

Dear Exhibitor,
Dear Stand-builder,
Dear Supplier,

You are exhibiting or providing a service at MATEXPO2023. To achieve the best results, it is important for you to prepare properly for the show. As the show organisers, it will be our pleasure to assist you in doing so. This show manual is designed to be an all-in-one guide made up of a technical manual, a practical manual and a marketing manual.

In addition to this show manual, exhibitors can also manage every aspect of their participation at the show, as well as their visibility to visitors, via the exhibitor portal at www.matexpo.com.

We wish you all every success in your preparations for MATEXPO2023 and are available to answer any questions you may have.

On behalf of the MATEXPO project team

You can contact us on:

Info@matexpo.com

+32 56 98 07 60

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1. The trade show

MATEXPO is organised by Matexpo BV and is part of The Fair Experts NV. In addition to MATEXPO, The Fair Experts also stage Demo Days and Techni-Mat. The permanent show team is made up of 4 people. In addition a number of well-established freelancers are brought in to work on each edition of MATEXPO. Matexpo's main office is located in President Kennedypark in Kortrijk. The Kortrijk Xpo venue itself is hired for the duration of the show. Matexpo and Kortrijk Xpo should not be confused with one another: each of the two organisations is independent of the other.

Registered office:

President Kennedypark 31B – 8500 Kortrijk – Belgium

T +32 56 98 07 60

E info@matexpo.com

1.1 Date and location

How the show is divided up

MATEXPO is made up of an indoor and an outdoor exhibition. Both parts of the show can be accessed by all visitors and stand holders.

SOUTH ENTRANCE

GPS address: Kennedylaan 100, 8500 Kortrijk – Near Kinopolis

NORTH ENTRANCE

GPS address: Doorniksesteenweg 216, 8500 Kortrijk – Near the glass building (Vives)

Show days

Wednesday 6th September, 10.00 am to 6.00 pm

Thursday 7th September, 10.00 am to 6.00 pm

Friday 8th September, 10.00 am to 8.00 pm – Doors close at 7.00 pm

Saturday 9th September, 9.00 am to 5.00 pm

Sunday 10th September, 9.00 am to 5.00 pm

Grand Opening

Tuesday 5th September 2023 at 6.00 pm.

Registration is possible after written invitation sent by post during August.

Access for exhibitors

Exhibitors can access the show from 1 hour before opening time. We would also ask all exhibitors to leave the showground a maximum of one hour after the show closes.

1.2 Parking

Visitors should follow the signs P1 and P2 to park in the visitors' car park, for which a charge is made. Their parking pass includes a shuttle bus to and from the entrance to the show.

Exhibitors can order parking passes (for which there is a charge) for use on show days. If an exhibitor does not have a parking pass, they should park in the visitors' car park. Street parking is prohibited around Kortrijk Xpo on show days.

Parking is free of charge during setup.

2. Communication

Below are all of the notices and communications that were e-mailed directly to exhibitors in the run-up to the show.

Dear Exhibitor,

We are starting operational preparations for MATEXPO2023 and from now on we will be sending you regular important practical information by e-mail.

This e-mail is to tell you about:

- The exhibitor portal
- The show manual
- The stand-building brochure
- Entering for the Innovation, Green & Safety Awards
- Warning about fraudulent correspondence
- NEW: Visit Connect
- Coming soon

The exhibitor portal

Last week you should have received the login details for [the exhibitor portal](#). You can use the exhibitor portal to add items to your digital profile in the list of exhibitors. The more information you upload to the portal (such

as your logo, a description of your company, a link to your website, etc.), the more attractive your profile will be for visitors to our website. You can also add articles that appear on the homepage, as well as events. The exhibitor portal can also be used to manage various aspects of your participation at the show:

- Order services via the webshop, using the 'Manage stand' button (available shortly)
- Invite your customers via the 'Manage visitors and stand personnel' button
- Consult the show manual under 'Important documents'

Only 1 login is possible for each exhibitor, which will be sent to the person responsible for the stand. If you have not received your login details, be sure to check in your spam inbox. You can also use the '[forgotten password?](#)' feature to generate a new password with your e-mail address (only the e-mail address of the stand manager can be used).

The show manual

The show manual combines all of the practical information you might need about taking part in Matexpo. You can [download it here](#).

Stand-building via MATEXPO and ALTER EXPO

We offer a number of different stand construction types with our partner, Alter Expo.

In addition to the types you may already be familiar with, there are also 3 new types to discover in [the brochure](#): Thames, Taro and Ravi.

Having your stand built via the organisers requires a minimum amount of preparation time on your part. It also means you have no operational concerns to worry about during setup and teardown – plus there is always 1 point of contact present at the show.

You can place your order via [this digital configurator](#). To log in, simply use your e-mail address and stand number as the password.

This method of stand-building is an all-in concept, with electricity, carpet and lighting included. You can also order additional items, such as furniture, LED screens or flowers and plants through the exhibitor portal.

Entering for the Innovation, Green & Safety Awards

Will you be exhibiting with a product, machine or application that's new in terms of innovation, sustainability or safety? If so, be sure to enter your product or machine for the Innovation, Green or Safety Awards.

Entering is free of charge and will generate additional publicity for you if you are selected as one of the nominees and winners. You will find the terms and conditions and the procedure for entering on the entry form that you [can download here](#).

Make sure you send our entry to us before 16th May 2023 via awards@matexpo.com.

Please send us any attached files in excess of 5MB using a We Transfer link.

Your entry for the awards is only complete once you have received confirmation of receipt from us. Please contact us if you have not received confirmation from us 7 days after sending your entry.

Warning about International Fair Directory / Fair Guide / Expo Guide

We regularly receive enquiries from exhibitors following letters they receive asking them to amend and/or supplement their company details. These are letters sent out by International Fairs Directory (Costa Rica) / Fair Guide (Austria) / Expo Guide (Mexico). After innocently updating their data, companies often find themselves tied to an annual payment of a significant amount for a certain period of time. We would like to emphasise that we do not work with these parties in any way.

Nor do we ever send out the details of our exhibitors to anyone. Of course we cannot forbid you from responding to these requests, but it seems risky to us because it involves a contract that you have to pay for. So we would always ask you to be vigilant and always check who the sender is on the correspondence. You can usually find these details in the footer at the bottom of the letter. MATEXPO always communicates with the same templates and housestyle.

New: Visit Connect

The Visit Connect app for scanning the QR code on the badge is included in the cost of your participation at the show. Every exhibitor receives 1 licence free of charge for activating the app (scan using 1 smartphone or tablet). This gives you an easy way of obtaining all of the visitors' contact information. For each scanned contact you can also add extra information, such as a note, photo, voice message or you can provide predefined questions. All scanned leads can also be easily exported to Excel via your exhibitor portal under 'Manage visitors and stand personnel'. You will receive the activation procedure by e-mail at the beginning of August. To upgrade to an unlimited number of licences, you can pay a one-off supplement of € 175. Available soon via your exhibitor portal under 'Manage stand'.

Coming soon

We will soon be telling you more about service charges and security measures, as well as the setup and teardown schedule, etc.

We wish you every success in preparing for your participation at the show!

Kind regards,
Team MATEXPO

Dear Exhibitor,

This e-mail is to tell you about:

- Ordering your services via 'Manage stand'
- The setup and teardown schedules

- Presentation from the exhibitor meeting
- Job Day by Transportmedia
- Entering for the Innovation, Safety or Green Awards

Ordering your services

The webshop, where you can order all the services for your stand, such as furniture, technical connections, etc. is open for business! The best prices on your orders are available until the end of business on Friday 16th May. After that, there's a one-off price increase of 30%.

Some of the new features available:

- LED screens for indoor and outdoor use, from our supplier Photonics;
- A forklift truck can now be ordered by the quarter-hour, half-hour, hour or day;
- The furniture on offer in the webshop comes from our in-house supplier AdExpo and is 30% cheaper than at the previous show. This quality furniture is always delivered in good condition to your stand and then collected afterwards during teardown;
- A cherry picker can be ordered by the half-hour at an attractive rate.

Setup and teardown schedules

The setup and teardown schedules are ready for the next edition of the show. You will find the start date for your setup on [the plan](#). For more information about how the setup process is organised at Matexpo, see [the show manual](#).

If something is not clear or the start day for your setup is not achievable for you, please contact us.

Presentation from the exhibitor meeting

[Download the presentation here](#) from the exhibitor meeting at Kortrijk Xpo. The presentation includes only a few points of interest. For additional practical information, see [the show manual](#).

Job Day by Transportmedia

The Job Day organised by TL-Hub Transportmedia with the support of VDAB and Forem will be held on Saturday 9th September from 10.00 am to 2.00 pm at the Meeting Centre. Transportmedia screens candidates based on the profiles your company is looking to hire and then places the vacancies on its digital Job Wall. Jobseekers are invited to come to Matexpo and will be escorted to your stand on Job Day. The cost of taking part as an exhibitor is €1,500, excl. VAT. You can register via [Kim Lousberg](#). [Click here for more information](#).

Entering for the Innovation, Safety or Green Awards

Have you thought about entering your product, machine or application for our Awards? Entering is free of charge and may generate lots of extra publicity for you. [Download the entry form with the terms and conditions here](#).

You can download the latest version of our show manual [via this link](#). It contains all of the practical information you need for preparing your participation at the show.

If you have any other questions, please contact us by return.

Kind regards,
Team MATEXPO

Dear Exhibitor,

This e-mail is to tell you all about:

- The end of the preferential pricing period
- The closing date for entering the Matexpo Awards
- Winning a € 50 voucher in our car sticker competition

Preferential pricing coming to an end

Have you already thought about ordering your services for Matexpo via the 'Manage stand' tab at the webshop in your exhibitor portal?

We hope so, because from 17th June, virtually all of our services become 30% more expensive. Remember, having an electricity connection on your stand (from 3.5 Kw) is compulsory for every exhibitor. Your stand must

also have a minimum of carpet, lighting and walls on the enclosed sides.

And don't forget to send in your stand design and technical drawing and visual to info@matexpo.com for approval.

Orders for suspension points also become 30% more expensive from 17th June. So please submit your requests

in plenty of time via suspensions@kortrijkxpo.com.

Important: After ordering your technical connections, such as electricity or water, you must also complete the technical plan for your stand in the 'My stand' tab. To do that, simply drag the connection icon to the location on your stand where it needs to be connected.

Last chance to enter for the Innovation, Safety or Green Awards

This is your last reminder that all entries for the Matexpo Awards must reach us at the latest by Monday 15th May.

[Download the entry form and conditions here.](#)

Win a voucher worth € 50 from Bol.com in our car sticker competition

We giving away 5 vouchers from Bol.com, worth € 50 each, to 5 of our lucky exhibitors who take a great photo of our [MATEXPO car sticker](#) on their vehicle(s). To have a chance of winning, share the photo on your Facebook

or LinkedIn profile using the tag Matexpo.

You can order your car stickers and have them sent to you by courier by return or via the webshop in your exhibitor portal. This competition runs right through until the end of May. Winners will be notified at the beginning of June.

[Use this link](#) to download the latest version of our Show Guide, which features all of the practical information you need to prepare for your participation at Matexpo.

3. Checklist

Title	Description	Deadline
Completing the digital profile	Exhibitors can add a logo, description and links to their website and social media pages in their exhibitor portal.	
Entering for awards	Entry for the Innovation, Green and Safety Awards.	15th May
Ordering services	From March, services can be ordered in the exhibitor portal under 'Manage stand'. A 30% discount applies on various services until 16th June.	25th August
Inviting customers	Invite your customers via printed invitation cards or the free digital link available in the exhibitor portal.	
Setup and teardown schedules	See the setup and teardown schedule and contact us with any questions or comments. This schedule is also important for the stand-builders and suppliers. Exemptions can be requested until the end of May 2023.	
Fire extinguishers	It is mandatory to state in the exhibitor portal whether exhibitors will bring their own inspected fire extinguisher or will rent a fire extinguisher from the organisers.	11th August
Ordering utilities	All exhibitors are required to order an electricity connection. It is also possible to order a water or compressed air connection.	11th August
Approval of stand design	All stand designs must be forwarded for approval, complete with a technical drawing and visual, via info@matexpo.com .	11th August
Registering your stand personnel	Exhibitors can register an unlimited number of persons as stand personnel. Those persons registered can print off the exhibitor badge from the confirmation e-mail. This can be done up to and including the final day of the show.	
Tracking your new business leads	Follow up on leads collected during the show.	

4. Technical manual

4.1. Technical regulations for Kortrijk Xpo

The Kortrijk Xpo technical manual that can be downloaded from 'important documents' in the exhibitor portal or [via this link](#) is an integral part of this show manual. It contains the following information:

- Fire class of vertical walls
- Electrical inspection
- Floor loads
- Works with items that require suspending
- Scaffolding and multiple levels
- Use of your own cherrypicker and forklift

In addition, we have also listed some important technical regulations below.

4.2. Ramps and driving plates

The use of ramps and driving plates is obligatory when loading and unloading plant and equipment or for any manoeuvre that may cause damage (with the exception of light machines on rubber tracks). If any damage is caused, a fixed fee of €250 will be charged + the cost of the actual damage caused.

4.3. HVAC equipment

Exhibitors installing HVAC equipment in their marquee must apply to the organisers to do so via info@matexpo.com before 1st August. For the environmental inspection conducted by LNE, exhibitors are required to notify the organisers about:

- The location of the HVAC equipment on the stand
- The contents of the HVAC equipment
- The power of the HVAC equipment

The use of your own generators and diesel tanks is prohibited during MATEXPO, contrary to the information provided in the Kortrijk Xpo technical manual.

4.4. Utilities on the stand

The following technical connections can be provided on the stand:

- Electricity connection
- Water connection
- Compressed air connection

Utility connections always come up into the stand from the ducts located in the floor. If this is not possible, yellow/black tape must be used to indicate the position of the connection. Floor ducts must always be sealed immediately with the custom-made floor covers. Only the organisers and Kortrijk Xpo may open up the floor ducts to install connections or carry out other work.

Exhibitors may at any time request a detailed technical plan of their stand indicating the location of the ducting via info@matexpo.com.

If you are ordering a technical connection via the exhibitor portal, you are also required to complete the technical plan showing the location of the connections ordered. **The deadline for this is 11th August.**

Starting on this date, the supplier will begin installing all cabling. After this date, exhibitors can no longer cancel their order for utilities.

4.5. Stand-building

Stand decoration (including floor covering and lighting) is mandatory and is left to the exhibitors' own initiative, subject to approval by the organisers and provided it meets the general requirements set by the organisers.

Construction height

The standard building height of a stand is 2.50 m. If the stand is to be higher, the maximum construction height must be requested from info@matexpo.com.

Stand build requirements

Floor covering and walls (minimum 2.50 m high) are compulsory for each stand. Subject to written approval from the organisers and the neighbouring exhibitor, partition walls may be shared with neighbouring stands. If the stand is to be built higher than the standard construction height of 2.50 m, the rear and side walls must on the outer side must be in a neutral finish (colour: black, white or grey). Open sides may be enclosed up to a maximum of 50% of the length of the side.

Stand build inspections

All stand designs must be submitted for approval at the latest by 11th August to info@matexpo.com. Technical drawings (side, front and overhead views, with dimensions) and visuals are required.

Space behind the stand

The emergency doors must be freely accessible across the whole width of the stand. The rear panels of the stands must be a minimum of 1 metre from the wall, so that:

- The reels on the wall must remain accessible
- The emergency telephones can be used
- The fire alarm buttons can be pressed in the event of a fire
- The electrical switchboxes can be accessed

With stands that are located against a wall or fence, it is forbidden to store materials such as waste, brochures, etc. All areas behind the stands, both visible and invisible, must remain free, with the exception of those stands that have received written permission from the organisers. Any material that is stored in the space behind will be taken away and stored by the organisers at the expense of the exhibitor.

Sealing off the showground

The fencing around the show does not form part of your (outdoor) stand. You may attach advertising to it, but only on request and once a charge has been paid.

5. Practical manual

5.1. Setup schedule

Step-by-step plan

The setup schedule shows a day and possibly the start time for setup to begin for an individual stand or group of stands. Machines and stand materials and equipment can be delivered on-site on that day, from the time indicated.

At that particular time, the exhibitor will then be given priority for the full day or remaining part of the day to unload material and equipment, compared with other exhibitors. On the following days, there will be access depending on how busy it is on-site. You should take possible waiting times into account.

If there is still material and equipment to be delivered after day one of setup, there is no guarantee that your stand will be easy to access with large and heavy material/equipment.

This also depends on the type of vehicle coming to unload and the type of plant/equipment to be placed on the stand is. The later in the setup schedule (and hence the closer to the opening of the show) the more stands will have been fully erected. This means that the possibility of driving up to the stand with a vehicle becomes smaller with each passing day. We advise exhibitors and suppliers to deliver as much material as possible at the time stated on the setup schedule. Stands can then be erected and prepared for the show.

At the entrances to the showground (North or South entrances), drivers will be given a setup pass filled in by the organisers. They will estimate the unloading time required, in conjunction with the driver.

Setup passes must be clearly displayed at all times inside the windscreen.

Drivers will be given their setup pass on-site. They cannot be requested in advance.

Vehicles that have been unloaded must exit the showground immediately. There is free parking if you have further setup work to be done.

North or South Entrance

Drivers must report to the entrance that is closest to their stand (see the setup plan). If in doubt, drivers should report to the South entrance. If necessary, they will be redirected to the other entrance.

SOUTH ENTRANCE

GPS address: Kennedylaan 100, Kortrijk, Belgium

NORTH ENTRANCE

GPS address: Doorniksesteenweg 216, Kortrijk, Belgium

Important points to remember beforehand

Zones hatched in red on the setup plan are located on a crucial thoroughway and may only be occupied from Monday 6th September from 4.00 pm.

This setup information is important for all suppliers coming to deliver material/equipment to the stand. The exhibitor is responsible for ensuring that suppliers also comply with the setup schedule. Only if exhibitors are working with one of our in-house suppliers (ordered through the organisers) do they not have to take the schedule into account.

There must always be someone in authority on the stand at all times if an external supplier is coming to unload at the stand or to deliver a package. The organisers will never sign off on items on behalf of an exhibitor.

If an exhibitor is working with an external transport company, it is very important that both the stand number and the company name are known to the carrier. Ideally, the exhibitor should know the driver's mobile phone number and the carrier should be able to reach the person in charge of the stand on their mobile.

Important points to remember at the showground

Self-driving machines or vehicles that are exhibition material may be driven to the stand with a specific 'exhibition vehicle' pass. The driver will receive this pass at the entrance.

Machines on steel tracks must be driven on rubber driving plates or mats.

If, due to circumstances, the unloading time stated on the setup pass cannot be adhered to, contact the organisers in the showground to review the situation and, if necessary, to have a new setup pass issued.

If the unloading time stated on the setup pass has been exceeded on exiting the showground, the pass will be withdrawn. A charge of €150 per hour will be invoiced and deducted from the security deposit paid in advance by each exhibitor. This also applies to external suppliers delivering material and equipment on behalf of an exhibitor.

Anyone can come in and out of the showground at any time without an entry pass or setup pass.

Private cars may unload as standard for a maximum of 15 minutes at the stand.

Any damage must be reported immediately to the organisers. For unreported damaged discovered afterwards, a minimum administration fee of € 250 will be charged to the exhibitor.

End of setup and setup hours

From Monday, 4th September at 4.00 pm, vehicles will no longer be allowed into the showground (although access will still be allowed on foot).

On Tuesday morning 5th September, the showground will only be accessible on foot until 12.00 noon.

Setup ends on Tuesday 5th September at 12.00 noon. After that time, the showground will be fully closed.

Parking

After unloading, vehicles may park free of charge during setup and teardown.

Small or lightweight items may be unloaded from the car park and carried in on foot or with a trolley to the stand.

- Private vehicles: P4 at the showground
- Vans: P3 at 100 Kennedylaan 100, by the South entrance.
- Heavy vehicles: Parking permit for Beneluxlaan (can be obtained at the entrance)

Exceptions for pre-setup requests

The organisers may refuse access to vehicles that arrive to unload outside the scheduled times and which would cause congestion for the continued progress of the show and setup if allowed to enter.

If, due to circumstances, the proposed date and start time of the setup plan is not convenient for the exhibitor or supplier, an exception may be requested by e-mail sent to info@matexpo.com before 31st May.

If they request early setup (for which a charge is made) by e-mailing info@matexpo.com exhibitors may also begin setup earlier if this is achievable within the set schedule of the surrounding stands.

Any exhibitor may also request pre-setup for placement of the tent structure (before the set-up date shown on the plan). This can be 1 or several days earlier, depending on the possibilities. After approval by the organization, the exhibitor or the tent builder (to be mutually agreed) pays € 150 for stands up to 250m² and € 250 for stands from 251m² (regardless of the size of your tent structure).

Consultancy transport

D'Advies provides customised training and workshops on safe transport. Active in: road code, axle loads and overloading, cargo securing, exceptional transport, long and heavy vehicles. More information: <https://www.dadvies.be/>.

Checks

Access is controlled 24/7 at the entrance gates from the first day of setup (after 7.00 pm, the North entrance will be closed and access will only be possible via the South entrance). Inside the showground, all organising staff will check that the setup schedule is being adhered to. Careful checks will also be conducted for damage and any rubbish left behind. Cameras will film all areas of the showground and images will be monitored constantly. This surveillance is carried out to try and prevent all forms of misconduct and abuse. In the past, surveillance has enabled us to detect theft and to identify the perpetrators. Nevertheless, we advise you not to leave any valuable material/equipment unattended, both during the show itself and during setup and teardown. The organisers are not liable for any theft or damage.

[Download here the set-up plan.](#)

5.2. Teardown schedule

Principle

Like the setup schedule, the teardown schedule is also phased and, since 2021, we have used a holding parking area. This is so that extremely busy and hazardous situations can be avoided at the entrances to the showground.

Holding parking

All vehicles in excess of 3.5 tons should proceed directly to the holding parking area and not to Kortrijk Xpo on Monday 11 and Tuesday 12 September between 6am and 6 pm. Outside these hours and from Wednesday 13 September, you can drive directly to Kortrijk Xpo.

Location holding parking area: Belgium/ France border car park in Rekkem (postal code 8930):

<https://app.truckparkingeurope.com/fr-FR/parking-places/31342>

<https://goo.gl/maps/wqDmp8QB2yNpZwpR6>

In the car park, drivers should follow the signs to Matexpo holding parking area (continue across the E17 in the direction of Kortrijk).

Drivers will state upon arrival which stand or group of stands they are coming for and what type of material, equipment or machinery is to be loaded. As soon as there is space in the showground, the driver will be given a teardown pass to report to the entrance of the showground. If drivers go directly to Kortrijk Xpo without a pass, they will be requested to go to the holding parking area.

The GPS address of the show site entrance is shown on the teardown pass that drivers receive when they leave for Kortrijk Xpo.

Vans and private vehicles should report directly to North or South entrance of Kortrijk Xpo.

Designated zones

The individual stand or group of stands is shown in colour on the teardown plan and exhibitors may dismantle their stands as follows:

Red zone

The stand is located on a crucial thoroughway and teardown must begin on Sunday evening after closing time. The stand must be partially or completely removed by Monday morning 11th September at 6.00 am.

Blue zone

On Monday 11th September, exhibitors may enter the showground to load material/equipment from the starting time stated on the stand, depending on how busy it is.

Green zone

Exhibitors may only enter the showground with vehicles from Tuesday 12th September to load up material/equipment.

All exhibitors, suppliers and stand-builders, depending on how busy it is, will be allowed to enter the showground on Sunday after 7.00 pm to load up their stand materials. They will also have continuous access from Sunday evening to go to their stand on foot. Vans must park at P3 and private vehicles at P4.

End of teardown

By Tuesday evening 12th September at 6.00 pm all indoor stands must be fully cleared away.

By Thursday evening 16th September at 6.00 pm all outdoor stands must be fully cleared away.

The leased space must be left totally empty and in its original condition:

- Rubbish/waste must be taken away or placed in the Kortrijk Xpo rubbish sacks provided for this purpose or in a container hired from the organisers.
- Paint and tape residue must be removed by the exhibitor or by the stand builder.
- Any material/equipment left behind will be taken to a storage area at the expense and risk of the exhibitor.
- Rubbish/waste left behind will be charged to the exhibitor at €150 per m³ or part m³.

Tip

The most efficient way of working during teardown is to dismantle the stand first and gather all material/equipment together. Then, only when the teardown plan allows, to drive into the showground to load up your material/equipment. Due to the very busy conditions during teardown, we cannot guarantee that you will be able to load your material/equipment immediately after your stand has been dismantled. You are recommended to carry any valuable material/equipment to the parking area, either on foot or using a trolley. If you are working with external carriers, it is very important that they know the stand number and the company name, both when they are in the holding parking area and at the entrances to the showground. The best thing to do is for the exhibitor to know the mobile phone number of the driver and for the driver to know the mobile phone number of the person in charge of the stand.

[Download here the tear-down plan.](#)

5.3. Handling

Exhibitors are able to order an elevated work platform or forklift, with or without a driver, via the exhibitor portal.

Forklifts

For the 2023 edition of the show, will be charged for each quarter hour started. In the past it was for each hour started. That way, use of the forklift service on the exhibition grounds will be less expensive. When ordering in advance via 'Manage stand', please indicate in the comments field the day and time when you will need the forklift. To order a forklift of more than 10 tons, please send a request by e-mail.

Exhibitors who have placed their orders in advance through the exhibitor portal get priority access to the forklift service during setup and teardown.

Elevated work platforms (cherry pickers)

Use of elevated work platforms is charged for each half-hour started and can also be ordered in advance via 'Manage stand'. There is the possibility of hiring a scissor lift up to 8 metres in working height and an articulated loader up to 10.8 metres in working height.

Orders can be placed on-site with the show secretariat.

Cranes

For the use of telescopic cranes, please refer to Desutter Cranes as the local supplier. All further practical arrangements are made between the exhibitor and the supplier.

Storage

Storage can be ordered from 4 m³ upwards in the exhibitor portal, stating in the Comments field when the empty container is to be collected. If the storage container is not emptied of packaging, the goods will be stored at the exhibitor's own risk.

5.4. Services

Via the exhibitor portal in the 'Manage stand' module, the organisers have a webshop available offering a wide range of services. Only ordering an electricity connection and indicating the fire extinguisher is mandatory. Other non-compulsory services, such as a water connection, can only be ordered via our webshop. Services such as carpets and furniture can be ordered via our in-house suppliers under 'Manage stand' or separately via your own chosen supplier.

Fire extinguishers

Every stand must be equipped with at least 1 ABC-type powder extinguisher of a minimum 6 kg. The extinguisher must display a current annual inspection label. Exhibitors can hire these extinguishers from the organisers, or else they can bring their own. The fire extinguisher must be present on the stand for the whole 5 days of the show. There will be strict controls to ensure this is the case. You must tell the organisers of your choice via 'Manage stand'.

Information for stand-builders

Exhibitors are requested to enter the name of their stand builder or subcontractor, such as a marquee provider and other suppliers, via 'Manage stand' in the exhibitor portal. As the organisers of the show, we like to collect as many contact details as possible of the suppliers who will be on-site during setup and teardown. As organisers, we also like to provide stand-builders with as much practical information as possible beforehand.

Hire of stand building (Deadline for ordering or cancelling your order: Friday 25th August)

- All-in stands (to be ordered via the digital configurator)
- Tent constructors
 - Outdoor stand construction
 - Exhibitors may appoint a tent supplier of their choice. But we recommend working with Losberger De Boer because of their knowledge of the fairgrounds and the volume of tents they build at Matexpo.
- Carpet
- Furniture
- Displays
- Refrigerator
- Plants & flowers

Hire of technical connections (Deadline for ordering or cancelling your order: Friday 11th August)

- Electricity connection (MANDATORY)
 - The range of connections varies and connections come with or without a switchboard, with a minimum of 3,500 W and a maximum of 82,000 W per connection.
 - If you have reserved an all-in stand (Casa, Truss or Matrix), the electricity connection is included and does not have to be ordered separately.
- Suspension points
 - Request a price quote via suspensions@kortrijkxpo.com
- Internet
- Water connection
- Audiovisual equipment
- Compressed air connection

Hire of additional services

- Hosts/hostesses
 - Via the in-house supplier
- Parking passes for exhibitors

Parking passes are not included when the exhibitor agrees to take part in the show. Parking is forbidden in the streets around Kortrijk Xpo on show days. To avoid exhibitors having to go to the visitor parking, it is recommended that they order the parking passes they need via 'Manage stand' in your exhibitor portal. Parking stickers ordered can be collected from the pick-up desk during setup. Exhibitors can choose between 3 types of parking pass.

Blue parking passes for showground parking area P4

These parking passes are located in the showground itself, underneath Halls 4 and 5. Entry is via the South entrance in President Kennedylaan.

These passes are 5 small day stickers to be displayed on the vehicle windscreen. Having separate stickers means that a different car can be parked there each day, if necessary.

The number of parking passes exhibitors can order is limited and not guaranteed.

This car park is for private cars only. Vans, caravans, mobile homes or trailers are not permitted. These other vehicles can be parked elsewhere in the area around Kortrijk Xpo. In the event of violations of this rule, [an amount](#) will be invoiced to the exhibitor.

Indoor stands

Up to 100 m²: maximum 1

Outdoor stands

Up to 250 m²: maximum 1

Over 100 m²: maximum 2

Over 250 m²: maximum 2

This car park also has a number of spaces for recharging electric vehicles. Given the limited number of only 20 charging spaces, exhibitors may order a maximum of 1 parking pass for electric charging here, subject to availability. The price of the parking pass excludes the cost of recharging. Cars occupying these spaces must use them for recharging hybrid or electric vehicles. A fee is invoiced if you are not charging your car or not parking with an electric car in a electric parking space during show days

Orange parking passes for Kennedylaan P3

This parking area is located opposite the South entrance in President Kennedylaan.

These passes are 5 small day stickers to be displayed on the vehicle windscreen. Having separate stickers means that a different car can be parked there each day, if necessary.

The number of parking passes exhibitors can order is limited and not guaranteed.

This car park is for private cars only. Vans, caravans, mobile homes or trailers are not permitted. These other vehicles can be parked elsewhere in the area around Kortrijk Xpo. In the event of violations of this rule, [an amount](#) will be invoiced to the exhibitor.

Indoor stands	Outdoor stands
Up to 100 m ² : maximum 2	Up to 250 m ² : maximum 2
Over 100 m ² : maximum 4	Over 250 m ² : maximum 4

Yellow parking passes for peripheral parking area P7

These parking spaces are located in the Syntra West and Decathlon car parks. There are +/- 250 m from the North and South entrances. A shuttle bus can be taken from the parking area to the show and vice versa.

The parking pass takes the form of a cardboard pass on which the vehicle number plate must be entered. In this instance, it cannot be a different car each day.

- VISIT CONNECT – Visitor registration on the stand

For each exhibitor, 1 user for the Visit Connect app is included free of charge. This means that the app can be activated on 1 device (smartphone or tablet).

Activation will be added in the 'Manage visitors and stand personnel' module at the beginning of August and forwarded to the stand manager by e-mail.

Exhibitors can place an additional order via 'Manage stand' for an unlimited number of users (scanning with multiple devices) for a flat rate of €175.

Using the Visit Connect app, exhibitors can scan the QR code on the visitor badge and they will then see the contact details. Exhibitors can add additional information to the scanned lead such as a note, a photo or a voice message. In the exhibitor portal, exhibitors can also create questions such as multiple-choice questions about which product visitors are interested in. All scanned leads can be exported in the exhibitor portal with all data.

For more information see [Appendix 4 Visit Connect package](#)

- Stand cleaning

One-off stand clean

There is a fixed charge per m² for a one-off stand clean. The cleaning team is responsible for cleaning the floor of the stand (in other words vacuuming the carpet or mopping the floor), emptying wastepaper baskets, removing rubbish sacks into the aisle for collection, dusting the bar furniture and seats. The team does not dust or clean your own stand material and the items on display.

In the Comments field, exhibitors must indicate what day and between what times they wish to order the one-off stand clean.

Daily stand clean

There is a fixed charge per m² for a daily stand clean. The cleaning team is responsible for cleaning the floor of the stand (in other words vacuuming the carpet or mopping the floor), emptying wastepaper baskets and ashtrays, removing rubbish sacks into the aisle for collection, dusting the bar furniture and seats. The team does not dust or clean your own stand material and the items on display.

The daily stand clean is carried out 5 times, beginning before day one of the show and ending before the final show day.

General cleaning

This includes cleaning windows, the cabs of the machines, the truckwash, etc. When ordering, the exhibitor should place a description of the cleaning to be carried out in the Comments field.

Cleaning charges per hour are more expensive on Saturday and Sunday. The supplier will be in contact during the run up to the show to arrange a date and time for the cleaning to take place.

Invoicing by Matexpo bv will take place after the show, based on the signed work docket.

Handling

- Elevated work platform (cherry picker)
- Forklift
- Cranes
- Storage

Charges

Charges increase by 30% for orders placed from 17th June. There is no additional surcharge from August.

Digital ordering

The services mentioned above must be ordered digitally in line with the principle of a webshop in 'Manage stand'.

The way it works:

1. Place the items you require in your shopping basket
2. Click on all the items you wish to confirm
3. Enter a name or reference for the order
4. Click on 'Send order'
5. You will receive a confirmation e-mail
6. Items ordered can be viewed at all times via 'My orders'

Deadline for placing orders

No services ordered via 'Manage stand' can be cancelled after Friday 11th August.

Exhibitors can place orders via 'Manage stand' up to and including Friday 25th August, with the exception of utilities, for which the deadline is 11th August. After that date, orders can only be placed with the show

secretariat at the showground.

With any extra orders placed on-site, the organisers are unable to guarantee the availability of the services.

5.5. Waste policy

Every exhibitor, stand builder and any other supplier is responsible for disposing of their own waste and rubbish. Stringent checks on this requirement will be made during setup and teardown by the organisers, Kortrijk Xpo and the security staff. Any rubbish left behind will be charged to the exhibitor via their guarantee deposit or by way of an additional invoice.

There are 2 ways of handling waste and rubbish during setup, on show days and during teardown:

- The stand builder or exhibitor takes their own rubbish with them after every setup day, show day and teardown day
- The exhibitor or stand builder orders a rubbish container or sack via the exhibitor portal or in the show secretariat. Full sacks or containers must be placed in front of the stand after each setup or show day.

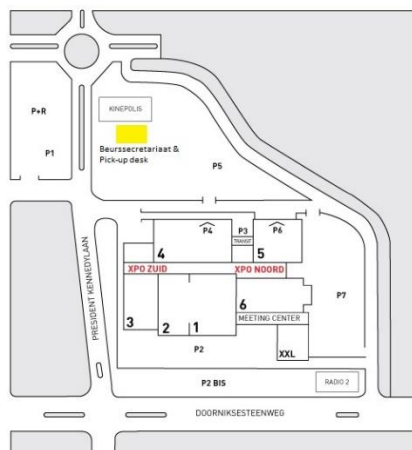
During setup, show days and teardown, a system of 'separate waste collection, removal and processing' is used. For each type of waste or rubbish, exhibitors or builders can order an appropriate container, waste sack or box via the exhibitor portal under 'Manage stand'.

Waste containers ordered can be requested for delivery to the stand via the show secretariat (in person or by phone).

Waste sacks or boxes for paper and cardboard that have been ordered can be collected from the Pick-Up Desk during setup.

5.6. Show secretariat

The organisers will be fully operational at the showground from Monday 21st August to deal with all questions or problems.



The show secretariat is located next to Kinepolis at the South entrance on the first floor of the double-decker marquee.

The organisers are available every day from 8.00 am to 12.00 noon and from 1.00 pm to 6.00 pm, as well as at the weekend.

The organisers can also be reached by telephone on +32 56 98 07 60 or by e-mail at info@matexpo.com.

Anyone who comes to the show secretariat in person will be given priority over questions by telephone or e-mail.

5.7. Pick-up Desk

This is where exhibitors can come to collect the following orders or to place new orders for:

- Waste sacks or boxes
- Parking passes
- Wi-fi tickets

The pick-up desk is open at all times during setup from Monday 21st August until Tuesday 6th September, from 9.00 am to 5.00 pm.

The pick-up desk is located in the double-decker marquee next to Kinopolis at the South entrance.

5.8. Invoicing and payments

MATEXPO will invoice for services ordered to the exhibitor or co-exhibitor only. Nothing will ever be invoiced directly to the stand builder. If a stand builder places an additional order in the show secretariat, the permission of the exhibitor will be required.

The first services invoice will be raised from May 2023. Services ordered after this date will be invoiced before the beginning of setup.

All invoices (deposits and balance invoices for the stand area + services invoices) must be paid before the beginning of setup. Services ordered will not be provided if there are any outstanding unpaid invoices.

5.9. Stand personnel and exhibitor badges

Employees of exhibitors attending the show for multiple show days as stand personnel must be registered as stand personnel and not as visitors. However, if a company employee plans to come to the show for 1 day, but does not intend to 'work' on the stand, this person must be registered as a visitor. The badges for visitors and exhibitors will also be different.

Stand personnel can be registered via the 'Manage visitors and personnel' module in the exhibitor portal. There is no deadline for registering stand personnel. More persons can be added or changed just before they come to the show.

An unlimited number of persons can be registered as stand personnel. When registering, enter the first name and last name of the person, plus their e-mail address. This person will receive a confirmation e-mail stating that he or she has been registered as stand personnel for exhibitor XX. This confirmation e-mail will also contain a link to the personalised exhibitor badge.

Exhibitors should take their printed exhibitor badge to the North or South entrance to gain fast access. They can also take a cover/sleeve and lanyard with them to put the badge in. If any exhibitor has not printed off their exhibitor badge or if the badge is not clear, a hostess will print a new one for them.

Once exhibitors have their exhibitor badge, they can access and leave the showground freely on all show days, using the exhibitor entrance/exit at the South entrance, the gate at the South entrance in Kennedylaan or the North entrance.

Manual see [Appendix 1 Manual for the module 'Manage visitors and stand personnel'](#)

5.10. Sabam and Billijke Vergoeding 'Fair pay' licence from Unisono

All exhibitors who bring any form of music to their stand (radio, music in a corporate video, live performance, etc.) must first apply for a licence from Unisono (the Sabam umbrella platform).

You can view the charges in [Appendix 3 Charges Unisono / Sabam](#).

To submit an application, you need to register at the Unisono website: <https://www.unisono.be/nl>

Thanks to a scheme initiated by Kortrijk Xpo and Matexpo, exhibitors are exempt from Billijke Vergoeding (Fair Pay) during Matexpo 2023.

5.11. Insurance

Every exhibitor is required to take out sufficient public liability insurance and must present proof of doing so if requested by the organisers.

If exhibitors wish, they can also take out additional theft, accident or damage insurance cover from the provider of their choice.

5.12. Cameras and drones

No drones are permitted to overfly the entire show site, both indoors and outdoors, whether for recreational or business/professional purposes.

If exhibitors wish to install a camera on their stand, they may do so at their own risk. The organisers cannot be held liable.

5.13. Fraudulent correspondence

Exhibitors often receive correspondence asking them to modify and/or supplement their company details. These are letters sent by the International Fairs Directory (Costa Rica) / Fair Guide (Austria) / Expo Guide (Mexico). After modifying their details, companies often find themselves committed for a certain period of time to an annual payment that can be a significant amount.

We wish to emphasise that the organisers do not work in any way with these parties. Nor do we pass on the details of our exhibitors. Of course, we cannot forbid anyone to respond to these enquiries, but we think it is risky, because there is a paying contract involved. Please be vigilant at all times and check who the sender of the correspondence is before taking any action. This is usually stated in the footer. MATEXPO always communicates with the same templates and house style.

5.14. Music and demonstrations

Exhibitors must see to it that any inconvenience for their fellow exhibitors is kept to a strict minimum. The organisers have the right to stop or interrupt any activity on the stand if complaints are received from other exhibitors or if they deem it appropriate to do so in the interests of safety, health or the smooth running of the show for visitors and exhibitors.

Any form of music (amplified or acoustic) on the stand causing a disturbance to neighbouring stands is prohibited. Music (amplified or acoustic) on the stand after the closure of the fair must be requested and approved by the organisers and will under no circumstances be allowed before the closing time of the fair. During show opening hours, exhibitors are obliged to provide a representative at all times on their stand who can receive and inform visitors. If the stand is left unattended, the organisers will charge the exhibitor a fee of €250 per show day.

5.15. Guarantees

The organisers invoice each exhibitor for a security guarantee. This guarantee may be used for the following items:

- Non-compliance with setup and teardown times in line with the setup and teardown cards provided for that purpose by security (€150 per excess hour and part of an hour).
- Payment for damage caused by the exhibitor.
- Payment for services ordered late.
- Payment for services invoiced after the usual cut-off dates.
- To cover any outstanding invoice.
- Rubbish/waste left will be invoiced at €125 per m³ or part m³.
- Keeping the stand open later than 1 hour after the show closes.

The amount of the security guarantee varies according to the price of the stand area taken (see Application for participation document).

The following charges (excl. VAT) apply for damage:

- Tape remnants: € 25 per running metre
- Paint remnants (such as remnants of paint used for spraying tyres): fixed charge of €250
- Other damage via customised specifications
- If you are not charging your car or not parking with an electric car in a electric parking space underneath Hall 4 on show days: € 150
- Parking with vans, trailers, caravans or mobile homes is not permitted in exhibitor car parks P3 and P4. Fixed penalty for violations: € 150

5.16. Catering and catering fee

Exhibitors can provide catering on their stand via the 3 options below.

Catering ordered via Kortrijk Xpo Meeting Centre

This is where exhibitors can count on very favourable rates from our in-house supplier (no transport costs). Kortrijk Xpo Meeting Centre is always on-site in case of problems or additional orders – and drinks are delivered chilled. Visit www.xpocatering.be to download the catalogue or request a price. Via [the webshop](#) you can place orders directly. Invoicing is directly between Kortrijk Xpo Catering and the exhibitor.

Providing your own catering

Exhibitors can have their own catering that they have ordered and collected through the services of an external caterer. Where large quantities are involved, preparations should take place as much as possible during setup, before the show opens. Additional deliveries can be made on show days, but this must be done before the show opens for the day using delivery trolleys brought in from outside the showground. Vehicles are never permitted to enter the showground on show days.

External caterers, with or without service, who delivery to the stand

Once again, with large quantities, as much preparation as possible should be done before the opening of the show. Additional deliveries can be made on show days, but this must be done before the show opens for the day using delivery trolleys brought in from outside the showground. Vehicles are never permitted to enter the showground on show days.

In the two cases below, exhibitors are obliged to make a request to Xpo Catering and pay a redemption fee. Invoicing will be carried out by Xpo Catering. After making the request, the exhibitor will receive a document stating all of the safety regulations that your external caterer must comply with.

The exhibitor works via an external caterer

As Xpo Catering has the exclusive right to supply drinks, food and other consumables on the trade fair site at Kortrijk Xpo, the exhibitor will have to pay Xpo Catering a catering redemption charge for this.

The exhibitor installs a draught beer system and kegs through an external supplier

Because Xpo Catering holds the exclusive right to supply beverages, food and other items for consumption at the Kortrijk Xpo showground, exhibitors are required to pay a hospitality reselling fee to Xpo Catering. A catering fee is also payable when installing a draft drinks system from an external supplier.

The charge for the hospitality fee or catering fee is calculated based on the size of the stand and on the number of show days. You will find details on [the form to be filled in](#).
If the exhibitor has an outdoor stand, only the area of the marquee will be calculated as the size of the stand.

See [Appendix 2 Catering fee form to be filled in](#)

5.17. Peripheral activities

Nocturne – Matexpo Café

During the traditional late-night session on the Friday evening, Matexpo café will again become a genuine café. There'll be a great atmosphere, good cheer and a little bit of music. The aim is to enable exhibitors to use the Matexpo Café to have a chat with colleagues or customers after the show.

Vouchers for food and drink can be ordered in advance by exhibitors at a discounted rate via 'Manage stand' in the exhibitor portal.

Vouchers ordered can be picked up from the Pick-Up Desk. Vouchers can also be purchased by visitors or exhibitors during the late-night session.

Stand parties

Exhibitors can ask for their stand to be kept open later after the official show closing time. An hourly charge is made from the 2nd hour after the official closing time onwards for activity on the stand. Any hour commenced is charged as a full hour. It is normal for there still to be visitors on the stands for up to 1 hour after the official show closing time.

Exhibitors can order a maximum of 2 additional opening hours beforehand via 'Manage stand' at a cost of €2 per hour per m² of your stand area, with a maximum of €500 per hour. All activity must come to an end 3 hours after the show closing time.

Stewards or security staff on duty around the stand during a stand party may be requested via info@matexpo.com.

If the exhibitor does not order additional opening hours in advance, but the stand remains open for more than 1 hour after the show closing time, a rate of € 3 per hour per m² of stand area will be charged for each hour or part of an hour, with a maximum of € 750 per hour.

Hire of meeting rooms and facilities

In addition to the many planned seminars put on by federations and partners, exhibitors can also organise an event during setup or on show days. You can hold a meeting, workshop or company presentation in one of the many meeting rooms and facilities that Kortrijk Xpo has to offer.

The organisers will work out a customised proposal for the exhibitor based on the number of people, the features of the room and any catering preferences. To do so, contact info@matexpo.com.

Hospitality desk

A staffed Hospitality Desk is provided for exhibitors at the South entrance. This is to help exhibitors with all of their practical questions, such as the address of a dry-cleaner, the number of a taxi service, restaurant reservations, the railway station and public transport, the addresses of shops, etc.

The Hospitality Desk will be staffed through the opening hours on the 5 show days.

If exhibitors have any questions about their stand, they should go to the show secretariat.

Official Opening

The Official Opening Ceremony for MATEXPO will begin at 6.00 pm on the evening of Tuesday 5th September. It will be held in room XXL of the Kortrijk Xpo Meeting Centre.

During the Official Opening ceremony, the traditional Green, Innovation and Safety Awards will be presented. The products of the 3 winners will be presented in a short video.

Exhibitors will be invited to the Official Opening by a printed invitation that will be sent out by post at the beginning of August. Registrations for the ceremony are free of charge, based on the following number of people:

Indoor stands	Outdoor stands
Up to 64 m ² : 1 person can register free of charge	Up to 250 m ² : 1 person can register free of charge
Over 64 m ² : 2 people can register free of charge	Over 250 m ² : 2 people can register free of charge

The number of people registered will be invoiced to the exhibitor, regardless of who attends the ceremony or not. To cancel a registration officially, please send an e-mail at the latest by Friday 4th September at 10.00 am to info@matexpo.com.

If a registered person does not attend, the exhibitor will receive an invoice of €95 (excluding VAT) for catering costs, to be donated to a charity for underprivileged families. If a registered person is unable to attend, his/her attendance may be cancelled up to Friday 1st September at 10.00 am, by e-mail only to info@matexpo.com.

Childcare

On the Saturday and Sunday of the show, at the entrance to the Rambla, on level C, childcare arrangements will be provided for children aged 3 and over. Visitors may leave their child for a maximum of 2 hours in the care of experienced children's entertainers.

Green, Innovation and Safety Awards

Traditionally, the Green, Innovation and Safety Awards are presented at the Official Opening of Matexpo. All exhibitors may enter a product, application or machine that meets the criteria set. Entry is free of charge and will generate additional publicity for the exhibitor if they are chosen as a winner. The terms and procedure for entering are stated on the entry form. Three winners will be selected by a panel of professional judges. During the opening ceremony, each winner will be introduced in a short video and will also receive a certificate. Exhibitors can submit entries until 15th May using the entry form that can be downloaded from the exhibitor portal.

Entertainment for children in the city centre

Children's entertainment will be provided during the weekend of the show, on Saturday 9th and Sunday 10th September in the Grote Markt in Kortrijk.

6. Marketing manual

6.1. The exhibitor portal

Digital profile

Exhibitors have a digital profile on www.matexpo.com. There is no printed catalogue. Visitors can view the offering of exhibitors at MATEXPO 2023 by visiting www.matexpo.com under exhibitor list and on the show plan.

Exhibitors can manage their digital profile via the exhibitor portal. Exhibitors cannot create or request their own login to the website, but the login details will be sent out to the stand manager during the course of February. Exhibitors who forget or cannot find their password can reset it via 'Forgotten password'.

The general contact details of the exhibitor's company have already been uploaded. Be sure to check these details carefully and if they contain any errors, send your amendments to info@matexpo.com. Exhibitors can also manage sectors, brands and products, as well as add a description of the company, upload their logo, add social media links and download a personal banner with reference to their stand number.

Exhibitors can also add news releases and events exhibitor. News items also always appear in random order on the Matexpo homepage.

'Manage stand' module

The 'Manage stand' module in the exhibitor portal takes exhibitors to the online show manual in which all services can be ordered.

'Manage visitors and stand personnel' module

See manual in [Appendix 1 Manual for the 'Manage visitors and stand personnel' module](#)

Inviting business contacts

Exhibitors can invite their customers in 2 ways:

- Via the digital invitation link in the 'Manage visitors and stand personnel' module. This link is free of charge and unlimited in terms of the number that can be sent.
- Via printed invitations. These invitations can be ordered by language (Dutch or French) and by packs of

50 via 'Manage stand'.

How the printed invitations work:

The person receiving a printed invitation needs to register in advance via www.matexpo.com using the unique code shown on the invitation. This code can be used to register 5 people. Visitors will receive a confirmation e-mail containing a link to print their personal visitor badge.

- Give a printed invitation to a customer
- Anyone who receives a printed invitation needs to register beforehand via www.matexpo.com.
- The unique code on the printed invitation is entered when registering free of charge online.
- This unique code can be used up to 5 times. This means that 5 people can register free of charge using the invitation.
- The visitor receives a confirmation e-mail with a link to print off their personal visitor badge. The visitor can then come into the show at the entrance without having to wait.
- The online registration process is per person. Everyone must have a visitor badge that is personal to them.
- If the visitor has not registered beforehand, this can still be done at the show with the printed invitation. Without an invitation, visitors pay an entry fee of €20.

Points to remember:

- Exhibitors only pay for the cost of each pack of printed invitations. There are no additional costs involved for each registered visitor.
- In the 'Manage visitors' module, exhibitors can track who has already registered in advance via the printed invitations or the digital link. On show days, exhibitors can also monitor visitor information for everyone who has registered.

Promotions during the show

It is strictly forbidden for exhibitors to carry out promotional campaigns/programmes outside the physical boundaries of their stand during MATEXPO 2021 (no promotions, handing out flyers, etc.).

Given the specific regulations around the Kortrijk Xpo area, distributing publicity material at visitor car parks and in the surrounding streets is only permitted after in-depth consultation with the organisers and subject to the express agreement of all the departments involved.

Media plan

MATEXPO conducts an extensive media campaign, both in Belgium and abroad, with more than 300,000 printed invitations inserted into magazines, and competitions via the newsletter and social media, as well as a direct mail campaign by post, sent out to more than 60,000 addressees in Belgium.

Advertising material

To promote more visitor attendance at MATEXPO, we offer exhibitors promotional material.

- Printed invitations
Per pack of 50 invitations in Dutch or French
€30 per pack
- Banner, including the exhibitor's logo, with reference to the stand number
Exhibitors can download the banner in the exhibitor portal. To download the banner in a different

language, exhibitors have to change the language at the top of the website in the top right-hand corner. If the exhibitor uploads its logo in its exhibitor portal, it will also appear in the e-mail banner.

- Car stickers
Round car stickers, 40 cm in diameter, in semi-transparent material, easy to remove.
€3 per car sticker
- Site banners
With reinforced attachment rings, 340 cm W x 170 cm H
€ 15 per site banner
- Promotion pack €50
Includes:
50 printed invitations, 5 car stickers and 1 site banner

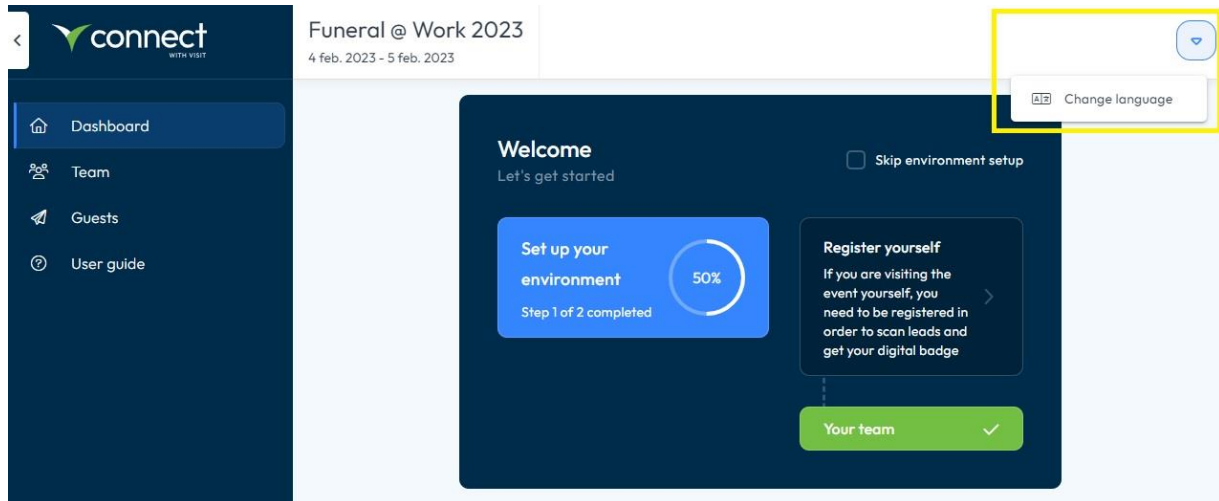
Ordered advertising material can be collected at the exhibitor meeting. Advertising material to be sent out, including orders made afterwards via 'Manage stand' will attract a charge for carriage of €25, regardless of the quantity, size or weight of the package.



7. Appendix 1 Manual for the 'Manage visitors and stand personnel' module

Go to www.matexpo.com and log in using the login details for the exhibitor portal. Select 'Manage visitors and stand personnel'. Registration management will open in a second tab.

Use this tool to copy a digital link for inviting your customers and producing exhibitor badges.



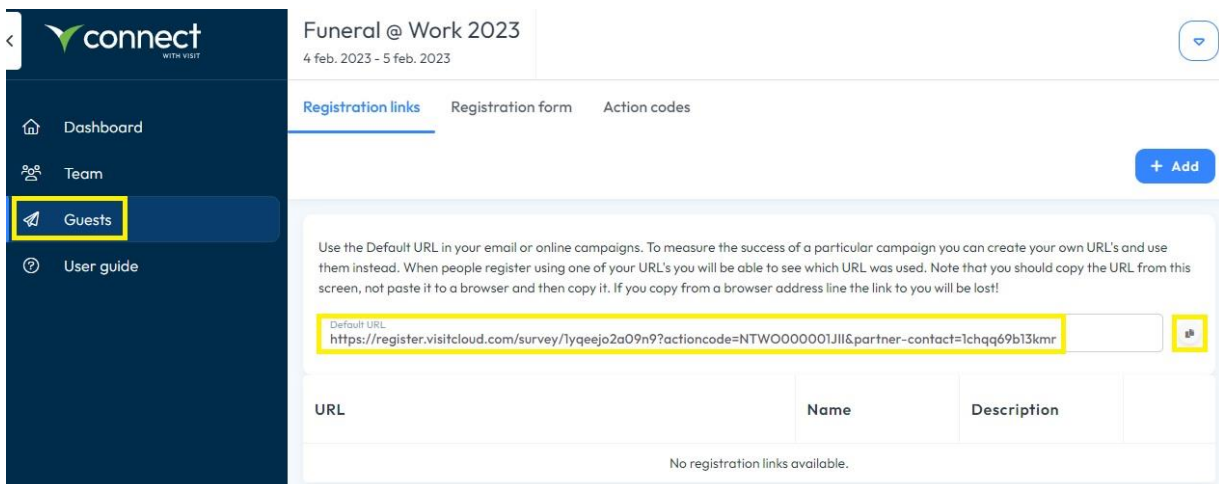
You can change the language using the icon at top right.

The digital visitor link

Every exhibitor has a personal invitation link. This link can be sent unlimited times by e-mail or be placed on a website or in a newsletter, etc.

The link is in the 'Guests' tab. You can copy this long link using the icon on the right. You will then receive the message 'URL successfully copied' and can close it again.

Any visitor who clicks on your link will immediately be directed to the registration for MATEXPO2023 with the mandatory registration code already completed.



Tip

Place the link behind the personalised banner referring to the exhibitor's stand number that can also be downloaded in the exhibitor portal. The banner can be used as an e-mail signature, posted on a website, used as an illustration in a newsletter and also posted on social media channels and write 'click on this link for free visit to MATEXPO2023' alongside it.

Creating multiple visitor links

If exhibitors want to measure how many and what registrations are coming in via which channels or colleagues, additional visitor links can be created. For example, you can track how many of your customers' registrations came through the newsletter and how many through the banner on your website.

A new registration link is created with a new name. The default link always remains and is called 'URL'. The new links can be called 'April newsletter' and 'website', for example. The difference can be seen in the 'registration source' in the registrants tab.

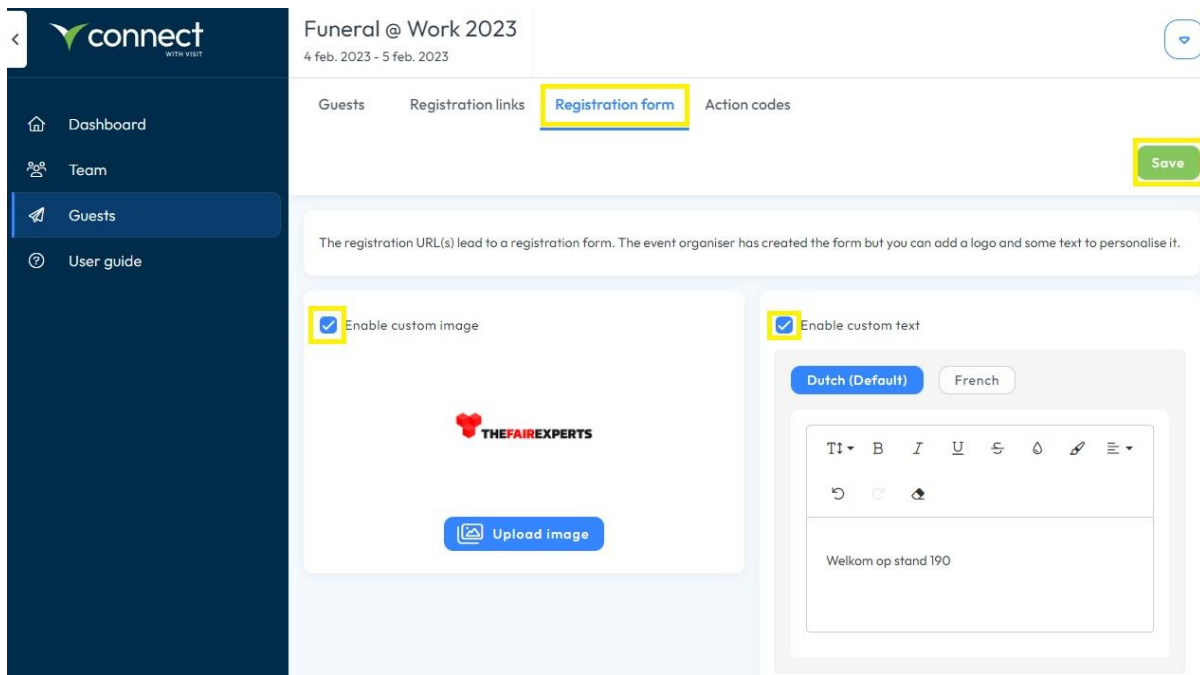
Exporting registrant data

During registration, the visitor fills in the details requested by the organisers. Most fields are compulsory. Exhibitors can export the details of all registrants gained via the printed invitations they distribute or via the digital link to Excel.

<input type="checkbox"/>	Name	Country	Registration source
<input type="checkbox"/>	Tine Claerbout	Belgium	Invite: Default URL

Personalising the invitation link

A personal message (text and photo) can be added as a pop-up that appears at the beginning of the registration process. By activating the text and/or logo, the 'Activate custom image' and 'Activate custom text' tick-boxes must be switched on.



During MATEXPO2023

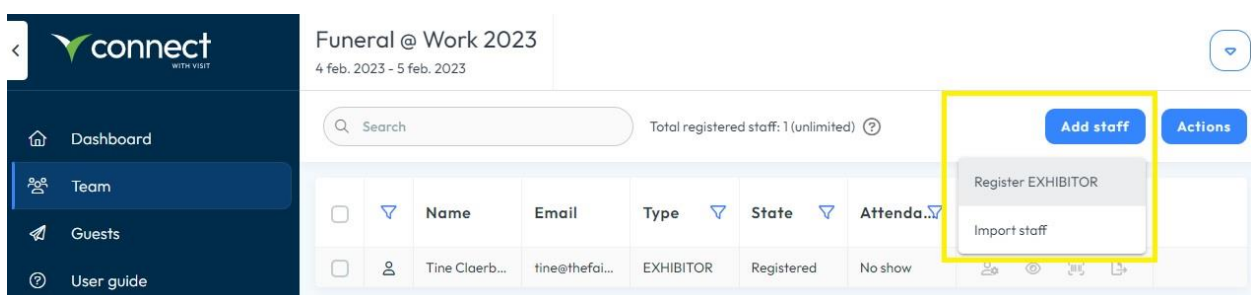
Exhibitors are able to track which registrants visit the exhibition each show day. This can be done in the dashboard of this module via the graphic or in the list of registrants, with the tag 'show' or 'no show'. If the registrants are exported again after the first day of the show, you will also be able to see the time at which the registrant visited the show.

For example, after the second or third day of the show, exhibitors can send out a reminder e-mail to those registrants who have not yet visited the show.

Stand personnel

Stand personnel can be created by adding person by person or importing an Excel file.

The data for gender, first name, last name, e-mail and company name (filled in by default but can be changed)



are mandatory.

Click on 'Add staff' and then on 'Register EXHIBITOR'.

Each person registered as stand personnel receives a confirmation e-mail sent to the e-mail address entered with a link for printing off their exhibitor badge.

If you make a spelling or typing error, you can correct it by clicking on the 'pencil icon' to the right of the name and then on 'Open registration form'.

The person registered who receives the confirmation e-mail can change his/her details via the 'Change your details' link.

8. Appendix 2 Form for hospitality charges

CATERING	REDEMPTION RIGHT 5 DAYS OF EXHIBITION
Your contact person:	Ann D'Aublout – anndaublout@kortrijkxpo.com - T : +32 (0)56 24 16 94 Lotte Claerbout – lotteclaerbout@kortrijkxpo.com - T : +32 (0)56 24 59 42 Emmellen Vandemoortele – emmelienvandemoortele@kortrijkxpo.com - T : +32 (0)56 24 78 90

CATERING

» **Xpo catering card:** your electronic payment card for all your refreshments during the event.

» **Stand catering:** delivery of drinks & beverages, bread rolls and snacks to your stand.

To place orders: contact: catering@kortrijkxpo.com - www.xpocatering.be - T. +32 (0)56 23 20 17.

» **Catering via your own company or an external partner**

Because it is our policy to aim for the best possible quality and full compliance with strict food hygiene for all activities at Kortrijk Xpo, Xpo Catering is the only company authorized to deliver drinks, food, snacks and similar items on the premises. This applies both to catering services for exhibitors and visitors and to any refreshments offered by the exhibitor on his stand.

If you choose to take care of your catering yourself (with a tap) or to have it delivered by an external partner (a stand builder, a supplier of drinks (brewery), a caterer), you are obliged to pay a **redemption right**. Obviously, you have to make sure that you comply with the necessary HACCP standards. You will find further information at the exhibitor gate – category 'Place your orders'.

	Stands < of = 20m ² Amount per m ²	Stands > 20m ² Amount per m ² Catering zone
Consumption of drinks only for drinks that are not a part of your product range	5,50 €/m ²	2,75 €/m ²
Use of an external caterer only for products that are not a part of your product range	13,75 €/m ²	8,25 €/m ²

Refreshments and free samples for tasting for promotional purposes may only be offered at the stands after prior written permission has been obtained from Xpo Catering and on the condition that:

- the amounts offered are not full portions, and
- all items are offered free of charge.

Selling food, snacks or other refreshments is strictly forbidden.

9. Appendix 3 Unisono / Sabam charges



Tarief 24A

HANDELSTENTOONSTELLINGEN -
HANDELSFORENMET OF ZONDER INKOMGELD
- TARIEF PER DAG**Met voorafgaande toelating**

Consumptieprijsindex 109,49

(basis 100 =2013)

vanaf 01.01.2021

Indien de uitzendingen van een stand op zodanige wijze verwezenlijkt worden dat zij de algemene sonoritisatie van de voor vervangen, dan dient tarief B toegepast te worden.

Maximum te innen voor de eerste maand: tarief van 21 dagen

Te innen voor iedere bijkomende maand: tarief van één dag

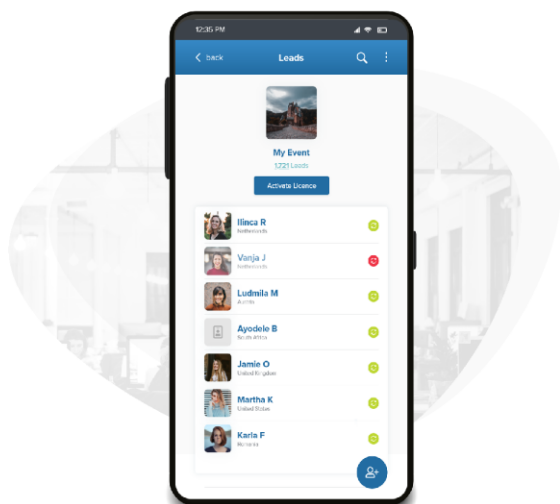
B. Individuele sonoritisatie - per exposant per dag (mechanische muziek in de stands)						
Gesonoriseerde oppervlakte (m²)	Met algemene sonoritisatie			Zonder algemene sonoritisatie		
	Rechten (€)	BTW 6%	Totaal	Rechten (€)	BTW 6%	Totaal
1 - 50	7,96	0,48	8,44	19,90	1,19	21,09
51 - 100	9,95	0,60	10,55	24,88	1,49	26,37
101 - 150	12,44	0,75	13,19	31,09	1,87	32,96
151 - 200	15,55	0,93	16,48	38,87	2,33	41,20
Per aangevangen schijf van 50m² boven de 200m²	3,11	0,19	3,30	7,77	0,47	8,24

N.B. : Indien de exposant een contract heeft voor zijn instelling: 50 % van het tarief voor zijn stand

10. Appendix 4 Visit Connect package



VISIT CONNECT APP



Visit Connect is a complete lead capture solution, offering exhibitors total control over their sales process and resulting success.

- ✓ Collect leads at the scan of a badge and qualify them by adding pictures, notes, voice memos
- ✓ Verify leads and rate them according to pre-set status, priority, value and interests
- ✓ Assign leads to colleagues for rapid follow-up
- ✓ Manage the follow-up process and track progress at the click of a button

Prepare Pre Event

- ✓ Activate your Visit Connect account
- ✓ Define your survey questions
- ✓ Set your lead collection targets
- ✓ Share Visit Connect App licences with your staff

Collect Leads

- ✓ Collect leads by scanning the QR codes on visitors' smart or virtual badge
- ✓ Record visitors' answers to survey questions
- ✓ Attach text notes, voice memos and images to your leads
- ✓ Automatically synchronise data to Visit Connect

Access Leads & Measure Success

- ✓ Assign leads remotely for follow up
- ✓ Send the lead data export file to your email
- ✓ Import the lead data sheet into your CRM
- ✓ Set up lead scoring to fill the ROI pipeline

HOW TO USE THE APP



Click the link in your e-mail to open the app



Scan badges to collect leads & qualify them by adding notes, voice memos and images



Check the leads you collected