



# EXHIBITOR MANUAL



10TH - 14TH  
SEPTEMBER 2024





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## Participation Be!eef

Thank you very much for your participation in Be!eef 2024. This preliminary information is intended to give you more information about the logistics before and during the event in order to ensure that everything runs smoothly. If things change in the run-up to the event, you will be notified by email.

If you have any questions, please do not hesitate to contact us via [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl) or +31 35 69 25 270.

Use the checklist on the next page to make sure you haven't forgotten anything. In our exhibitor webshop, you will find various manuals where you can find other practical information and weblinks to our suppliers.

### 1. Organization & Event details

#### Organization

Roularta Media Nederland – Roularta Events  
Spaklerweg 53  
1114 AE Duivendrecht  
Telephone: 035 – 69 25 270  
E-mail: [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl)

#### Adress Event

Jaarbeurs Utrecht  
Hall 7, 8 en 9  
Jaarbeursplein  
3521 AL Utrecht

#### Customer Service Jaarbeurs

In [the webshop](#) of De Jaarbeurs you will find information and the possibility to order different facilities; such as crew catering, water connection, internet and cleaning services. You can reach the Customer Service via [service@jaarbeurs.nl](mailto:service@jaarbeurs.nl) or via +31(0)30 – 295 29 99.



## 2. Checklist and Deadlines

Datum	Omschrijving	Actie
August 21st 2024	Elektric orders <b>directly in the Jaarbeurs webshop</b>	Jaarbeurs webshop
August 21st 2024	WiFi and catering	Jaarbeurs webshop
August 21st 2024	Rigging and water connections <b>directly in the Jaarbeurs webshop</b>	Jaarbeurs webshop
August 23rd 2024	Pantry (Only when you order our stand construction)	Mail to <a href="mailto:organisatie@beleefevent.nl">organisatie@beleefevent.nl</a>
August 23rd 2024	Name on the Text Board (Only when you order our stand construction)	Mail to <a href="mailto:organisatie@beleefevent.nl">organisatie@beleefevent.nl</a>
August 30th 2024	Exhibitors entrance passes <b>You will receive 5 passes after the full payment</b>	Exhibitors Portal Page or mail to <a href="mailto:organisatie@beleefevent.nl">organisatie@beleefevent.nl</a>
September 3rd 2024	Furniture	AdExpo (link in Exhibitors Portal Page)
September 5th 2024	Audio-visual equipment	Promosound (link in Exhibitors Portal Page)
September 7th 2024	Early construction day for personal construction (additional costs!)	Mail to <a href="mailto:organisatie@beleefevent.nl">organisatie@beleefevent.nl</a>
September 8th 2024	Construction day for personal construction	
September 9th 2024	Construction day for standard and personal construction	
<b><u>10th – 14th September</u></b>	<b><u>Beleef</u></b>	



### 3. Dates and opening hours

#### Eventdays

Tuesday 10th until Saturday 14th of September 2024

#### Opening hours for visitors

Tuesday 10 September 10:00 - 17:00 hrs

Wednesday 11 September 10:00 - 17:00 hrs

Thursday 12 September 10:00 - 17:00 hrs

Friday 13 September 10:00 - 17:00 hrs

Saturday 14 September 10:00 - 17:00 hrs

#### Opening hours for exhibitors

Tuesday 10 September 08:30 - 18:00 hrs

Wednesday 11 September 08:30 - 18:00 hrs

Thursday 12 September 08:30 - 18:00 hrs

Friday 13 September 08:30 - 18:00 hrs

Saturday 14 September 08:30 - 18:00 hrs

#### Construction hours – Set-up\*

Sunday September 8th 09:00 – 18:00 hrs – Only accessible for exhibitors who use their own stand construction

Monday September 9th 08:00 – 20:00 hrs (No access for vehicles inside the venue)

\*There is a possibility for early construction on Saturday September 7<sup>th</sup> between 09:00 – 17:00 hrs, only accessible for exhibitors who use their own stand construction. An extra fee will be charged of €875,- excl. VAT. Request this option via [organisatie@belefevent.nl](mailto:organisatie@belefevent.nl)

#### Construction hours – Dismantling\*

Saturday September 14th 17:30 – 22:00 hrs – no access for vehicles inside the venue

Sunday September 15th 08:00 – 14:00 hrs – only accessible for exhibitors who use their own stand construction

\*Dismantling of the organizations stand constructions starts on September 14<sup>th</sup> at 19:30. Please make sure your stand is empty by that time.



#### 4. Set-up and dismantling procedures

For the set-up and dismantling days, vehicles must register at least 48 hours in advance in the Vehicle Registration System (VRS) of DB Schenker and book a time slot. Afterwards, you will receive a vehicle-specific access pass. Please note: without a pre-booked time slot, it is not possible to access the loading and unloading zones of the Jaarbeurs. Make sure to register and reserve before arrival!

You only need a time slot reservation during set-up and dismantling days. During the event period, vehicles may report directly to the required location. [Click Here](#) to register a vehicle and reserve a time slot via DB Schenker. If you have any questions about the registration system, please contact DB Schenker directly at +31 (0)30 410 04 50 or [fairs.utrecht@dbschenker.com](mailto:fairs.utrecht@dbschenker.com).

The construction and dismantling of an event demands much coordination and movement of materials. To help assure a smooth and efficient stream of vehicles and materials, we enforce the following rules:

- Vehicles are not permitted in the loading and unloading zone between 23:00 – 07:00.
- Prior to 23:00 all vehicles must exit the loading and unloading zones.
  - Cars, busses, and trailers receive **maximum 60 minutes** for loading/unloading.
  - Trucks receive **maximum 120 minutes** for loading and unloading.
- If the time limit has expired, please park your vehicle on a parking lot outside the loading and unloading zones.
- If the vehicle exceeds the above described time limits the **fee assessment will be €120,-**.

After loading and unloading, you can park your vehicle at P2 all day long. No trucks or (detached) trailers are allowed to be left in the loading and unloading zones or parking lots. They will be removed, and costs will be charged. Truck parking during exhibition days is possible at the following locations:

- De Vlampijpstraat, Tractieweg and Gietijzerstraat at business park Cartesiusweg (3534 AR)
- Business park Lage Weide (3542 AB)
- Business park Kanaleneiland-Zuid (3526 BD)



### Set-up and dismantling days

- Use **Route EB (Expeditie Bridge via P2)**: Truus van Lierlaan, 3527 KZ Utrecht
- Your time slot begins upon arrival at the Jaarbeurs. After scanning your time slot, you draw an entry ticket at the access gate. The vehicle license plate and your arrival time are linked to this entry ticket.
- Arrive on time! If you arrive later than your reserved time slot, this time will be deducted from the allowed loading and unloading time or there is a chance you will have to wait until a space becomes available.
- The exit point is via **Route 200**

### Event period

- Use **Route 200**
  - *This may differ on a given day; follow the instructions of the Traffic Controller.*
- Upon arrival at the access gate, draw a ticket. Be aware: the vehicle height sensor measurement and the appropriate loading and unloading time are linked to this entry ticket.
- On the last event day, the 'set-up and dismantling' period scenario (above) applies to stand dismantling.

### Navigation addresses

**Route EB:** Truus van Lierlaan, 3527 KZ Utrecht

**Route 200:** Fentener van Vlissingenkade 2, 3521 AA Utrecht





## 5. Own stand construction

### Set-up

Setting up your own construction is possible from Sunday September 8th from 09:00 – 18:00 hrs and on Monday September 9th from 08:00 – 20:00 hrs. There is a possibility for early construction on Saturday September 7th from 9:00 – 17:00 hrs. Please request this option via [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl). The extra fee for early construction applies € 875,- excl. VAT.

Please keep in mind that on Monday September 9th vehicles are not allowed in the halls. Only on Sunday 8th you will be able to enter the halls.

### Dismantling

Dismantling takes place on Saturday September 14th from 17:30 – 22:00 hrs and on Sunday September 15th from 08:00 – 14:00 hrs.

#### Dismantling vehicles below 7500kg:

Dismantling vehicles below 7500 kg are welcome after the closing of the event. Vehicles that arrive too early, will not be allowed on the site. It is not allowed to park on the public road or wait there until you can enter the site. The public road must remain clear at all times.

#### Dismantling vehicles above 7500 kg:

Dismantling vehicles above 7500 kg are welcome two hours after the closing of the event. It is necessary to book a time slot. [Click Here](#) to register a vehicle and reserve a time slot via DB Schenker. Vehicles that arrive too early, will not be allowed on the site. It is not allowed to park on the public road or wait there until you can enter the site. The public road must remain clear at all times.

Furniture and equipment from our suppliers Adexpo and Promosound will be collected on Saturday 14th at 17:30 hrs. Please make sure the stands are completely empty. On Sunday September 15th the venue will be cleared at 14:00 hrs. Any left behind materials, tape, items or trash will be disposed by De Jaarbeurs. Extra costs for cleaning will be charged.





## 6. Standard stand construction – placed by Be!eef

### Set-up

When you use our standard construction you can setup only on Monday September 9th from 08:00 – 20:00 hrs. Please keep in mind that vehicles are not allowed inside the halls on Monday.

### Dismantling

Dismantling of the standard construction takes place on Saturday September 14th from 17:30 – 22:00 hrs. Please make sure you have cleared your stand from all materials and furniture. The stands will be dismantled from 19:30 onwards.

#### Dismantling vehicles below 7500kg:

Dismantling vehicles below 7500 kg are welcome after the closing of the event. Vehicles that arrive too early, will not be allowed on the site. It is not allowed to park on the public road or wait there until you can enter the site. The public road must remain clear at all times.

#### Dismantling vehicles above 7500 kg:

Dismantling vehicles above 7500 kg are welcome two hours after the closing of the event. It is necessary to book a time slot. [Click Here](#) to register a vehicle and reserve a time slot via DB Schenker. Vehicles that arrive too early, will not be allowed on the site. It is not allowed to park on the public road or wait there until you can enter the site. The public road must remain clear at all times.

Furniture and equipment from our suppliers Adexpo and Promosound will be collected on Saturday 14th at 17:30 hrs. Please make sure the stands are completely empty. Only with permission of the organization is it possible to collect items on Sunday 15th, contact [organisatie@belefevent.nl](mailto:organisatie@belefevent.nl). Keep in mind that your items will be unprotected. Any left behind materials, tape, items or trash will be disposed by De Jaarbeurs. Any extra costs for cleaning will be charged.



## 7. Liability, logistics and delivery, waste and security

### Liability

We would like to point out that the organization is not responsible for injury of persons and/or loss of goods during the entire period of the fair (including set-up and dismantling days). In addition, you are obliged to ensure adequate damage, fire theft and accident insurance.

### Logistics & delivery

For transport, delivery, customs and unloading materials you can contact DB Schenker. DB Schenker fairs & events is the logistic partner of the Jaarbeurs en provides the following services:

- Transporting goods from the company to the event and vice versa
- Unloading and/or loading goods at the Jaarbeurs complex
- Temporary storage of goods before or after the event
- Storage of empty packaging material during the event
- Rental of various equipment (such as pallet trucks, forklifts, etc.)

For any questions regarding logistical services before, during, and/or after the event, please contact [fairs.utrecht@dbschenker.com](mailto:fairs.utrecht@dbschenker.com) or via +31 (0)30-41 00 450.

### Waste

During the set-up and dismantling of the stalls, no rubbish may be left in the corridors. If you do not want to dispose your rubbish yourself, you can order containers or cleaning services via [De Jaarbeurs webshop](#).

When you use adhesive tape, please use tape that can easily be removed. The exhibitor will be charged for the removal of tape rests that are left on stand walls or the floor. You should leave your stand surface completely empty and clean.

### Security

During the day, security will be present. At night, the venue is closed off, but keep in mind that leaving valuable items in your stand is at your own risk. If you would like uniformed security staff, you can request this via the [Exhibitor Portal](#).

8. Overview map Jaarbeurs





## 9. Requirements & terms of stand construction and activities

### Stand design approval

If you want to build your stand higher than 2.5 meters, you should be able to show a detailed floor plan and construction drawing. The backside of the walls above 2.5 meters should be neutral, neat and without branding. Multi-floor constructions should always be approved by the organization, the fire department and the municipality of Utrecht. Send your request to [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl)

### Construction requirements

When constructing your own stand, you are required to build separation walls at the back and at the sides where a neighboring stall is situated. You are not allowed to use the back- or side- walls of your neighbor's stand. You should build a solid stand of at least 2.5 meters in height. The floor must be covered. If you work with (metal) trusses, scaffolding pipe or any metal objects, the construction must be visibly and verifiably grounded if, in any way, electricity is present on, in or underneath the construction. Electric hoists also fall under electricity.

### Standard stand construction

If you have ordered standard stall construction, your stand will be built and dismantled by us. The stand consist of 2.5 meters high white walls, a name board, one spotlight per 4m<sup>2</sup> and anthracite grey floor tiles. You can send the name you would like to see on the name board to [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl)

The stalls must remain undamaged; so no holes, screws or nails in the walls. For hanging things on the walls, please use S-hooks and thread/wire obtainable in do-it-yourself stores. Most walls are 3 centimeters thick. When we find any damage in the walls, €125,- excl. VAT will be charged per wall (100 x 250 cm).



*Example of a 5x3 meters wall-stand with white walls, a name board, and spotlights*

### **Electricity**

An electricity connection can be requested through the Jaarbeurs webshop. Purchasing electricity is not mandatory. In the webshop, you can indicate where in your booth you would like to receive the electricity. The Jaarbeurs webshop will be open starting from June 1st.

### **Preventing noise disturbance**

It might be wise to inform your neighbours in advance if you are going to organise activities that could lead to some disturbance. If you want to make use of live or amplified sound, you should have permission of the organization. However, we reserve the right to withdraw this permission in case of (noise-) disturbance.

### **Water regulations**

Every exhibitor working with water, **must** report this to the organisation, because of possible legionella infection. During a possible inspection by the Jaarbeurs, each exhibitor is obliged to sign a statement that they have taken all precautions, will cooperate with all possible inspections and accept any liability when it is proven that he has not followed the regulations or in case of contamination by the water in his stand. A water inspection (carried out by the MTD on behalf of the Jaarbeurs) is mandatory. There are costs associated with the water inspection.

How to order a water connection: please order this in the [Webshop of De Jaarbeurs](#).

**Fire safety**

All material used in construction of the stalls must be within fire class 1 or 2 according NEN 6065, NEN 6066 (norm Fire Service Utrecht).

**Sampling and selling food**

Jaarbeurs Catering Services is the lawful distributor of food and drinks on the Jaarbeurs Utrecht fairgrounds. It is not allowed to grant catering facilities, distribute catering products (sampling) or deliver these products to third parties without written authorisation from the organization and under conditions of the Jaarbeurs Catering Services.



## 10. Information for exhibitors

### General regulations

We advise you to read the [General Regulations](#) attentively. It contains all terms and conditions for participating in Beleef.

### Exhibitors passes

With your registration you will receive 5 exhibitors passes. Without this pass you have no access to the fair. You only need these during Event days. When you need extra passes, you can order these via [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl)

### Last minute surcharge

If an order is placed in the period from August 21st to the end of the fair, there will be a 25% surcharge. This surcharge applies to all orders, like electricity / water supply, construction of stalls and furniture.

### Invoice

We will send the invoice from July 1<sup>st</sup> 2024. We remind you to pay the invoice within the terms of payment. By late payment you lose the right to participate in the fair, but not the obligation to pay. See General Regulation, Article 7. In any case, the invoice must have been paid before the first day of construction.

### Location and stand number

Mid July you will be provided with your location and stand number in the halls 7 and 8.

### Exhibitors entrance

During event days the main entrance in hall 8 is open from 08:30 until 18:00 hrs for exhibitors.

### Supply during exhibition days

From 08:30 to 09:30 hrs door 111 of hall 9, which can be reached via the courtyard of the Jaarbeurs, will be open for exhibitors who wish to carry goods. Please note, after 9:30 am you can only enter the hall through the main entrance.

### Catering for exhibitors

During the construction days of the fair (8 and 9 September), food and drinks are available in Restaurant Speys, in the central hall of the Jaarbeurs. There is also coffee and tea ready for all construction employees free of charge at the information desk of hall 8.





During the event days there are a number of options regarding catering:

- You take care of the catering for your stand staff yourself and take food from home.
- You order food and drinks via [the webshop](#) of the Jaarbeurs. This will be delivered fresh to your stand daily by the Jaarbeurs Catering.
- You can buy food/drinks at one of the various catering points on the exhibition floor (note: queues due to crowds!).
- Every exhibition day between 08:30 and 09:30 hours, free coffee and tea is ready for you and your employees at the entrance of hall 8.

### **Routing & parking**

You can order parking tickets in advance via the website of De Jaarbeurs:

<https://www.jaarbeurs.nl/en/practical-information>. Please check this website for any changes of the routing.

### **Public transport**

De Jaarbeurs is located next to the largest station in the Netherlands, Utrecht Central Station, and is therefore easily accessible by train/bus/tram. From the central station hall, follow the signs "Jaarbeursplein". The hall complex is across the street.

### **Furniture**

It is possible to rent furniture through our supplier; Adexpo. The advantage is that there are no costs for transport. Check [the webshop](#) to order the furniture. It is also a possibility to bring your own.

### **Audiovisual equipment**

It is possible to rent AV-equipment with our supplier Promosound, such as a LCD screen or an iPad. The advantage is that there are no costs for transport and service is available on site. You can request a quotation via [the webshop](#).



## 11. Communication & Press

### Communication toolkit

After your registration, you will receive a communication toolkit. As an exhibitor, we are happy to provide you with tools to make your exhibition participation known. We have various options in the toolkit:

- An article for your own digital newsletter
- A banner
- The logo of Beleef
- Requesting tickets for clients
- Social media posts

Request our toolkit via [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl)

### Exhibitors list

We will mention the company name that is entered on the registration form on our website in the list of participants. When the name is incorrect please message us via [organisatie@beleefevent.nl](mailto:organisatie@beleefevent.nl). You can find the exhibitors list mid-August on our webpage: [Deelnemers - Beleef \(beleefevent.nl\)](http://Deelnemers - Beleef (beleefevent.nl))