



23-24-25 AUGUST 2019
CINQUANTENAIRE



MAIN CONTACT

Charlotte VAN DRIESSCHE
exposants@brusselsgamesfestival.be
GSM : +32 (0)494/83 66 23

Nicolas KOENIG

exposants@brusselsgamesfestival.be
GSM : +32 (0)472/59 03 74

INVOICING

Xavier HENROTAY
finances@brusselsgamesfestival.be
GSM : +32 (0) 472 46 37 85

COMMUNICATION

Tanju GOBAN
tanju@brusselsgamesfestival.be
GSM : +32 (0) 496 62 93 71

LUDIRIS ASBL

Avenue de Stalingrad 24
1000 Brussels
Business number : 0542.475.171
info@brusselsgamesfestival.be
www.brusselsgamesfestival.be

BANK ACCOUNT

IBAN : BE11 7310 3677 0348
BIC : KREDBEBB

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REGULATIONS AND GENERAL CONDITIONS

FOR GAME STORES

Reserve your booth and participate in the 7th 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 on our website : <https://brusselsgamesfestival.be/en/exhibitors-en/>

For further information you can talk to Nicolas or Charlotte at exposants@brusselsgamesfestival.be

1. PARTICIPATION DETAILS

The exhibitor will attend the festival from Friday, August 23th until Sunday, August 25th, 2019 and will have a continuous presence at the booth :

- from 3pm until 8pm on Friday, August 23th
- from 11am until 8pm on Saturday, August 24th
- from 11am until 7pm on Sunday, August 25th

The installation of the booth has to be completed, and the vehicles moved outside of the festival by 2:30pm on Friday, August 23th. At the end of the day, the vehicles will access the festival only when the police decide it.

DEADLINE AND ADVANTAGES

The registrations will only be considered final after both the registration form and the payment are complete before the **15th of June, 2019**.

If you register **and** pay **before the 15th of May, 2019**, you will benefit from a reduced rate.

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.

TARIFS DE LOCATION

DESCRIPTION	BEFORE MAY 15	AFTER MAY 15
Empty space (1)	120 €	180 €
Equipped booth (2)	300 €	400 €
Unequipped booth (3)	200 €	300 €
Table (4)	20 €	20 €
Chair (5)	5 €	5 €
Lunch pack (6)	8 €/person	8 €/person

(1) An empty space includes :

- A surface of maximum 12 m² (to be precise in this form).
- 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) An equipped booth includes :

- A surface of 9 m² under a tent, including 3 tables and 12 chairs.
- 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) A non equipped booth includes :

- A surface of 9 m² under a tent, without furnitures.
- 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).

(4) Unit price. Table dimensions : 1.20m x 0.70m.

(5) Unit price.

(6) One lunch pack include : One cold meal (sandwich) + 1 cold drink + 1 hot drink, on Saturday and Sunday.
(Nothing is available for Friday)

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

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

Posters and flyers are printed to promote the festival. Since last year, we also print and distribute folders to promote different events we organize during the year (Brussels Games Party, Vaux-Hall Summer Games, ...), or other events where we are present with our team, volunteers and partners to promote board games and the Brussels Games Festival (Made in Asia & YouPlay, BIFFF, Fête de l'Iris, ...).

Board games we use during these events are directly offered to Ludiris asbl by some editors and distributors. These societies are partners of Ludiris asbl and their games are promoted through news on our social network, and their logo printed in our folders.

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. 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.

As soon as we confirm your participation, you will receive a link to an online presentation form for your booth and your games. This form will be directly linked to a web companion application that was created and developed by our partner WannaPlay who will take over the entire schedule of the BGF 2019!

3. THÈME DU BGF 2019 : « ECO-RESPONSIBLE & MORE »

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, "Diversity in games" in 2017, and "Games as educational tools" in 2018, the 2019 theme will revolve around ecology and sustainable development.

Because of its social and economic dimension, the board gaming sector has an impact on its environment. The many challenges of sustainable development invite us to think critically about games, both as physical objects and as activities. Is the production of games compatible with ecology? How should we question our collective relationship to consumption and hobbies? And how can games encourage responsible behavior? These are some of the questions which will drive the next edition of the Brussels Games Festival, through a publication (BGF Mag), numerous animations, exhibits, videos, ...

We invite the shops to support this year's theme by offering a selection of second hand games at their booth. This is not an obligation by any means, but if this is a possibility for you (for example, by having a "second hand" shelf at your booth) you can inform us of this through the presentation form for your booth, and we will then inform the visitors of the festival.

4. RESERVATION AND PAYMENT PROCEDURES

1. Complete the sign-up form.
2. We will inform you about the available space and you will send us a signed copy of these regulations.
3. If we have space available, you will receive an invoice and must complete the payment within the indicated deadline.
4. You will receive a link to a presentation form of your booth and your games.
5. We will confirm your payment and the reservation of your booth.

Payments must be sent to the following bank account:

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

NOM : LUDIRIS asbl

COMMUNICATION : COMMERCIAL NAME as declared in the form

ORGANISATION/SOCIETY :

Last name, First name :

Role :

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