



Frequently Asked Questions

When will Beleef be held in 2024?

Data:	Tuesday 10 th to Saturday 14 th of September 2024
Opening hours for exhibitors:	From 8:30 to 18:00
Opening hours for visitors:	From 10:00 to 17:00

How can I register for the event?

You can send an e-mail to eventsales@roularta.nl for more information and a quotation.

When will I receive the floor plan with the location of the stand and the exhibitor's guide?

Mid July 2024 you will receive the floor plan with the location of the stands. From that time on, the exhibitor's guide can be downloaded from your own [Exhibitors Portal Page](#).

When can I construct, decorate and equip my stand?

This can be done on Sunday 8th of September 2024 from 9:00 to 18:00 and on Monday 9th of September 2024 from 8:00 to 20:00.

PLEASE NOTE: Exhibitors using standard booth construction can decorate their stalls only on Monday 9th of September from 08:00 to 20:00. **Attention:** The halls are not accessible for cars on this Monday.

When can I dismantle my stand?

Dismantling takes place on Saturday 14th of September from 17:30 to 22:00 and on Sunday 15th of September from 8:00 to 14:00. During this time the halls are freely accessible. From 17:35 you can arrive at the grounds of the Jaarbeurs Utrecht, from P2. Before 17:45 the grounds of the Jaarbeurs are not accessible! Trucks cannot enter earlier than 19:30. (Two hours after the closing of the event). Trucks need to reserve a timeslot: [Click Here](#).

Does my staff need exhibitor passes?

For constructing and dismantling your stand, your staff does not need a pass. Passes are needed only during the event. These anonymous passes are valid for all days of the event. Every stall holder is issued 5 passes. Please ask for more when necessary.

If your team changes daily, please appoint one member to collect the passes at the end of each day and redistribute them to the next shift.



What is meant exactly by the standard stand construction?

The standard stand consists of white walls - 250 cm x 100 cm x 3 cm built on an aluminium frame. At the open end is a fascia, the Freeze, with the company name you sent us (organisatie@beleefevent.nl).

In consultation with the stand builder you can put up your own logo or text.

A movable double spotlight is fixed on the fascia (Freeze). Electricity for these spots is provided by us. The stand should be returned undamaged and clean; so no holes, screws, nails or adhesive. For hanging things on the walls, please use S hooks and thread/wire.

I have not taken a standard stand, can I use the back wall of my neighbour's stand?

No, you cannot. You should build a solid stall of at least 2.5 meters in height. If your stall is higher, you should be able to show a detailed floor plan. The outside of the walls above the height of 2.5 meters should be neutral, neat and without branding (for exceptional cases please contact us).

Can I hang or fix anything on the walls of a standard stand?

Yes. However the stalls should be returned without holes, nails, screws or any rests of adhesive. You may use S-hooks and thread/wire and removable adhesives.

On request the stand builder can fix very large posters in your stand at little extra cost.

What is the floor covering of the standard stand like?

Standard floor covering consists of anthracite grey floor tiles. If you want a different covering, please contact us: organisatie@beleefevent.nl or phone: +31 35 6925270.

Where is the power connection in the stand located?

You can order a power connection through [the webshop](#) of the Jaarbeurs. In the webshop, you can specify where in your stand you would like to receive the power. Taking electricity is not mandatory.

Is there sufficient light in my stand?

There is sufficient light in the halls. In addition, there are spotlights on the fascia boards (Freeze) of the standard stands (1 per 4m²). The electricity for these spotlights is provided by us. You can order extra electricity through the webshop of the Jaarbeurs.

When will I receive the exhibitor's guidebooks?

After confirmation you will receive a log-in for the Exhibitioner's Portal. In your portal all items concerning the event can be arranged in your [Exhibitor Portal](#).

Where can I organize the decoration for my stand?

You can order this via your own Exhibitors Portal Page.



Where can I organise furniture for my stall?

For furniture, please use the Adexpo web link from your own Exhibitors Portal Page.

Is it possible to deliver packages at the Jaarbeurs?

It is possible to send packages to DB Schenker.

Envelopes and small packages:

DB Schenker

Inzake Beleef 10 - 14 september 2024

[Name exhibitor, hall- and standnumber](#)

Van Zijstweg 21

3521 AB Utrecht

You have to pick up the packages at DB Schenker

Big packages and pallets

DB Schenker / Beleef 2024

<Exhibitor name>

<Hall- and standnumber>

Route 100

Ingang : Van Zijstweg 21

Gebouw 37 – deur 120

3521 AB Utrecht, Nederland

Be aware: Please contact DB Schenker if you have any questions about sending and delivering packages: 030-4100450 or fairs.utrecht@dbschenker.com

The opening hours are Monday until Friday from 08:00-17:00. During construction days, DB Schenker is also open in the weekend.

Where can I store my pamphlets and other things during the event?

Standard stand owners can order a “pantry” (lockable/ white walls). You can also order a lockable counter; see catalogue on your Exhibitioner’s Portal Page. For larger storage facilities use the form “Logistic Services” from the Portal Page. (DB Schenker, fairs.utrecht@dbschenker.com).

Can I leave my things in the stall overnight?

At night the Jaarbeurs is closed. However, you yourself remain responsible for the things in your stand. We advise you to keep valuables under lock and key, or to take them with you. If you want uniformed guards for your stand you can request this at the Jaarbeurs Services (Portal Page).



When will I be informed about the location of my stand?

Location and stall number will be published in mid-July 2024.

Am I allowed to hold surveys among the visitors and hand out pamphlets?

Yes, but solely in your own booth. Apart from special agreements – confirmed in writing – all activities should take place within your stand. It is strictly forbidden for exhibitors, other firms or individuals to distribute flyers, hold surveys, advertise or in any other way approach visitors in the vicinity of Be!eef. Trespassers will be ordered to leave immediately.

How do we dispose of rubbish?

You are responsible for cleaning up your own waste. Your stand and aisle must be left clean. You should take your waste with you or you can order a waste container from Jaarbeurs via their website. Any waste left behind will be removed at your expense. Waste facilities and stand cleaning can be ordered through your [Exhibitor Portal](#).

Can I use sound reinforcement during the event?

Make sure that others are not inconvenienced by the activities at your booth. Especially noise disturbance can be very annoying for neighbouring exhibitors who are having conversations with clients. It is a good idea to inform your immediate neighbours in advance if you are organising activities at your booth that may cause disturbance. If you plan to use live or amplified sound, you must request permission from the event's organization. However, we reserve the right to withdraw permission in case of (noise) nuisance.

What are the catering options for exhibitors?

During the set-up days of the event (September 8th and 9th), food and drinks are available at Restaurant Speys in the central hall of the Jaarbeurs. Additionally, coffee and tea are offered to all set-up staff at the information desk in Hall 8.

During the days of the event, there are several catering options available:

- You can arrange catering for your booth staff by yourself and bring it from home.
- You can order food and drinks through the Jaarbeurs website, which can be delivered fresh to your stand daily by Jaarbeurs Catering.
- You can purchase food and drinks at various catering points on the event floor (please be aware of potential queues due to crowds).
- Every event day, complimentary coffee and tea are available for your employees between 08:30 and 09:30 at the entrance in Hall 8.