

EXHIBITORS MANUAL

Event Lounge, Brussels | 7 June 2023



Exhibitors manual
RailTech Belgium 2023

ProMedia Productions B.V.
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Dear partner,

We are pleased to welcome you as our partner to **RailTech Belgium** on June 7, 2023 in Brussels, Belgium. My name is Larissa van Heiningen, and I am the project manager of the event. Below you will find all relevant information and deadlines to prepare for your participation as a partner.



Event Manager Rail & Infra

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Summary of important dates & deadlines

Below you will find the most important dates and deadlines. For more information about these deadlines please read the manual.

Date	7th of June 2023
Location	Event Lounge Generaal Wahislaan 16/F, 1030 Schaarbeek, Belgium
Build up booth space	Tuesday 6th of June 13:00 - 17:00
Dismantling booth space	Wednesday 7th of June 18:00 - 21:00
Networking evening (comes with additional costs) - more information about the dinner	Tuesday 6th of June 17:00 - 21:00
Register your booth staff: link to registration page	Before 26th of May
Submitting design of back panel	Friday 7th of May

1. PROMOTION

1.1 LOGO

Your logo will be included in all (marketing) messages promoting the event. These include brochures and emailings. Your logo is also clearly visible during the event. Check:

<https://www.railtechbelgium.com/> for your listing. Please send us your logo in **jpg and eps format**.

1.2 BOOTH SPACE

In the break area, there is a booth space reserved for you. Included is a back wall (with your own design), carpet and a high table.

The space at the break area will be reserved for you with a personal back wall. Please submit your design for the back wall before **Monday 8th of May 2023**.

For the printed **back wall** you have to submit a design in the following measurements:

Note: included in your partner package are one or two back walls, in case you have two included, make sure to send two individual files with dimensions below:

SPECIFICATIONS BACK WALL

The net print sizes are as follows: the banner size (=print size) 992 x 2480 mm

PDF

We preferably process your files as pdf (1.4 or higher). Please always try to provide us with a Hires PDF.

- Ø No overprint
- Ø Formats on a scale of 10%
- Ø Convert fonts to outlines or embed completely Ø Net format in de trimbox
- Ø Overlap in the bleedbox
- Ø Do not convert PMS colors to CMYK
- Ø Transparency does not need to be smoothed
- Ø Supply every item to be printed in a separate file

ADOBE PHOTOSHOP CS6 OF LAGER

- Ø .tiff, .eps of .jpg file
- Ø RGB or CMYK color codes (no PMS references) Ø Formats on a scale of 10%
- Ø No layers (Flattened)
- Ø Supply every item to be printed in a separate file

ADOBE ILLUSTRATOR CS6 OF LAGER

- Ø .eps or .ai file
- Ø CMYK color code (do not convert to PMS references) Ø Formats on a scale of 10%
- Ø Supply all imported files or insert them completely
- Ø Supply every item to be printed in a separate file

RESOLUTION

The required resolution of photos or artwork depends on the application and the kind of image:

Outdoor applications viewed from a closer look: 70 - 100 DPI

Outdoor applications viewed from further away: 30 - 70 DPI

Indoor applications viewed from a closer look: : 100 - 150 DPI

Indoor applications viewed from further away: : 70 - 100 DPI

Please take into account that these values apply to the final size. For example a file that is formatted at 10%, the above figures should be multiplied by 10.

2. LOGISTICS

2.1 BUILD UP & DISMANTLING

You can set up additional company supplies at the booth on the Tuesday 6th of June, between 13:00 - 17:00. If you need more time, please let us know.

Dismantling of your booth is on Wednesday 7th of June, between 18:00 and 20:00. If you need more time, please let us know.

2.2 LUNCH BADGES

Included in your package are two lunch badges. Around 12:00 these lunch packages will be delivered to your booth. If you have any dietary restrictions, please let us know.

Extra lunch badges are available for: €30,00 ex. VAT. If you would like to order more lunch badges, you can send an email to: larissa.van.heiningen@promedia.nl

2.3 EXTRAS FOR YOUR BOOTH

It is possible to upgrade your booth with extra supplies. For example an tv screen, brochure stand or extra furniture. If you want to learn more, send an email to:

larissa.van.heiningen@promedia.nl to find out more about options and pricing.

3. ADDITIONAL INFORMATION

3.1 VENUE

RailTech Belgium takes place at Event Lounge Brussels, Belgium.

Address of the venue:

Generaal Wahislaan 16/F,
1030 Schaarbeek,
Belgium

For more practical information visit the event website:

<https://www.railtechbelgium.com/practical/>

3.2 INVITE YOUR NETWORK

To make it as easy as possible for you, we created a marketing tool kit with tips and tricks, examples of social media posts and banners in all sizes. View the marketing tool kit here: <https://www.railtechbelgium.com/exhibitors-portal/>

As an exhibitor of RailTech Belgium 2023 you will receive an affiliate link which you can share within your network. You can share this via social media together with your personalized partner banner.

3.3 REGISTER YOUR BOOTH STAFF

Make sure to register your own team as soon as possible. To register as an exhibitor you can use the following link: <https://www.railtechbelgium.com/registration/exhibitors/>

People registered by this link will be able to create an account on the lead scanning app.