



3 BOOTH CARPET

SQUARE can provide carpet (included plastic protection) in different colors :
Available colours: Black, grey, red, blue, green

Exhibitor Services



Please contact our digital design department

graphic@square-brussels.com

[+32 2 515 13 63](tel:+3225151363)

For more information, please refer to the next page: Examples

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B. FORMAT

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Specify the desired size of the final image into the name of the file
Add the used font types (screen and Postscript)
Crop the image to the desired image
We recommend saving the original version of your files

C. IMAGES

Save your images in CMYK, even for images in black & white/greyscale
(NEVER use RGB-colours)
Do not use other formats than EPS or TIFF or PDF (without compression)
If necessary, files should be coded binary
Texts should be vectored (outlined) before they are converted from Illustrator to EPS
The optimal resolution for the images is:
- Scan A4 at 300 DPI for visuals up to 1sqm (+/- 40 Mb)
- Scan A3 at 300 DPI for visuals up to 1to 2 sqm (+/- 70 Mb)
Always **convert the pantone colours to CMYK**
Make the gradation of the colours into a continuous tone
Avoid working with True Fonts and avoid shading in PDF files.

Vector artwork**.gif****.eps**

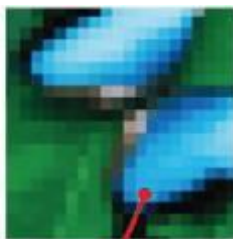
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PDF are ready to print files. The format needs to be sent at the correct proportion and print-ready quality.

Suitable formats for images or logos

Software	Preferred format
Adobe Illustrator CS5	ai, eps
Adobe Photoshop CS5	Tiff (LZW), jpeg (high quality)
Adobe InDesign CS5	Indd (including all links)
Adobe Acrobat	PDF (press quality setting)

Suitable media for images or logos files transfer

Media	Preferred format
E-mail attachment	Maximum 5 Mb
FTP server	Mandatory zip or sit compression



Please find more **pictures** & the references of all orderable furniture through the following link: <http://square-brussels.com/en/Furniture2021>

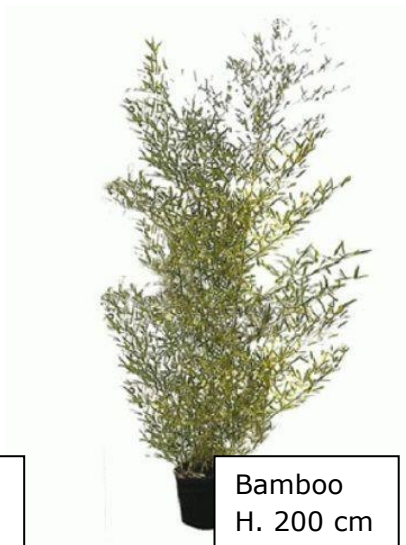
Please find the **price list** through the following link:
<http://squarebrussels.com/en/FurnitureExpoPrice2021>



Please contact exhibitorbook: exhibitorbook@square-brussels.com.



Aralia
H. 120-140 cm



Bamboo
H. 200 cm



Buxus sphere
D. 55 cm



Buxus Pyramid
D. 50 cm



Ficus Benjamina
#1 - H. 150 cm
#2 - H. 200 cm



Laurel Sphere
H. 170 cm



Laurel Pyramid
H. 180 cm



Hedera Column
H. 200 cm



Laurel Hedge
H. 200 cm



Floral deco 1
H. 10 - 15 cm



Floral deco 2
H. 10 - 15 cm



Floral deco 3
H. 10 - 15 cm



Floral deco 4
H. 10 - 15 cm



Floral deco 5
H. 10 - 15 cm



Floral deco 6
H. 10 - 15 cm



Floral deco 7
H. 15 - 25 cm



Floral deco 8
H. 15 - 25 cm



Floral deco 9
H. 15 - 25 cm



Floral deco 10
H. 15 - 25 cm



Floral deco 11
H. 15 - 25 cm



Floral deco 12
H. 15 - 25 cm

6

PLANTS & FLORAL DECORATION



Venice pots
Also available in black



Tuscan pots

We can provide:

- **Flat Screens:** Large range of flat screens (from 19" to 75") on stand or table
- **Equipment:** such as laptop (PC or Mac), tablet (Mac or Android), printer (Color or BW)
- **Internet Access:** Internet line with guaranteed bandwidth (from 1Mbps to 100Mbps) for one or more connections
- **Wi-Fi:** Private Wi-Fi Access with specific bandwidth only for your booth

If you need other equipment, please do not hesitate to contact us on exhibitorbook@square-brussels.com.

General information on AV / IT Services:

- **Labour** (Setup & dismantling): included in the price
- **Computer/Laptop:**
 - PC (Laptop or Desktop) are installed with Windows 7 (English version), Office 2016, Acrobat Reader, with a Belgian AZERTY keyboard.
 - Apple computers (iMac or MacBookPro) are installed with iWork and Microsoft Office.
 - Different screen size available upon request.
 - English QWERTY keyboard available upon request.
- **Tablet:**
 - Ipad or Android OS are available
 - Floor stand for tablet available upon request.
- **Printers:**
 - 1 package of 500 pages is included with white paper and cartridges (toner)
 - Copiers: included functions: Copy/Print, paper tray A4 and A3.
 - Detailed costs for printing:
 - A statement (for both colour and b/w) is produced at the end of the event.
 - Per print: € 0,40 for colour; € 0,25 for black and white (no matter for an A3 or an A4 sheet).
- **Network and Internet Access:**
 - Wired Internet Connexions include the following:
 - Rj45 male Ethernet connector
 - One IP address per connection dynamically assigned (through our internal DHCP server)
 - Guaranteed bandwidth (upload/download)
 - Possibility to order a switch to have multiple connection
 - Technical support throughout your event
 - Wi-Fi
 - You must choose an additional Wired Internet connection (to define the bandwidth of your Wi-Fi access), this choice will be purpose after adding the Wi-Fi item to the shopping cart
 - Secured through an access code
 - No limitation of user per Wi-Fi Access – SQUARE recommend having a minimum bandwidth of 1Mb device
 - Options, on request:
 - Network configuration

Note : SQUARE is the exclusive provider for Power and Rigging Points

Power:

- **Single-Phase connection:**
 - 1,5kW with 1x3-way socket included
 - 3kW with 1x3-way socket included
 - 6kW with 2x3-way socket included
- **Three-Phase connection:**
 - 10Kw (1 three-phase 16A 400V) + fuse box
 - 20Kw (1 three-phase 32A 400V) + fuse box
 - 40Kw (1 three-phase 63A 400V) + fuse box
- **Our Service includes:**
 - Installation of electrical box fitted with a 30mA differential circuit breaker.
 - Installation of electrical box by qualified personnel in the required location.
 - Pick-up.
- **Legal Requirements:**
 - One connection per booth – 1,5KW min
 - Only authorized persons are permitted to open electrical boxes
 - Beyond the electrical box, all installations must be carried out according to the regulations under the supervision of the organizer or the exhibitor.

Electricity will be live within 30 minutes of show opening and turned off within 30 minutes of show close

Note: The power strips above make use of type E-plugs. We recommend to order these if your electrical equipment is outside of the standard 2 prong European plug.

Rigging:

- **Rigging points**
 - for loads up to max 50kg
 - for loads from 51kg to 200kg
 - for loads over 200kg (upon request)
- **Remarks:**
 - A rigging plan must be sent 20 days prior to the build-up date. This plan must include:
 - a quoted top view of the stand with the rigging points positions;
 - the booth orientation in the exhibition;
 - a side view of the stand showing dead-off heights;
 - the total weight of the hanging structure.
 - Please note that the order will not be dealt with until the rigging plan has been approved by the AV department.
 - All loads must be secured with a safety!

Cleaning

Daily stand cleaning during the entire exhibition (per square meter)

Are included in the service:

- Cleaning prior to show opening
- Vacuuming of the carpet or sweeping up the floor
- Dusting off the counters.
- Collecting of the waste paper bins

Hostesses**Labour****Forklift with operator****Security Agent for stand surveillance**

KITS

- **Equipment Kit**
 - 50 disposable cups
 - 100 paper towels
 - 25 garbage bags of 100L
 - 25 rolls of paper towels
 - 25 disposable plates
 - 1 bottle opener
- **Coffee Kit**
 - 1 individual Nespresso machine
 - disposable cups
 - Milk
 - Sugar
 - 50 coffee pads included

Additional box of 50 coffee pads (upon request)
- **Belgian Beer Kit**
 - 24 bottles of Jupiler
 - 24 bottles of Duvel
 - 100 disposable cups

Fridge 100l (83cm height) available (upon request)
- **Drink'it Kit**
 - 2L of orange juice
 - 12 bottles of still water (1L)
 - 12 bottles of sparkling water (1L)
 - 24 cans of soft drinks (Coca-Cola Classic, Fanta, Sprite)
 - 24 bottles of 25cl Belgian Beers
 - 100 disposable cups
- **Water Fountain Kit**
 - 1 water fountain
 - 2 bottles of water (18,9L each)
 - 200 disposable cups

FOOD EXPRESS

- Surprise bread (64 pcs)
- Basket of sandwiches (25 pcs)
- Basket of large pastries (25 pcs)
- Basket of mini pastries (40 pcs)
- Tray of mini cakes (52 pcs)
- Tray of macarons (72 pcs)
- Fruit basket (5kg)
- Tray of fresh vegetables
- Tray of zakouskis (40 pcs)

DRINK

- The "Bubbles" List (75 Cl)
 - Cava Brut Maison
 - Champagne Maison
- "White Wine" List (75 Cl)
 - White Wine Réserve
- "Red Wine" List (75 Cl)
 - Red Wine Réserve
- "Soft" (100 Cl)
 - Coca-Cola Classic, Coca-Cola Light, Fanta, Sprite and Tonic
- "Beers" (Bottles)
 - Jupiler 33cl
 - Hoegaarden 33cl
 - Kriek 33cl
- Hot Drinks
 - Flask of Coffee, tea (1,8 L)
 - Flask of Hot Chocolate (1,8 L)
 - Pods of milk x 240
 - Pods of cream x 240
 - Sugar cubes (1 kg)

EQUIPMENT

- Ice pack 10kg
- Garbage bags 25 pcs.
- Roll of paper towels 2 pcs.
- Disposable wine glasses 20 pcs.
- Disposable champagne glasses 10 pcs.
- Disposable plates 50 pcs.
- Disposable cups for soft drinks 25cl, 25 pcs.

SERVICE

- Waiter per hour (minimum 2 hours)

SQUARE GUSTO – Our commitments**Our conditions:**

- ✓ All our prices are excluding taxes (12% on all food, 21% on all drinks)
- ✓ We advise you to be present on your booth when deliveries are made, up to 1 hour in advance

The purpose of this document is to define the standard terms of sale or leasing of the equipment/products/services for the installation and layout of stands, fairs, exhibitions and other events by SQUARE.

NB: The pictures in this document are non-contractual.

1) APPLICATION

The conditions set out hereunder form a complete set and apply to all the services of SQUARE, regardless of the client's standard terms. Accordingly, any specific provision that alters them must be agreed --expressly and in writing-- between the parties

2) PLANS – MODELS

Any person asking SQUARE to prepare a study, a plan or a model undertakes to either reserve for SQUARE its execution, or to compensate it for any and all expenses incurred as a result of said studies, plans or models. Drafts, plans, etc., shall remain the full property of SQUARE, even in the case of execution. They cannot be executed in any way, nor handed over, or communicated to third parties without the prior written authorisation of SQUARE.

3) OFFERS

As certain modifications may take place during the preparation of the final plans, the prices indicated in our estimates may be increased or decreased.

4) ORDERS An order will only be completed if it is accompanied by a 50% down payment of the amount (all taxes included) of the estimate. The additional services ordered within less than 8 business days prior to the first exhibit day shall be paid in cash at the time of the order. Unless specifically agreed, if an order is placed after the return date indicated on the order form or the estimate, a 20% price increase shall be applied. In addition, for any order placed as of the first exhibit day, the prices will be increased by 20%. The cancellation of an order must be confirmed in writing by the client. If an order is cancelled less than 15 business days prior to the first exhibit day, the down payment collected shall be considered as our permanent property as contractual, lump-sum, irreducible compensation. If an order is cancelled less than 10 business days prior to the first exhibit day, the entire amount (all taxes included) of the order has to be paid.

5) TRANSPORT Regardless of the circumstances, the leased equipment shall travel at the client's risk. The equipment delivered is considered in good condition unless the client submits a written claim within 24 hours of the delivery time. The rental period shall commence at the time that the equipment leaves at GL events warehouses and shall end when the equipment arrives back at the warehouses. Breach or delay shall not give rise to any compensation on the part of SQUARE if they are caused by an act of God or by another thing that can't be for seen

6) DELIVERY

SQUARE shall be fully released from the obligation to perform the work that is the subject of the accepted invoice in the event of force majeure, or in case of events such as military mobilisation, total or partial strike, war, lockout, requisition, fire, flood, transport interruptions or delays, shortages of raw materials, accidents involving tools, or any other cause impeding its activity or that of its suppliers, or giving rise to total or partial idleness for it or its suppliers. In the case of force majeure and/or if stock is unavailable, SQUARE reserves the right to furnish --in lieu of the equipment ordered-- any equivalent equipment fit for identical use. Delivery timeframes are given for information purposes and do not represent firm commitments on our part. Any delays shall not give rise to damages, interest, fines, or termination of orders or retention of equipment. SQUARE reserves the right not to deliver if the down deposit (or cash payment in case of an additional order) have not been paid.

7) RESERVATION OF TITLE

The equipment leased by SQUARE shall remain its entire property. If sold, the merchandise shall remain SQUARE's property until the entire price has been paid. If the client fails to make payment for any portion of the price, the restitution of the equipment may be demanded at any time, by notice sent by registered mail. The client cannot shirk its responsibilities and must immediately fulfil its obligations, failing which it shall incur a daily penalty equivalent to the cost of putting the equipment out of service.

8) EQUIPMENT – LIABILITY

As of the time that the equipment is made available, delivered or accepted, the client alone shall have custody of the leased equipment and shall alone be liable for any deaths, losses, or damages suffered or caused by this equipment and until it has been returned. The client releases SQUARE from any liability, also vis-à-vis third parties, resulting from normal, abnormal or wrongful use of the equipment, throughout the equipment's leasing or usage period. Under no circumstances may SQUARE be held liable for any damages what's however, caused by the falling of partitions, accessories, structure or decoration, both during preparation and during the fairs, exhibitions or events, or during their removal. The same shall apply for all damages caused to objects belonging to the client. The facilities and equipment are leased in good condition and must therefore be returned in good condition. Any damage or loss shall be invoiced to the client at its actual value, the client must insure the material against this risks. SQUARE denies any liability concerning the documents, objects, samples and materials left by the client in the leased equipment or on the stand, whoever performs the assembly or disassembly work. In the event that the client allows the removal and/or restitution of the leased equipment, it shall be responsible for restitution within the stipulated timeframe. If the equipment is not returned within the stipulated timeframe, the client shall be liable for the loss resulting from the tardy restitution, or, if applicable, non-restitution. The client is strictly prohibited from modifying the stand's structure, including partially, as well as from painting, decorating or modifying the colours stipulated, etc., as well as from fixing in any manner whatsoever objects to the structures of the stands. If the client violates this prohibition, SQUARE shall invoice at the normal selling price in effect at this time the replacement or repair of the equipment delivered.

9) CLAIMS

All claims must be made to SQUARE in writing during the event; complaints after the event will not be taken into consideration.

10) PAYMENT

Our invoices are payable in cash to our address. If payment is not made on a timely basis, the invoices shall incur --automatically and without notice-- monthly interest at the rate of 12% per year. In addition, as compensation, they shall be increased by 10%, with a minimum of € 40,00.

11) SECURITY DEPOSIT

Regardless of the type of event, a security deposit may be demanded at the time of the order; the order will not be filled if said security deposit has not been received. This security deposit shall be returned to the client after full payment has been made of the amounts due, and the equipment has been returned in good condition by the date stipulated. Should the client fail to return the equipment at the end of the event open to the public, or if it has not allowed the supplies to take back the equipment, this equipment shall be considered as permanently lost and the security deposit shall be deducted from the equipment's replacement