



24-25-26 AUGUST 2018
CINQUANTENAIRE



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REGULATIONS AND GENERAL CONDITIONS

FOR PUBLISHERS & DISTRIBUTORS

Reserve your booth and participate in the 6th edition of the Brussels Games Festival, an event that's free, warm, popular and open to people of all backgrounds and ages: families, casual and hardcore gamers, or just those who are curious, but also to professionals from the social sector, such as teachers and speech therapists...

It's a festive but also an educational event. The Brussels Games Festival pays attention to the social, human, and relational dimension of games.

Please fill out the electronic form if you wish to participate. You can find it at <https://goo.gl/forms/QOU7cgwP3tJZzL0H2>.

For further information you can talk to Jessica at jessica.prins@brusselsgamesfestival.be

1. PARTICIPATION DETAILS

The exhibitor will attend the festival from Friday, August 24th until Sunday, August 26th, 2018 and will have a continuous presence at the booth:

- From 3pm until 8pm on Friday, August 24th
- From 11am until 8pm on Saturday, August 25th
- From 11am until 7pm on Sunday, August 26th

The installation of the booth has to be completed and the vehicles moved to the parking lot by 2:30pm on Friday, August 24th.

The exhibitor will provide Ludiris asbl, the organizer of the festival, with **2 games**, either on the day of the event **or by mail before August 10th**.

DEADLINE AND ADVANTAGES

The registrations will only be considered final after both the registration form and the payment are complete before the **30th of June, 2018**.

If you register **and** pay **before the 30th of May, 2018**, you will benefit from a reduced rate.

After the 30th of May 2018, the registration will only be validated depending on the free available spots we still have. The assignment of spots will be based on a "first come first served" basis.

The rental fee is due upon signature and according to the terms and conditions stated on the entry form. In the absence of payment on the aforementioned deadlines, Ludiris asbl may consider the membership as terminated without the need for further notice.

There will be no refunds after the payment has been processed if the exhibitor decides to cancel or experiences delays. The invoice amount will still be due by the exhibitor under any circumstance.

RENTAL FEES

Description	Before May 30	After May 30
Equipped booth (1)	249 €	349 €
Non equipped booth (2)	149 €	249 €
Additional furniture (3)	30 €	50 €
Additional lunch (4)	8 €/person	8 €/person

(1) This price includes :

- A surface of 9 m² under a tent (3m x 3m) including 3 tables and 12 chairs.
- One cold meal (sandwich) + 1 cold drink + 1 hot drink for a maximum of 3 people, on Saturday and Sunday.
- Overnight Storage space for both nights: Fri-Sat and Sat-Sun (depending on availability).
- The name and logo of the exhibitor in all our means of communication (website, booklet).

(2) A non equipped booth includes :

- A naked surface of 9 m². You will have the possibility to rent additional furniture.
- One cold meal (sandwich) + 1 cold drink + 1 hot drink for a maximum of 3 people, on Saturday and Sunday.
- Overnight Storage space for both nights: Fri-Sat and Sat-Sun (depending on availability).
- The name and logo of the exhibitor in all our means of communication (website, booklet).

(3) Every additional payment for furniture includes 1 table and 4 chairs.

(4) If you have more than 3 animators in your booth, an extra fee per person will be required.

The amounts are considered to be “all inclusive”, as the BGF organization is not liable to VAT.

CONDITIONS OF ADMISSION

Participation requests received by the organization are subject to review. Exhibitors who are admitted to the Brussels Games Festival will receive an invoice from Ludiris asbl after submitting their contract. The refusal of the organization is final and does not need to be motivated.

During assembly and the festival's opening hours, the organization may exclude any exhibitors who do not respect these conditions, who offer/sell products that do not fit the theme of the event, or who disrupt the friendly atmosphere of the festival. In this instance, there will be no reimbursement or compensation.

Applications that are only partially filled in will only be kept temporarily. Ludiris asbl is not obliged to commit to them.

FORCE MAJEURE

If the festival has to be cancelled, moved or delayed because of reasons beyond the will and grasp of the organization, payments will be reimbursed after deduction of the costs and expenses made. Such conditions might occur in the event of unforeseen economic and political events, decisions made by the authorities, or a withdrawal of the license. In this instance, the organization cannot be held responsible.

SALES CONDITION

The games being demonstrated can be sold at the exhibitor booth or at associated shops, according to

terms that are to be defined with the shops present during the festival. The organization will not demand any commission fee on those sales.

ACCOMMODATION

The exhibitor benefits from a preferential rate for his stay with our hotel partners. Discounts can be offered upon written request (by email) to the organization. Please contact us for more information on accommodation.

INSURANCE

It is the responsibility of the exhibitor to have the necessary insurances to cover his business goods, his staff and any other work-related risks and injuries that might happen to third-parties during the event. The organization cannot be held responsible in case of damage or stolen goods of any kind.

HANDBOOK (VADEMECUM)

Exhibitors will abide by the conditions mentioned in the handbook, which will be sent to them by email a few days prior to the festival. This handbook contains technical information and other instructions concerning the layout of the booths.

2. COMMUNICATION

Web communication of the BGF is based on a website, a Twitter account and a Facebook page. These information tools will be complemented by a regular newsletter using a mailing list of more than 8,000 addresses. Important and "behind the scenes" news of the festival will be presented in a fun and dynamic tone. Please do not wait too long to send us your logos and visuals that allow us to promote your booth.

We regularly organize contests for the public, allowing them to win great prizes on our Facebook page or via our media partners (newspapers, TV and radio). Do not hesitate to contact your contact person (communication@brusselsgamesfestival.be) with any proposals you might have to attract more visitors to your booth.

Use your communication tools (website, newsletter, social networks) to promote your presence at the BGF. Banners will be provided on our website which you can use in your web communication. Visitors are always keen on promotions offered in the booths and shops (such as discounts or special promotions). Let us know about your offers: we will be happy to communicate them to the public.

In order to help us with our communication, we ask you to send the following attachments to Jessica: logos and images in .png, .eps, .ai or .psd format, with a transparent background and a minimum of 300dpi.

3. ORGANIZING TOURNAMENTS

It's possible to organize one or more tournaments to get your games into the spotlight. If you would like to organize a tournament, please provide us with the following information before July 15th, 2018:

- The number of game boxes that will be required for your tournament(s)
- The prizes that will be offered to the participants

To help us organize your tournament, the planning and the registrations, please fill out the tournament section of the online gaming form (1 form per game), **before June 15th, 2018**.

Link to the gaming form: <https://goo.gl/forms/CTC8VILbPcc0rQf13>

4. BGF THEME FOR 2018: "PLAY TO LEARN, LEARN TO PLAY"

Every year since 2016, the Cultural Department of the festival chooses a theme and focuses on cultural mediation, lifelong education and social cohesion. After "accessibility to games and through games" in 2016 and "Diversity in games" in 2017, we decided this year to explore games in their educational form, as a tool for transmitting and acquiring knowledge. When used properly, games are great tools to acquire skills, stimulate the imagination, develop language and reasoning,... All while having fun.

This theme will be treated, in collaboration with our partners, through a publication (BGF Mag edition 3), many animations, meetings, debates and educational workshops, the production of educational tools, and video reports.

With this in mind, we kindly ask you to complete, for one of your games, the section called "Theme" of the online gaming form. The skill you have selected will be highlighted at your booth during the BGF. Without this information, we will not be able to present your booth in a complete manner.

Link to the gaming form: <https://goo.gl/forms/CTC8VILbPcc0rQf13>

5. PAYMENT PROCEDURE

1. Fill in this form and the extra gaming information form (1 form per game).
2. We will quickly get back to you about the availability of your request. You must send us a signed copy of these regulations.
3. If availability allows, you will receive an invoice. You must carry out payment respecting the deadlines.
4. We will send you confirmation once we have received your payment, as well as the details for your booth.
5. Please send us your logo and other illustrations/graphics we can use in the BGF promotional material in .png, .eps, .ai or .psd format, with a transparent background and a minimum of 300dpi.

Payments must be sent to the following bank account:

IBAN : BE11 7310 3677 0348 - **BIC :** KREDBEBB

NAME : LUDIRIS asbl

COMMUNICATION : COMMERCIAL NAME as declared in the form

Last name, First name:

Role:

Signature, preceded by the phrase "read and approved" :