

Guidelines BELFAIR 2027

BELFAIR 2027 will take place on Thursday, 18 March and Friday, 19 March 2027 at Nekkerhal – Brussels North in Mechelen, Belgium.

By participating in BELFAIR, participants agree to comply with these trade fair regulations.

1. Participation and payment

1.1 Conditions of participation

Participation in BELFAIR as an exhibitor is open exclusively to Practice Enterprises registered within the PEN Worldwide network.

For the agreed participation period, each participant is entitled to an exhibition stand at a location assigned by COFEP. A stand may be booked for one or both days of the trade fair. Only one Practice Enterprise is permitted per stand.

1.2 Registration and payment

Registration becomes binding upon receipt of the invoice. The invoice must be paid no later than the due date stated on the invoice. Participation is only guaranteed once payment has been received by the due date.

1.3 Cancellation by the participant

If a participant cancels their registration, the registration fee already paid will not be refunded. If the invoice has not yet been paid at the time of cancellation, the invoiced amount remains payable unless COFEP expressly agrees otherwise in writing.

1.4 Changes or cancellation by COFEP

COFEP reserves the right to make changes for organisational, technical, safety or force majeure reasons. Such changes may include, but are not limited to, the opening hours of the trade fair, practical arrangements, the floor plan, the allocated stand location or the applicable rules and regulations.

Any changes required by Nekkerhal – Brussels North, Easyfairs Belgium, the emergency services, the fire brigade or any other competent authority are binding on all participants.

If BELFAIR is cancelled in its entirety by COFEP, COFEP will communicate separately with participants regarding the financial arrangements applicable at that time.

2. Trade fair organisation

2.1 Trade fair opening hours

The trade fair will be open on:

- Thursday, 18 March 2027, from 10:30 a.m. to 3:30 p.m.;
- Friday, 19 March 2027, from 10:30 a.m. to 3:30 p.m.

Participants are required to remain at the trade fair for the entire day and to ensure that their stand is adequately staffed throughout the official opening hours.

2.2 Stand set-up

Participants exhibiting on Thursday may set up their stand:

- on Wednesday, 17 March 2027, between 4:00 p.m. and 5:30 p.m.; or
- on Thursday, 18 March 2027, between 8:30 a.m. and 10:00 a.m.

Participants exhibiting on Friday may set up their stand:

- on Thursday, 18 March 2027, between 5:00 p.m. and 6:30 p.m.; or
- on Friday, 19 March 2027, between 8:30 a.m. and 10:00 a.m.

Stand set-up outside these designated times is not permitted. Failure to comply with this rule may result in COFEP refusing the participant access to the trade fair. In such cases, the registration fee will not be refunded.

2.3 Stand dismantling

Stand dismantling may only begin after the awards ceremony and closing ceremony have ended.

Participants exhibiting on Thursday only must completely clear their stand at the end of the trade fair day, so that it is available from 5:00 p.m. onwards for participants exhibiting on Friday.

Participants exhibiting on both days may leave their stand set up overnight on Thursday. Any items left at the stand remain entirely at the participant's own risk.

2.4 Parking

Paid parking is available at Nekkerhal – Brussels North. The applicable parking fees are determined by the venue operator and not by COFEP.

2.5 Organiser COFEP

The name “Nekkerhal – Brussels North” may only be used to identify the venue where the trade fair is being held. Under no circumstances may any communication suggest or imply that Nekkerhal – Brussels North is the organiser of BELFAIR.

3. Stand space and set-up

3.1 Standspace: 3,5 m (W) x 2,5 m (D)

Each exhibitor is allocated a stand space measuring 3.5 metres wide by 2.5 metres deep. All stand materials, furniture, promotional items and activities must remain entirely within the allocated stand space.

Exhibitors are not permitted to install or display signs, advertising or promotional materials outside or above the allocated stand space. Furniture, boxes, promotional materials, bags or any other items may not be placed outside the participant's own stand space.

Participants using a standard table provided through COFEP may add a maximum of two high cocktail tables. Participants who do not use a standard table may have a maximum of three high cocktail tables within their stand space.

Aisles, passageways, evacuation routes, firefighting equipment and emergency exits must remain completely clear and accessible at all times.

3.2 Stand set-up: Heras fencing or own stand

Depending on the option selected, the stand may be equipped with a Heras fence panel. The Heras fence panel may be covered with a personalised banner or with flame-retardant fabric that complies with the applicable fire safety regulations. A valid fire safety certificate must be provided where required.

Where a fire safety or flame-retardancy certificate is required, the participant must be able to provide this certificate upon request.

Participants opting to use their own stand structure must also strictly comply with the maximum dimensions of 3.5 metres by 2.5 metres. Also party tents and any other structure must remain entirely within these dimensions and must comply with the venue's safety regulations.

COFEP reserves the right to refuse any stand structure that is considered unsafe, exceeds the allocated stand space or does not comply with the requirements imposed by the venue operator.

3.3 Purchase or rental of materials

An overview of the materials available for purchase or rental can be found on :
<https://belfair.be/en/edition-2027/registration/>

High party tables with black covers can be rented through COFEP, subject to availability, at a rate of EUR 25 per table per day. A refundable deposit of EUR 50 is required and must be paid in cash. The deposit will be refunded provided that all rented materials are returned complete, on time and undamaged at the end of the participant's trade fair day(s).

Banners must be supplied in accordance with COFEP's technical specifications and will be reviewed by COFEP prior to production. The banner may be designed by the participant's marketing department or created by COFEP based on a design or concept provided by the participant. Further specifications and deadlines can be found in the [BELFAIR 2027 Banner Guidelines](#).

Flame-retardant clothes 3 metres wide and may be ordered in one or more colours of the participant's choice. It may be used to cover the Heras fence panel and/or the table. Flame-retardant clothes must be ordered through the registration system no later than 15 December 2026.

4. Electricity and network

4.1 Electricity

Each stand is provided with one electrical connection. The total electrical load is limited to a maximum of 1 kilowatt per stand. This is sufficient to power two laptops, a printer and a projector. Additional lighting is permitted using LED lights or halogen spotlights, but stage lighting is not allowed.

Laptops, computers, printers and projectors may be used provided that the maximum permitted electrical load is not exceeded. The use of any other electrical equipment requires prior written approval from COFEP. Requests must be submitted via the registration form or no later than 15 December 2026 and must include a clear description of the equipment and its power requirements.

COFEP reserves the right to prohibit the use of any equipment on site if it is deemed to pose a safety risk or is found to be in breach of the venue operator's regulations.

Participants are responsible for providing their own extension cable of sufficient length, together with a suitable and technically safe multi-socket extension lead. All cables must be positioned and secured in such a way that they do not create a trip hazard or obstruct any passageways.

4.2 Technical Installations

Access points for electricity, ventilation, heating, fire protection or any other technical installations located within, above or near the stand must remain fully accessible at all

times. No materials, including floor coverings, may be installed in a way that prevents or restricts access to these facilities.

Floor coverings are not permitted if they obstruct or restrict access to technical installations or facilities.

4.3 Wi-Fi en network

Wi-Fi printers are not permitted. Participants wishing to use a printer must ensure that it can be connected by cable.

Setting up private wireless networks, hotspots or any other devices that may interfere with the venue's network is strictly prohibited.

Any costs, compensation for damages or penalties charged to COFEP by the venue operator as a result of a participant's failure to comply with these rules may be passed on in full to the participant concerned.

5. Safety

5.1 General safety requirements

All participants must strictly comply with the fire safety regulations and safety requirements imposed by Nekkerhal – Brussels North, Easyfairs Belgium, COFEP and the competent safety and emergency services.

COFEP and the relevant safety authorities reserve the right to require the removal of any materials or to exclude participants if a stand poses a safety risk or could obstruct access or intervention by the emergency services.

Activities or materials that pose a safety risk or are in breach of the house rules of Nekkerhal – Brussels North are not permitted.

COFEP is responsible for maintaining order within the venue and on its premises. Participants must strictly comply with all applicable rules, instructions and safety requirements. Instructions issued by the COFEP team, on-site security staff or other authorised personnel must be followed at all times.

5.2 Decorative materials

All decorations, fabrics, wall coverings and other materials used at the stand must comply with the applicable fire safety regulations. As a general rule, decorative materials must be treated with an appropriate flame-retardant product.

Participants must be able to provide information regarding the nature of the flame-retardant product used, the date on which the material was treated, the period for which the treatment remains effective and, where applicable, any precautions required to maintain its effectiveness.

COFEP or the person responsible for fire safety may request a valid fire safety or flame-retardancy certificate at any time. Any materials for which compliance with the applicable fire safety requirements cannot be demonstrated may be refused or removed immediately.

5.3 Prohibited materials and activities

The following items and activities are prohibited, among others:

- open flames, candles and incense;
- decorative materials that do not comply with fire safety requirements, helium balloons and non-flame-retardant fabrics;
- straw and dried grasses;
- pyrotechnic materials and smoke machines.

Smoking is strictly prohibited throughout the entire exhibition venue. This prohibition also applies to electronic cigarettes and similar products.

The use of drones at Nekkerhal – Brussels North is not permitted without prior written authorisation from the organiser and Easyfairs Belgium, as the venue's house rules prohibit their use by the general public. Operating a drone anywhere on the premises, including for professional purposes, requires specific prior authorisation.

6. Trade fair etiquette

6.1 Transactions

Practice Enterprises that do not have a stand at BELFAIR are not permitted to carry out any sales activities within the exhibition venue. Promotional activities, product sampling and the distribution of flyers, brochures, catalogues or other promotional materials are also prohibited.

All transactions conducted during BELFAIR are strictly virtual. The sale or purchase of goods or services using real money is prohibited. Any other form of real payment or financial settlement between participants and visitors is also not permitted.

Visitors who are not affiliated with a Practice Enterprise may use a trade fair card to make purchases within the simulation. These cards are available from the COFEP desk and must be returned before leaving the venue. Purchases must remain realistic. Excessive quantities or purchases with a total value exceeding EUR 5,000 are not permitted.

It is strictly prohibited to make purchases or carry out any other transactions using the name of another Practice Enterprise, a fictitious identity or incorrect company details.

6.2 Noise and disturbance

The use of a stand must not cause inconvenience or disturbance to other participants or visitors. This includes, but is not limited to:

- excessive noise;
- obstructing entrances, exits or passageways;
- activities that significantly obstruct the visibility of neighbouring stands;
- disruptive lighting;
- activities that interfere with the safety or normal operation of the trade fair.

Music, audiovisual presentations and amplified sound are permitted provided that the volume remains at a reasonable level and does not disturb other participants. COFEP may request at any time that the volume be reduced or that an activity be discontinued.

6.3 Food and beverages

Food and beverages may only be offered or distributed in compliance with the applicable hygiene, food safety and allergen regulations.

The provision or consumption of alcoholic beverages or drugs is strictly prohibited.

Participants are solely responsible for the products they offer. COFEP reserves the right to prohibit the distribution or consumption of specific food or beverages where necessary for safety, hygiene or organisational reasons.

6.4 Cleanliness, waste and storage

Participants must keep their stand clean and tidy throughout the entire trade fair day.

Waste, paper, cardboard and other combustible materials intended for disposal must be removed regularly from the stand and its immediate surroundings. Crates, containers and packaging materials may not be stored in or behind the stands.

At the end of the participation period, the stand space must be completely cleared and left in the same condition in which it was made available by COFEP.

7. Liability and security

7.1 Material and personal belongings

Participants are fully responsible for all materials, products, equipment, documents and other items they bring to BELFAIR.

Participants are responsible for supervising and safeguarding their stand, materials and personal property during stand set-up, throughout the trade fair and during dismantling.

Neither COFEP nor the venue operator can be held liable for the loss, theft or damage of goods or personal belongings.

7.2 Damage

Participants are liable for any damage caused by themselves, their trainees, trainers or supervisors, staff members, guests or any materials or equipment they bring to the event. This includes damage to the venue infrastructure, stand materials and property belonging to COFEP, the venue operator or third parties.

Any costs for additional cleaning, repairs or replacement resulting from an act or omission by the participant may be charged in full to the participant concerned.

7.3 Cloakroom

Use of the cloakroom is entirely at the participant's own risk. COFEP cannot be held liable for the loss, theft or damage of personal belongings left in the cloakroom.

7.4 Supervision and responsibility for trainees

Participating educational institutions remain responsible for supervising their trainees throughout their entire presence at BELFAIR, including during stand set-up and dismantling. Trainees who are minors remain under the responsibility of their educational institution and accompanying trainer(s).

The trainer or designated supervisor is responsible for ensuring that trainees comply with these trade fair regulations, all applicable safety requirements and any instructions issued by COFEP.

8. Photography, video en privacy

During BELFAIR, photographs and video recordings may be taken by or on behalf of COFEP for reporting, promotional and communication purposes relating to BELFAIR and COFEP's activities. These images and recordings may be used on COFEP websites, in newsletters, presentations and publications, and on social media channels.

Participating educational institutions are responsible for ensuring that their participants are informed in advance that photographs and video recordings may be taken and that, where required, the necessary consent has been obtained.

Any participant who does not wish to be photographed may inform the organisers on site. If a photograph or video featuring a participant is nevertheless published and the person concerned wishes to have it removed, a request may be submitted to belfair2027@cofep.be. COFEP will then remove the relevant image or recording.

Easyfairs Belgium or other parties associated with the venue may also take photographs or video recordings during the event. Any such processing of images is

subject to the privacy policy of the party concerned. Participants who do not wish to be photographed or filmed should inform the photographer accordingly.

9. Order and compliance with the regulations

COFEP is responsible for the overall organisation of BELFAIR and for maintaining order during the event.

All participants are required to:

- comply with these trade fair regulations;
- comply with all practical and safety requirements;
- immediately follow any instructions issued by the COFEP team;
- comply with instructions issued by the venue operator, security staff, emergency services and other competent authorities.

In the event of non-compliance, COFEP may require the participant to cease the violation immediately.

Where necessary, COFEP may:

- require materials to be removed;
- stop an activity;
- restrict access to certain areas;
- temporarily close a stand;
- exclude the participant, either partially or entirely, from further participation in BELFAIR.

Where such measures are taken as a result of a breach of these regulations by the participant, the participant will not be entitled to a refund of the registration fee.

Any costs or damages resulting from such a breach may be charged to the participant concerned.

10. Final Provisions

By registering for BELFAIR 2027, the participating educational institution confirms that it has read and understood these trade fair regulations and agrees to ensure that all trainers, trainees and other persons participating in BELFAIR on its behalf are informed of and comply with these regulations.

COFEP reserves the right to amend these regulations where required for organisational, technical, legal or safety reasons. Any significant changes will be communicated to registered participants in advance.