

# Optical fair .BE OPTIC

## Application form exhibitor

The next edition of the optical fair .BE OPTIC will take place on the 11th January 2026 in THE EGG BRUSSELS, Rue Bara 175, 1070 Brussels. This fair is only for the professionals of the optical industry. Only the ones who has been registered and who has paid the complete fee can be admitted as an exhibitor.

Please fill the form below and return back by :  
E-mail: [info@beoptic.be](mailto:info@beoptic.be)

### Contact and invoice details :

Civility ☐ Madam ☐ Sir

Last Name: First Name:

Company: Position:

Address: Number:

City: Postal code:

Phone number: E-mail:

TAX-number: Your invoice reference:

Votre stand :	<input type="checkbox"/> Basic = 2x2m	Price : 1.000€ VAT excl.
	<input type="checkbox"/> Regular = 4x3m	Price : 1.600€ VAT excl.
	<input type="checkbox"/> Large = 8x3m	Price : 2.850€ VAT excl.
	<input type="checkbox"/> X-Large = 12x3m	Price : 4.100€ VAT excl.
	<input type="checkbox"/> Luxury = 6x4m	Price : 3.850€ VAT excl.
	<input type="checkbox"/> Empty Space – .....m2	Price : 115€ VAT excl./m2

### Options :

<input type="checkbox"/> Catering 1 pers extra	50€ VAT excl.	<input type="checkbox"/> Frigo stand 110L	80€ VAT excl.
<input type="checkbox"/> Table extra	35€ VAT excl.	<input type="checkbox"/> Frigo stand 350L	125€ VAT excl.
<input type="checkbox"/> Chair extra	5€ VAT excl.	<input type="checkbox"/> Artificial plant	45 VAT excl.
<input type="checkbox"/> floral arrangement M	75€ VAT excl.	<input type="checkbox"/> Black alu screen	45€ VAT excl.
<input type="checkbox"/> floral arrangement L	125€ VAT excl.	<input type="checkbox"/> Power supply >3Kw	.....€ VAT excl.
<input type="checkbox"/> TV 50" + Holder	200€ VAT excl.		



Name Responsible booth:

First Name:

Position:

GSM:

Product details :

Number of exhibits : .....

Your product categories which will be exhibited at the fair:

- |   |  |
|---|--|
| <input type="radio"/> Optical or Sun frames           | <input type="radio"/> Contact lenses             |
| <input type="radio"/> Optical or Sun glasses          | <input type="radio"/> Store fittings & furniture |
| <input type="radio"/> Optical accessories/Instruments | <input type="radio"/> Cleaning products          |
| <input type="radio"/> Software                        | <input type="radio"/> Audiology                  |
| <input type="radio"/> Other:                          |  |

Your brands which will be exhibited at the fair:

Brand 1:

Brand 2:

Brand 3:

Brand 4:

Brand 5:

Brand 6:

Brand 7:

Brand 8:

Do you have any remarks ?

- ☐ I give my authorization for the use of the logo's and visuals from the brands I will exhibit at the fair for the website [www.beoptic.be](http://www.beoptic.be) as for the Facebook page linked to this event.
- ☐ I confirm I have the official rights to distribute these brands for Belgium and for Luxembourg which will be exhibited by my company at the fair.

Participation fee :

The total invoice for the participation will be sent upon receipt of the registration form; this is payable upon 30 days. Once the registration and payment are fulfilled, no refund is possible in case of cancellation by the exhibitor. If the cancellation is made by the organizer of the fair, the participation costs will be refund at 100%. The exhibitor whom has registered for the booth at the fair, will pay the participation fee when he receives the invoice at reception.

## Commitment

The signer declares to have read the general rules. The signer and the company he represents gives with signature on below registered form the formal authorization which also include all the clauses which are part of the rules.

Date:        /        /

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Signature:

STAMP OF THE COMPANY



# GENERAL RULES

## CHAPTER 1 – GENERAL DEFINITIONS

### 1.1. PLACE AND DATE OF THE FAIR

THE EGG, Rue Bara 175, 1070 Brussels.

The fair will take place on Sunday 11<sup>th</sup> January 2026.

On Saturday 10<sup>th</sup> January 2026 the exhibitors must install their stand between 12.00am and 20.00pm.

On Sunday 11<sup>th</sup> January 2026:

7.00am – 9.00am: Installation of the collections by the exhibitors

9.00am – 18.00pm: Opening of the fair

18.00pm – 23.00pm: Closure of the fair and clean-up the booth.

### 1.2. REGISTRATION PROCEDURE

The participation form is attached to the general rules. To be registered, the attached form needs to be filled in. The form needs to be completed and returned signed to Selling Concept SRL by e-mail : [info@beoptic.be](mailto:info@beoptic.be), or by mail to Selling Concept SRL, BE OPTIC Registration, Droogveldstraat 33, 3404 Neerlanden. The exhibitor declares by the signed registration form his agreement and application of all clauses from the rules.

### 1.3. OBLIGATIONS AND RIGHTS - GENERALITY

- a. In the case an unexpected event happens as the non participation of one or several exhibitors, Selling Concept SRL will not refund the amount already paid by this cancelled exhibitor(s). In case of a reduced quantity of exhibitors, the participants are not authorized to cancel their registration or to claim a reduced participation fee. In case of cancellation, the expenses already made by Selling Concept SRL for the organisation of the fair will be claimed by the organizer to the cancelled exhibitor(s). The exhibitors cannot claim any compensation. In case of cancellation of the fair by Selling Concept SRL, the received amounts already paid by the exhibitors will be refunded.
- b. During the openings hours of the fair (starting at 7.00am) the exhibitors are the only responsible of their booth. There must be always at least one representative of the company on the booth .
- c. Animals are not admitted inside THE EGG neither in the outbuildings.
- d. Smoking is strictly forbidden in THE EGG or the outbuildings. It is the same rule during the set up of your booth at the beginning of the fair and the cleaning up of your booth at the end of it (Law from 19.01.2005).

- e. All costs and damages made by the exhibitor or which have been noticed on the booth after the fair are at full charges for the exhibitor and will be claimed by the organizer Selling Concept SRL as extra cost above the participation amounts already paid by the exhibitor at his registration.
- f. The stipulations of the present rules represents the whole engagement of the concerned parties. The fact that one or more clauses haven't been requested by one of the parties, doesn't mean that these rights are not applicable.
- g. The courts of Brussels are the only one competent in case of dispute. From their participation the exhibitors must remain responsible from their booth during the whole fair.
- h. In case of inadmissibility, all complaints from an exhibitor against the organizer of the fair, Selling Concept SRL, must send a mail against signature of the receiver, the organizer, at latest two weeks after the fair.
- i. Due to the risks linked to the Covid19 crisis, all exhibitors and their staff undertake to respect the sanitary measures which will be in force at the time of the show.

## CHAPTER 2 – THE FEE DUE BY THE EXHIBITOR

### 2.1 FEE PER BOOTH

The fee is due for the period of the fair and covers the place of the booth and the services taken care of by Selling Concept SRL: tables, chairs, banners, invitation cards, drinks, catering, receptionist, security agent, insurance, website of the fair, etc... The price per exhibitor depends of the choice of the proposed. The prices are in Euros excluding the VAT (21%)

### 2.2 PAYMENT MODALITY

- a. The exhibitor will receive a proforma invoice equivalent to 100% of the stand price upon receipt of the registration form. The invoice is payable upon 30 days. The registration is confirmed when the pro-forma invoice is paid. The exhibitor will only be accepted at the fair when the invoice is paid as stipulated in this contract within the requested time limit.
- b. Important information for foreign exhibitors concerning the VAT application. Since the 1st January 2011, only the access and the performance linked to the access where the event will take place will be subject to the VAT. All other performances will be subject to the new rule (perception by the taker). The VAT will no more be applicable to foreign exhibitors.
- c. If case of non payment on the requested date limits for even a small amount or due to bankruptcy or insolvency, the exhibitor will loose the reserved booth and without notice, the exhibitor will pay 10% of late fees every beginning month until the due amount has been paid.

- d. Once the inscription form has been sent by the exhibitor, he's obliged to go on with his registration request and pay the total amount even if he wishes to cancel it for whatever reason.

## CHAPTER 3 – EXHIBITORS AND SHOWED PRODUCTS

### 3.1. RESTRICTIONS & SANCTIONS

- a. Only the brands and materials mentioned on the registered form and which are conforming to the present regulations are allowed on the fair in the authorized limits of the booth.
- b. The booths must be occupied by the contract holder who will only expose the brands and products as requested on the registered form. The contract holder is not allowed to give, to rent or to exchange on free base or for payment to a third party unless approved by Selling Concept SRL.

## CHAPITRE 4 - VARIOUS

### 4.1. PHOTOGRAPHY

Selling Concept SRL has the right to take pictures during the fair. These pictures will be used for informational and communicative purpose only for the website of the fair and the Facebook page linked to this event. Every exhibitor has the right to ask a digital copy of the pictures taken during the fair.

#### PUBLICITY

It is forbidden to show or to make publicity in favor for other brands or products not mentioned on the registered form from the exhibitor.

#### EXONERATION OF THE RESPONSABILITY

In case one of the exhibitors won't respect the actual regulations or other legal regulations, the exhibitor will take the complete responsibility of the violation and warrants Selling Concept SRL against all pursues from the situation and against all claims and damages.

### 4.2. JURIDICITION CLAUSE

All disputes concerning the application or interpretation of the present regulations will be forwarded exclusively to the courts of Brussels.

### 4.3. LEGAL ASSURANCE

The exhibitors will insure their goods and members of their personnel as conform from the legal dispositions.

### 4.4. THEFT

As previously mentioned a security guard will be available during the fair at THE EGG. This service is not a warranty against theft. If the exhibitors wishes an extra person in their booth, they can but at their charge. Also, Selling Concept SRL requests his exhibitors to take an insurance for all risks which also includes theft. These insurances allows a declaration of a theft to the Police in short notice.

Selling Concept SRL cannot be held as responsible in case of loss or theft of material and products.

#### 4.5. RESPONSABILITIES

Neither Selling Concept SRL, neither THE EGG, neither the city of Anderlecht can be responsible in case of partial or total interruption of the lights, electricity or water which would cancel or interrupt the event. This is also applicable in case of fire, theft, loss, accidents or damages to objects or furniture in the buildings. <sup>[L]</sup><sub>[SEP]</sub>

#### 4.6. NON APPEAL

The contracted parties and their insurance contracted to this regulation confirms they will not go into any appeal against themselves or:

- THE EGG, whom provide the building and certain services to the fair
- Selling Concept SRL, organizer of the fair
- organs, personnel, agents, etc. This non appeal needs explicit to be mentioned in the contract between the exhibitor and the insurance. <sup>[L]</sup><sub>[SEP]</sub>

Selling Concept SRL

Frederic Graumenz