

editions  
**40**

**M A T E X P O**

6-10 sept 2023

— est. 1946 —

**EXHIBITOR MEETING**

14 MAART – KORTRIJK XPO



# AGENDA

- Welcome + introduction
- 40th edition
- Activities – peripheral programme
- Job Day
- Services and prices 2023
- Miscellaneous
- Safety
- Leasebroker
- Setup and teardown schedule
- Promotional material





# MATEXPO 40TH EDITION

Special campaign on social media

'40 editions' book

Vintage vehicles

Call → top locations E17 / E40 / E403 / E19

# TEAM MATEXPO



**GREGORY  
OLSZEWSKI**



**TINE  
CLAERBOUT**



**MICHAEL  
BOSSAERT**



**MARC  
STEPPE**



**STEPHANIE  
DELATTER**



**VALERIE  
NEYT**



**CARL  
VANGINDERHUYSEN**



**CHRISTOPHE  
CAMMAERT**



**JUNIOR  
CEYSSENS**



**RAHEL  
FEIDLER**



**THOMAS  
VANDEPITTE**



**CHRIS  
MAGHIELS**



**SIEGER  
VAN POUCKE**



**KURT  
KESTERS**



**JOERI  
CHRISTIAENS**



**ASTRID  
VAN HAUT**

# ACTIVITIES

PERIPHERAL PROGRAMME – AWARDS – TECHNICAL ACADEMY – JOB DAY



# MATEXPO AWARDS



# MATEXPO AWARDS

Innovation / Green / Safety Award

- New jury president: Peter Menten
- Diversified composition of jury: combination Comatko + earthmoving & road construction companies
- 1 product in 1 category
- Deadline 15th May

# NEW: TECHNICAL ACADEMY

- Saturday 9th September
- 10.00 am – 4.00 pm
- Workshop for children aged 8 to 14
- Forum Hall 6
- Free participation, register in advance
- 12 sessions of 30', 25 children per session
- Register after 15th August



# YOUNG TECHNICIANS CUP

- Thursday 7th September (instead of Wednesday)
- In conjunction with Sigma
- All technical schools
- Competition on +/- 20 stands  
(dedicated staff present on that day)
- To be won: €5.000 / €2.500 / €1.000 + 5 CAT phones
- With the support of RTC

# NEW: JOB DAY 9TH SEPTEMBER

- Job Day: booth for visitors and for construction companies
- Organised by Transportmedia
- With the support of VDAB and Forem
- In the Meeting Center
- Saturday 9th September, 10.00 am to 12.00 noon

# KIM LOUSBERG

TL HUB





# tlhub

by TRANSPORTMEDIA

TRANSPORT & LOGISTICS JOB PLATFORM



YOUR RECRUITMENT PARTNER

**TRANSPORT**  
**LOGISTICS**  
**SUPPLY CHAIN**

The transport, logistics and supply chain sectors are demanding sectors that require a trained and dedicated workforce.

In 2014, TL Hub decided to create the first platform entirely dedicated to meeting the recruitment requirements of these sectors.

A few years later, TL Hub teamed up with Transportmedia and combined forces with the media leader in the transport & logistics sectors.

# WHAT DO WE OFFER ?



## JOB POSTING

Find the right candidate for your company thanks to our dedicated platform.



## ONLINE VISIBILITY

Amplify your presence online with our partners and media campaigns.



## EVENT OPPORTUNITIES

Meet your future employee through our various event throughout the year.



## PERSONAL SERVICE

Enjoy a personal, efficient and human service on a daily basis.

TL Hub is the #1 recruiting platform dedicated to Transport, Logistics & Supply Chain in Belgium. Our platform offers a multifunctional and intuitive dashboard. Our events across the country bring you face to face with the most promising candidates and students in the industry. Our partnerships ensure a diversified, targeted and amplified digital visibility.

TAKE PART IN ONE OF OUR

# JOB DAYS

Book your stand now with one of our staff members,  
and avail of speed-dating sessions with handpicked candidates  
and enjoy a drink at our networking events.

## Your employer's package for EUR 1,750

### **One 9-m<sup>2</sup> stand**

including: desk, chairs, Wi-Fi and the possibility of placing a maximum of two roll-ups

### **Looking for candidates**

on the basis of the profiles that you recruit. Our teams take care of it

Placing your offerings on our **digital Job Wall**

### **2 x 1 admission**

for your company  
Drinks included

### **Communication**

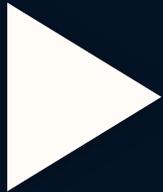
via all TL Hub and Work in Logistics channels

### **Communication**

via all channels of market leader Transportmedia

MATEXPO

**tlhub**  
by TRANSPORTMEDIA



EEN NIEUWE SAMENWERKING VAN  
**MATEXPO TLHUB**

**tlhub**  
by TRANSPORTMEDIA

# SERVICES

ELECTRICITY - FURNITURE - STANDS - PARKING



# PRICES OF SERVICES- GENERAL

- Only 2 rates left: preferential and increased
- Preferential rate until 16th June, afterwards + 30%
- No extra increase from August

# PRICES OF SERVICES- ELECTRICITY

- Currently still being negotiated with Kortrijk Xpo
- The prices proposed in 'Manage Stand' are maximum prices
- If charges for power fall -> credit note for exhibitor

# PRICES OF SERVICES- FORKLIFT

- Now possible to hire per quarter-hour and per half-hour
- Electronic work sheet

# PRICES OF SERVICES- FURNITURE

- Packages still available
- Individually ordered furniture: average 30% cheaper compared with 2021
- Benefits
  - Delivered and removed to / from the stand
  - No transport charges
  - Always in clean condition

# PRICES OF SERVICES– VISIT CONNECT

- 1 account is included as standard for each exhibitor!  
(Compared with cost in 2021: € 49)
- Upgrade to unlimited number of users: € 175

# PRICES OF SERVICES – MARQUEES

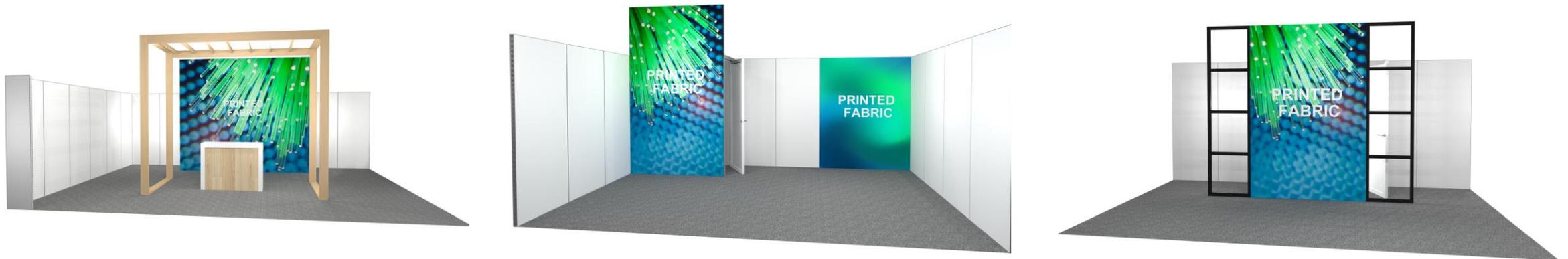
- Losberger-De Boer: preferred partner
- Any marquee builder can erect the marquee EARLIER than the setup slot
  - Subject to approval from the organisers (Sometimes not possible for operational reasons)
  - € 150 for stands up to and including 250m<sup>2</sup>
  - € 250 for stands from 251m<sup>2</sup>

# PRICES OF SERVICES- ELEVATED WORK PLATFORM / CHERRYPICKER

- Working at heights = mandatory with elevated platform + harness
- For hire per half-hour
  - €50/half-hour
- 2 scissor lifts and 1 articulated elevated work platform available at all-times
- When determining working at height without and EWP -> must be hired!

# PRICES OF SERVICES- STANDS

- New types of all-in stands
- Benefits: stand erected when setup timeslots begins



# PRICES OF SERVICES- LED SCREENS

- Partner: Photonics
  - Has supplied the 4 big screens for Matexpo for years
  - Many options and possibilities
  - Transport and assembly costs lower by bundling
  - FREE on-call assistance throughout the 5 show days!

# PRICES OF SERVICES- LED SCREENS

- A few examples
  - INDOOR
    - Screen 4,5 x 2,5m → €2.525 (incl. transport and assembly)
    - Scherm 2,5 x 1,5m → €1.700 (incl. transport and assembly)
    - SPECIAL: circulaire screen 3 metres in diameter
      - Height 50cm = €3.000
      - Height 100cm = €4.800



# PRICES OF SERVICES- LED SCREENS

- A few examples
  - Outdoor
    - Spyder-X: sharpest screen on the market
      - 6m<sup>2</sup>
      - Both vertical and horizontal
      - €950 (excl transport and assembly)



# PARKING

- Same systems as 2021
- P4 (below hall 4): 20 spaces with charging terminal available
  - Reserve in advance (per day)
  - Not charging or parking at charge point without electric car = €150 surcharge
- P3 + P4: private cards only on show days!
  - No vans, trailers, caravans, mobile homes, etc.
    - Breach of rules = surcharge € 150 per day

# MISCELLANEOUS



# MISCELLANEOUS – 8TH SEPTEMBER

- Friday 8th September: doors closed to visitors at 7.00 pm
- Access via exhibitor code only (instructions given to exhibitors on Friday 8th September)
- After 8.00 pm, no one is allowed into the showground!
  - No visitors, no special guests, no exhibitors!

# MISCELLANEOUS – STANDS OPEN AFTER CLOSING TIME

- Stands open for >1 hour after closing time
  - €2 per m<sup>2</sup> per hour longer open, with a maximum of €500 per hour
  - If not requested in advance • €3 per m<sup>2</sup> per hour longer open, with a maximum of €750 per hour
- Example: stand of 400 m<sup>2</sup> staying open on Friday until 11.00 pm, without requesting in advance:
  - 8.00 – 9.00 pm: FREE
  - 9.00 pm – 10.00 pm: 400 m<sup>2</sup> x €3 → €750

# MISCELLANEOUS – RUBBISH/WASTE

Stricter monitoring of rubbish/waste left behind



# MISCELLANEOUS – EXCEPTIONAL TRANSPORT/ WIDE LOADS

- David Punie, President, Centrex knowledge and expertise centre – Exceptional transport/Wide loads network
- Matexpo setup
- No specific checks – but dangerous situations will be targeted
- Local police and other official bodies (however, FPS Mobility, Customs, etc. may carry out checks)
- Matexpo teardown
- Strict checks by Federal Road Police

# VARIA – SHOP

- Available from the Exhibition Office:
  - Tape, tie wraps, climbing harnesses, gloves, safety shoes, helmets

**SAFETY**



# SAFETY @ MATEXPO

- Safety = priority!
- Supervision by ORA Management
- => safety coordination
- Repeated infringements =
- access to showground denied



# SETUP AND TEARDOWN SCHEDULES



# OP- & AFBOUW

- Modified schedule – check the plan!
- Indoor stands: start on 28/8
- Vehicles can enter the site until 4.00 pm on Monday 4th September
- After that time: no more vehicles permitted!
- Tuesday 5th September: NO vehicles in the showground!
- Also no beer deliveries, caterers, furniture, leaflets, lettering companies, cleaning services, etc.
  - Setup ends at 12.00 noon

# COMMUNICATION



# WHAT MATEXPO IS DOING

- Advertisements in trade magazines
- Entry passes in trade magazines: +- 250,000 passes
- Postal mailing to 60,000 addresses
- Monthly newsletters: +- 100,000 addresses
- Large tarps, banners, etc. along the motorway and at construction sites
- Social Media: Advertising, Google Adwords, etc.
- Docu-series – social media distribution

# WHAT YOU CAN DO:

- Invite your customers
- Distribute personal entry passes
- Invitation link in mailings
- Set up banners at sites
- Use stickers on vehicles
- Add a banner in your e-mail signature
- Send out your own mailing
- Promotion via social media
- Communicate your participation at Matexpo on your website



# PROMOTIONAL MATERIAL

PASSES + HOLDER – SITE BANNERS – VEHICLE STICKERS



# EXTRA PROMOTIONAL MATERIAL

-> ORDER VIA 'MANAGE STAND'



CARSTICKERS



CARD HOLDERS



ACCES CARDS

WERFBACHES

