



Exhibitor Guide

GLOBAL SOF SYMPOSIUM BELGIUM

Brussels, October 1-3, 2019

The Global SOF Symposium - Belgium will be the 4th Global Special Operations Forces (SOF) Foundation event in Europe. The previous year's event in Madrid, Spain, brought in 400+ attendees from 30 Nations.

Le Plaza Hotel Brussels
Boulevard Adolphe Max 118
1000 Bruxelles
Belgium

GLOBAL SOF SYMPOSIUM - BELGIUM 1-3 OCTOBER 2019 // BRUSSELS



1 GENERAL INFORMATION

1.1 Venue

The meeting will take place at the Brussels Le Plaza Hotel.

Website: <https://www.leplaza-brussels.be/fr/>

Check out some pictures of the Hotel Plaza [by clicking here](#).

Address: Boulevard Adolphe Max 118 – 1000 Bruxelles – Belgium

Access: How to reach the hotel?

- **Public transport from the airport:** The Le Plaza Hotel is located about 30 minutes from Brussels airport.
 - *By Train:* The airport train station is located below the terminal (basement level -1). Up to 4 trains per hour connect the airport to Brussels North station.
 - *By Taxi:* Taxis are easily to be found in front of the airport. Airport – Le Plaza Brussels will cost you approximately 50 euros and will take you about 20 minutes.
- **Public transport from the Midi train station:**
 - *By Métro/Tram:* Take the line 6, direction Simonis Elisabeth, to the Rogier station.
 - *By Taxi:* Taxis are easily to be found in front of the station.
This will cost you approximately 15 euros and will take you about 10 minutes.
- **Public transport from the North train station:**
 - *By foot:* (5 minutes): Take the rue du Progrès and head towards place Rogier. Go straight ahead until you reach the Le Plaza Hotel on the right side of the boulevard.
 - *By Métro/Tram:* Take line 3 or 4, direction Churchill or Stalle, to the Rogier station.
- **Public transport from the Central train station:**
 - *By Metro:* Take line 1 or 5, direction Gare de l'Ouest or Erasme. Get off at De Brouckère station and take line 3 or 4, direction Esplanade or Gare du Nord, to the Rogier station.
 - *By Taxi:* taxis are easily to be found in front of the station.
This will cost you approximately 10 euros and will take you 5 – 10 minutes.
- **From anywhere else using public transportation:** Plan your trip using the [STIB trip planner](#).
- **By Car:** The direction of traffic on Boulevard Adolphe Max and Maline Street has been changed, and most GPS are not up to date. To reach the hotel, take Boulevard Emile Jacqmain, then rue du Pont Neuf to go up on Adolphe Max.
The hotel has a secure parking with valet service (for an extra fee).
Plan your trip using [Google Maps](#).

1.2 Internet

Basic open wireless connectivity (not for streaming, downloads, or demos) will be provided at the Symposium in the Exhibition hall and shared among all attendees.

1.3 AV

For any question regarding your AV needs, please reach out to Yves Denuit at yves.denuit@avp.be or +32(0)3 271.13.03.

Any AV order will need to be ordered through AVP using the list below:

FLATSCREEN DISPLAYS

32" / 80cm Led flatscreen video and data display full HD res. 1920 x 1080
40" / 102cm Led flatscreen video and data display full HD res. 1920 x 1080
46" / 116cm Edge Led Flatscreen Monitor full HD res.
with internal memory/usb connection
55" / 139cm Edge Led Flatscreen Monitor full HD res.
with internal memory/usb connection
65" / 165cm Edge Led Flatscreen Monitor full HD res.
with internal memory/usb connection
75" / 191cm Edge Led Flatscreen Monitor full HD res.
with internal memory/usb connection
95" / 241cm Edge Led Flatscreen Monitor full HD res.
with internal memory/usb connection

CREATIVE SEAMLESS FLATSCREENS

46" / 116cm Seamless Edge Led Flatscreen full HD res. 5mm bezel
with internal memory/usb connection
Videowall 2x2 206cm x 117cm
Videowall 3x3 309cm x 175cm
Videowall 4x4 412cm x 234cm
Creative walls vertical/horizontal
1x2, 2x1, 3x2, 2x3, 3x1, 1x3, 1x4, 1x5, etc...

TOUCHSCREEN DISPLAYS

46" / 116cm Edge Led Flatscreen Monitor full HD res.
multi-touch interactive display
65" / 165cm Edge Led Flatscreen Monitor full HD res.
multi-touch interactive display 11

MULTIMEDIA / IT-EQUIPMENT

Computers:

Multimedia laptop I7 + MS Office UK
MacBook Pro with Keynote or Q-lab
iMac 21"/24" HD, 2,66Ghz Dual core 4Gb ram, 640 GB HD

Printers:

Laserjet black and white printer
Deskjet colour printer
Colour laser printer
Multifunctions scanner/printer
prices excl. toner/cost printed pages

Monitors:

19" monitor (4:3)
22" full HD monitor (16:9)
24" full HD monitor (16:9)

The deadline to submit orders is September 1st, 2019. No onsite orders will be available.
Website: www.avp.be

1.4 Shipments

We highly recommend that you hand carry your booth materials to avoid hold-ups at customs. However, if you plan to ship items please use the following format:

ATTN: Bart T'Jampens
2019 Global SOF Symposium (Oct 1-3)
Exhibitor *Company Name/Booth #*
Le Plaza Hotel Brussels
Blvd Adolphe Max, 118 - 126
1000 Bruxelles
Belgium

*Note: The hotel will start accepting packages on **September 26, 2019**. Please note that there could be delays due to custom handling, so plan accordingly.*

2 POPLAR EVENTS – CONTACT DETAILS

Poplar Events is a Brussels-based event services provider, our prices are very competitive (no transport or accommodation costs). Our capabilities include direct printing on panels, fabric and other substrates. Our experienced Brussels-based team boasts some 41 years' combined experience in design and project management working for European institutions and private customers.

If you need more information, please contact our project manager, Claude Rella: claude.rella@esn.eu +32 2 639 02 47

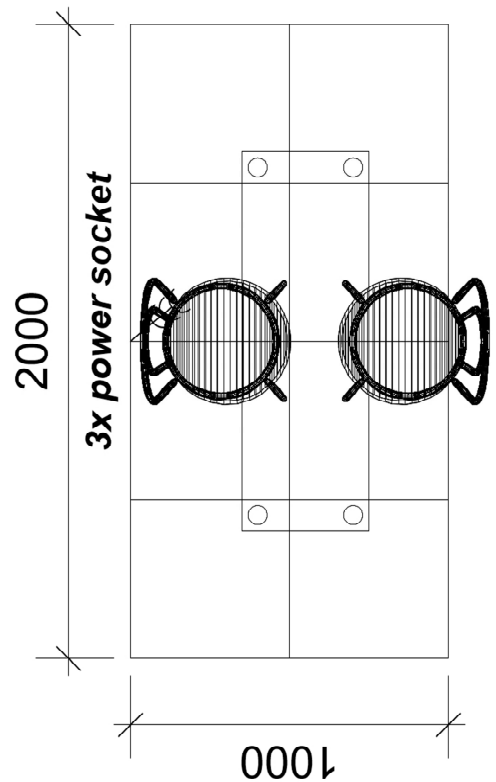
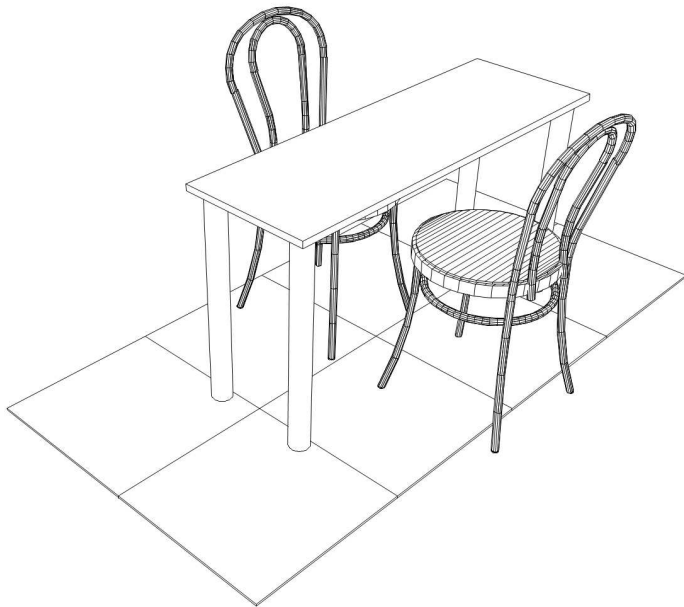
3 BOOTH TYPES

Booth types: ESN/poplar events proposes three different booth types to all exhibitors:

- Table tops 2m²
- Modular booth 6m²

4 TYPES OF BOOTHS

4.1 Table top – 2 m²



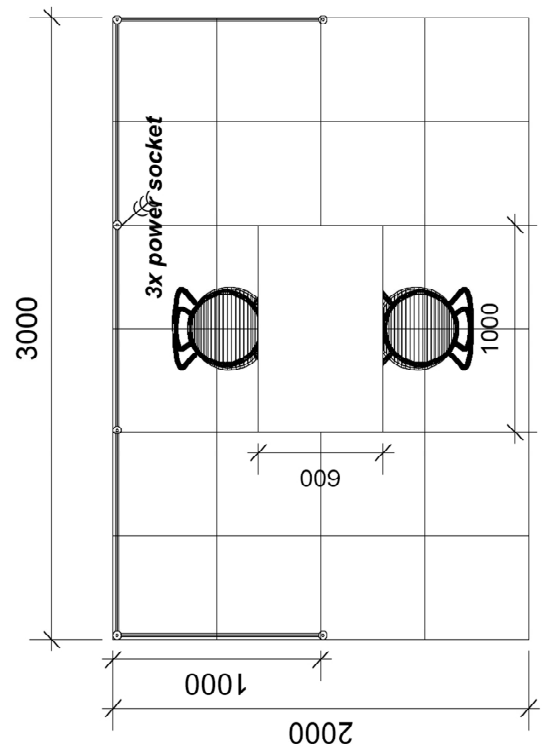
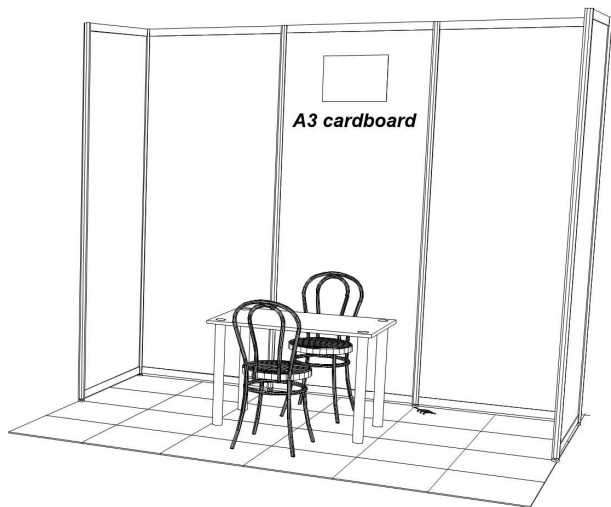
Included:

- Carpeting 2 m² (1 m x 2 m)
- One electrical socket with 3 plugs
- 1 table and 2 chairs
- Power supply
- Waste tax
- (No wall panels)

To be ordered separately at the Exhibitor's cost using the ***order form*** (provided as an annex to this file) :

- Roll-up
- Extra furniture
- Check the Catalog of options on page 8 for other possibilities

4.1 Modular booth – 6 m²



Modular booth with a "look and feel" in line with the event's style

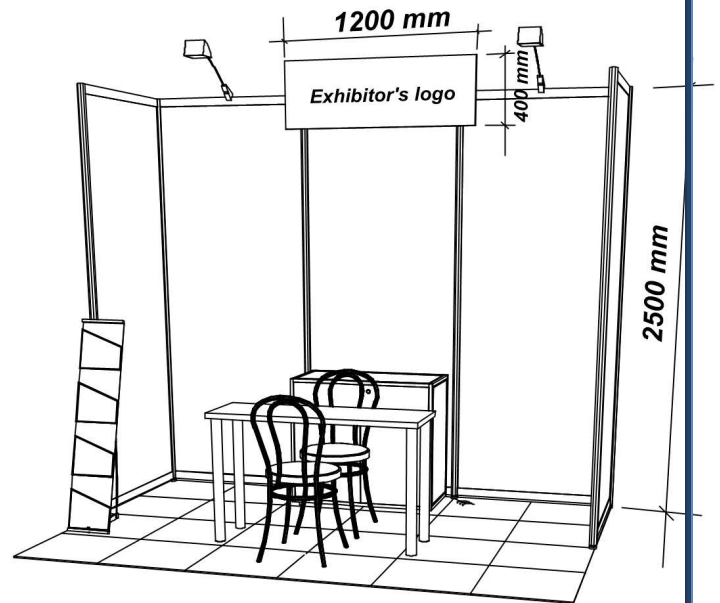
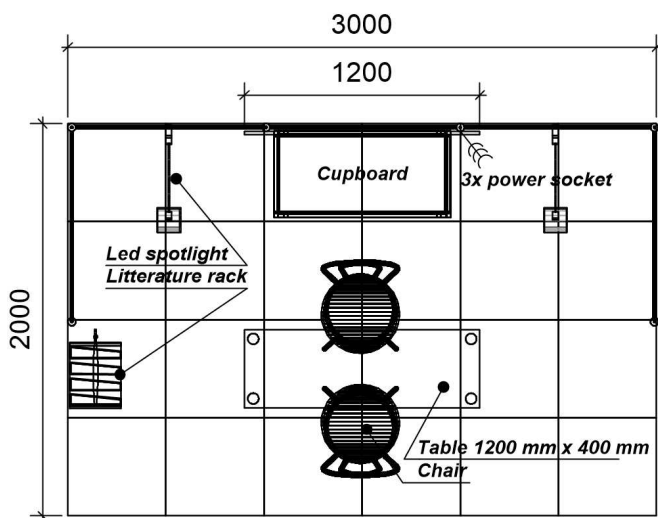
Included:

- Surface 6 m² (2 m x 3 m)
- One electrical socket with 3 plugs
- Wall panels
- The Exhibitor's logo will be printed on an A3 cardboard and stuck to the back wall panel
- 1 table and 2 chairs
- Power supply
- Waste tax
- (No extra carpet)

To be ordered separately at the Exhibitor's cost using the ***order form*** (provided as an annex to this file) :

- Carpet
- Roll-up
- Extra furniture (counter, high chair, paper bin...)
- Printed panels: You can order 1, 2 or 3 printed panels for your equipped booth. See Catalog of options on page 7 for more info.
- Lighting
- Check the Catalog of options on page 8 for other possibilities

4.2 Equipped booth – 6 m²



Note: This is an upgrade from the modular booth. Exhibitor is responsible for all upgrade costs.

Included in the equipped booth:

- Surface and carpeting 6 m² (2 m x 3 m)
- One electrical socket with 3 plugs
- Wall panels
- Company name/logo panel: 1200 mm x 400 mm
The PDF file for company name/logo panel will need to be sent for printing before 19 August 2019
- 1 table and 2 chairs
- Lighting: 2 spotlights
- 1 folder holder with 3 shelves for A4 brochures
- 1 cabinet with secure storage zone available under the counter, with key.

To be ordered separately at the Exhibitor's cost using the **order form** (provided as an annex to this file) :

- Mandatory:
 - Power supply = 195 €
 - Waste tax = 10€/m² = 60 €
- Optional:
 - Printed panels: You can order 1, 2 or 3 printed panels for your equipped booth. See Catalog of options on page 7 for more info.
 - Roll-up
 - Extra furniture
 - Check the Catalog of options on page 8 for other possibilities

4.3 Tailor-made booth

Let one concept drive your brand!



At ESN/poplar events, we focus our in-house capabilities, including dedicated interior designers and project managers, on your project, from design to construction.

For your tailor-made booth, ESN/poplar events is able to design, produce and install woodwork or system stands or a combination of both technical solutions.

Being a Brussels-based event services provider, our prices are very competitive (no transport or accommodation costs). Our capabilities include direct printing on panels, fabric and other substrates. Our experienced Brussels-based team boasts some 41 years' combined experience in design and project management working for European institutions and private customers.

If you need more information, please contact our project manager, Claude Rella: clauderella@esn.eu +32 2 639 02 47

Check our work on [our Flickr gallery](#) or [our website](#).



5 TECHNICAL REQUIREMENTS

All booths will be erected and dismantled by Poplar Events.

Invoices must be paid on receipt as confirmation of the order.

No item will be delivered to the booth until payment has been received.

5.1 Technical assistance

For any technical questions, you can contact:

Claude Rella – Project manager

Poplar Events

claudio.rella@esn.eu

+32 2 639 02 47

5.2 General rules

Aisle:

The aisle must remain free of all items to ensure smooth traffic at all times.

No construction is allowed between two booths, the only exception being if you select 2 side-by-side booths.

Wall panels of the booths:

- It is strictly forbidden to nail, glue or tape anything to the walls of the standard, equipped and fully-equipped booths.
- Posters can *only* be hung by Poplar Events' team (with special tape), upon request on-site.

Violations of those restrictions are punishable by a fine of 500 € per panel.

Walls of the venue:

It is forbidden to fix any item to the walls of the venue.

Violations of this restriction are punishable by a fine of 500 € per item.

6 BOOTH SERVICES AND OPTIONS

6.1 Catalog of options

You can order the following items from Poplar Events, using the **order form** provided as an annex to this file.

6.1.1 Mandatory: Waste tax

All exhibitors who did not order a table top or a modular booth are required to pay waste removal cost to the official service contractor Poplar Events.

Price: Waste removal cost is based on the hired m²: 10 €/m² excl. VAT

Please note that small containers will be available in the exhibition area during the set-up and dismantling period for the small waste removal.

Exhibitors who abandon booth properties and/or floor coverings at the move-out will be charged additional fees at the regular rates for this service.

6.1.2 Mandatory: Electrical requirements

All exhibitors who did not order a table top or a modular booth are required to pay electrical costs to the official service contractor Poplar Events.

Minimum to order: Power supply of 2000 W.

Price: 195 € excl. VAT

Should you need more sockets and/or more power, please order them using the **order form** annexed to this file.

Note: 1 multi-socket is included for free with the reservation of your booth.

If you need additional multi-sockets, you can order them using the **order form**.

If you need more power, please send an e-mail to claude.rella@esn.eu

6.1.3 Printed panel

For your standard or equipped booth, you can order printed panels.

Price: 450 €/printed panel, excl. VAT

Note that all the printed panels will be printed only on one side (as opposed to double-faced).

You can order the number of printed panels you would like (max. 3) using the **order form**.

Please also mention the position of the panels you would require (left, center or right when facing the booth).

- PDF files for printing will need to be sent to claude.rella@esn.eu before 19 August 2019.

6.1.4 Roll-up

You can order a roll-up using the **order form** annexed to this file.

Poplar Events can also help you design your roll-up, as we work with in-house graphic designers and manage all kinds of design requests including roll-ups, pop-ups, displays, and other kinds of communication tools.

PDF files for printing will need to be sent to claude.rella@esn.eu before 19 August 2019.

Dimensions: 850 x 2000 mm

Price: 325 €/item, excl. VAT



6.1.5 Pop-up

You can order a pop-up using the **order form** annexed to this file.

Poplar Events can also help you design your pop-up, as we work with in-house graphic designers and manage all kinds of design requests including roll-ups, pop-ups, displays, and other kinds of communication tools.

PDF files for printing will need to be sent to claude.rella@esn.eu before 19 August 2019.

Dimensions: 3 m x 3 m, curved.

Included: counter and spotlights

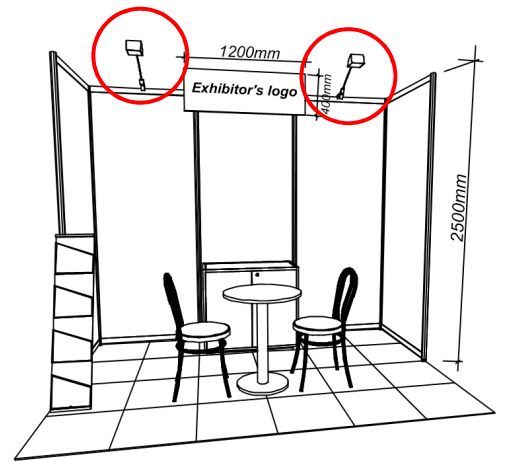
Price: 1950 €/item, excl. VAT



6.1.6 Spotlights

You can order spotlights for your booth using the **order form** annexed to this file.

Price: 160 € for 2 spotlights, excl. VAT



6.1.7 Plants

- **Ficus Budapest:**

Description: Classic ficus plant, to put on the floor to brighten your booth by bringing a bit of green.

Height: ± 1.50 m

Price: 65 €/item, excl. VAT



- **Flower arrangement:**

Description: A sober flower arrangement to put on a table or on a desk.

Height: ± 20 cm

Price: 85 €/item, excl. VAT



6.1.8 Furniture

- **Chair AQUA:**

Description: Classic white chair

Dimensions: H80 cm – H of S: 48 cm – 53 cm x57 cm

Price: 45 €/item, excl. VAT



- **High chair VOLT:**

Description: Classic white barstool

Dimensions: H100,5 cm – H of S: 77cm – 47cm x 48 cm

Price: 50 €/item, excl. VAT



- **High table TROMPET:**

Description: Round high table.

Dimensions: Height: 110 cm / Diameter: 64 cm

Price: 95 €/item, excl. VAT



- **Table TROMPET:**

Description: Round table of classical height.

Dimensions: Height: 73 cm / Diameter: 65 cm

Price: 85 €/item, excl. VAT



- **Low table TROMPET:**

Description: Round coffee table.

Dimensions: Height: 50 cm / Diameter: 65 cm

Price: 65 €/item, excl. VAT



- **Counter ORLY:**

Description: Open storage zone available behind the counter.

Dimensions:

Height: 101 cm / Length: 101 cm / Width: 51 cm

Price: 175 €/item, excl. VAT



- **Cabinet ORLY:**

Description: Secure storage zone available in the counter, with key.

Dimensions:

Height: 101 cm / Length: 101 cm / Width: 51 cm

Price: 175 €/item, excl. VAT



- **Window display ORLY:**

Description: Window display. Secure storage zone available in the counter, with key.

Dimensions:

Height: 101 cm / Length: 101 cm / Width: 51 cm

Price: 195 €/item, excl. VAT



- **Seat ROME:**

Description: Armchair black eco leather

Dimensions:

Height: 75 cm – H of S: 47 cm / 68 cm x 60 cm

Price: 99 €/item, excl. VAT



- **Paper bin:**

Description:

At the end of every day, all paper bins will be emptied by the cleaning services.

Price: 20 €/item, excl. VAT



- **Folder holder:**

Description: folder holder for A4 brochures.

Price: 112 €/item, excl. VAT



**For any other specific demand of furniture, don't hesitate to ask us by sending an e-mail to claude.rella@esn.eu.
We have many other options available!**

Global SOF Symposium 2019 - Brussels - Le Plaza Hotel

ORDER FORM

Company Name	
Contact person	
Function	
Email	
Tel. N°	
Invoice address	
Invoice address	
VAT N°	
Credit card number	
Name of the card holder	
Expiration date	
Verification code Visa/Mastercard (3 last digit code on the back of the card)	
Date	
Signature	

No item will be delivered without PRIOR payment.

Please return this order form before 7 September 2019 (+ 30% after 7/9/2019)

Booth identification					
Stands					
Booth reference	Please specify here your booth number (number from 1 through 32)				
Item	Item description/design	€ per unit (VAT excl.)	Unit	Nb. Units	€ Total (VAT excl.)
Upgrade to an equipped booth	See page 11 of the Exhibition Guide for more info	475.00 €	item		0.00 €
Printed panels (max. 3 per booth)	1-sided color print : 1 partition (system visible)	450.00 €	panel		0.00 €
Company name/logo panel	1200mm x 400mm (color printing)	195.00 €	item		0.00 €
Roll-up	850 x 2000 mm	325.00 €	item		0.00 €
Pop-up	Curved, 3x3 with counter and spots	1,950.00 €	item		0.00 €
Electricity					
Power supply (MANDATORY)	2000W	195.00 €	item	1	195.00 €
Additional multi-socket	3 plugs	25.00 €	item		0.00 €
Lighting	1 set of 2 spots	160.00 €	set		0.00 €
Plants and flowers					
Plant	Ficus Budapest ± 1,50m	65.00 €	item		0.00 €
Flowers	Flower arrangement ± 20cm	85.00 €	item		0.00 €
Furniture					
Chair AQUA	Classic white chair	45.00 €	item		0.00 €
High chair VOLT	White	50.00 €	item		0.00 €
High table TROMPET	White	95.00 €	item		0.00 €
Table TROMPET	White	85.00 €	item		0.00 €
Low table TROMPET	Round coffee table	65.00 €	item		0.00 €
Counter ORLY	Open storage behind the counter	175.00 €	item		0.00 €
Cabinet ORLY	Secure storage zone with key	175.00 €	item		0.00 €
Window display ORLY	Secure storage zone with key	195.00 €	item		0.00 €
Seat ROME	Black	99.00 €	item		0.00 €
Paper bin		20.00 €	item		0.00 €
Folder holder	For A4 brochures	112.00 €	item		0.00 €
Waste management					
Waste tax (MANDATORY) = 10€/m²	Look up the surface of your booth (2 or 6 sqm)	10.00 €	sqm	6	60.00 €
Other services					
Photographic services	3 views per booth	120.00 €	3 views		0.00 €
Total					255.00 €

VAT excl.

Please return your signed order form before 7 September 2019 to

cre@esn.eu

Comments/Questions