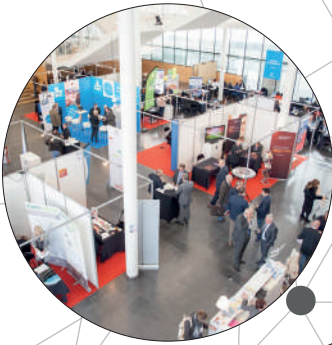


Wallonia.be

EXPORT
INVESTMENT

CLASSE
EXPORT



4th & 5th
JUNE 2018

WALLONIA EXPORT DAYS

WITH THE
PARTICIPATION OF

92

TRADE COMMISSIONER
OF AWEX
FOR THE
BUSINESS DAYS

AULA MAGNA
LOUVAIN-LA-NEUVE

Registration on

www.wallonia-export-days.be

#WExD18



**+ 15,000
MEETINGS
are organised
at our trade shows
every year**

CLASSE EXPORT IN FIGURES

- 37 employees
- 35 000 readers of the monthly magazine
- 40 000 subscribers to the weekly newsletter
- 1200 companies every year contact Classe Export for technical and commercial assistance
- 70 trade shows and forums organised since 1991
- 15 000 professional meetings held every year during the Classe Export trade shows
- 10 000 companies every year visit the Classe Export trade shows
- A network of excellence in France and worldwide with over 1,000 international commerce specialists, both public and private

WHY EXHIBIT ?

- To meet eligible potential clients with specific needs that fall within your scope of activities
- To promote your offer to companies working abroad
- To get actively involved in the development of Walloon companies abroad
- To be at the heart of the ecosystem and major players in foreign trade

THE EVENTS OF CLASSE EXPORT IN A NUTSHELL

The Classe Export trade shows assemble, in one single location, public and semi-public organisations, private contractors, country specialists and technicians in transport, logistics, finance, mobility, etc.

The trade shows, via made-to-measure meetings, are the ideal solution for **putting companies that seek international expansion in touch with** country and technical specialists that can help them.



CONFERENCES

Private conference

(in the conference room)

- Duration : 1 hour
- Provision of the participants database with full contact details (after the event)

▪ Your conference promoted on the website

Tariff: €3,000 excl. tax

Individual conference

(in the conference room, 30 minutes)

or co-hosted

(2 max, 1 hour)

▪ Your conference promoted on the website

Tariff: €1,500 excl. tax

Practical workshop

▪ Duration: 30 minutes to be divided by the number of speakers

▪ Your conference promoted on the website

Tariff : €800 excl. tax

SEMINARS

Sponsor of a seminar on a theme

▪ Your logo in large on all communication tools used to promote the seminar

▪ Your **company details visible** on set during one of the televised highlights (plenaries) or during the main conference of the seminar + at the seminar workshops

▪ Opportunity **to speak at a plenary** or conference + a workshop (to be defined with the moderator)

▪ Visibility + presence of someone at the welcome breakfast + cocktail luncheon

▪ **Full list of seminar participants** + detailed information forms of those present provided after the trade show

▪ **6 - 12 m²** space, fully equipped

Tariff : From €2,500 to €9,000€ excl. tax

TARIFFS OF PROMOTION

▪ BtoB Meetings :

promotion of your offer to pre-registered visitors interested in meeting you

Tariff : €500 excl. tafx

▪ **Advert** in the magazine handed out to all visitors

Trade Show Discount -10%

1 full colour page : ~~€2,900 excl.tax~~
€2,610 excl. tax

1/2 FC page : ~~€2,500 excl.tax~~
€1,350 excl. tax

1/3 FC page : ~~€1,050 excl.tax~~
905€ excl. tax

1/4 FC page : ~~€750 excl.tax~~
675€ excl. tax

▪ Banner at the trade show site

L 1330 x H 100 & L 660 x H 200

(png or jpg)



Additional services (furniture, electricity in the booth, internet, booth cleaning...) are not included. These may be the subject of an additional order if required (tariffs available in the practical information for exhibitors).
Email : com@classe-export.com

04th & 05th JUNE 2018

**Louvain-la-Neuve
Aula Magna**

**MAJOR
SPONSOR**

**€18,900
excl. tax**

BOOTH / REGISTRATION

- **Trade show registration fees, insurance** included
- **Presentation of your activity**, complete with your contact details, in the catalogue of exhibitors handed out to all visitors and exhibitors
- **Presentation in the list of exhibitors** on the trade show website
- **Logo and link to your website** in the list of exhibitors on the trade show website
- **Booth** (for extra m², see our packages)
- **Preferential corner spot** provided for better visibility
- **Support by Classe Export** for your preferred choice of spot

MEETINGS / CONFERENCES

- **Your offer promoted** to visitors with the organisation of personalised meetings at your booth
- **Organisation of a private conference** (conference theme and speakers at your discretion, but to be coordinated with our teams). Promotion of your conference on our communication documents: in the visitor's information forms, on the trade show website. Handling registrations, provision of the conference room and equipment
- As a MAJOR SPONSOR, you will **participate in a TV show** on the TV set located in the centre of the trade show
- **Presence + right to speak at the inaugural ceremony / media event** of the trade show (international debate luncheon, presentation of international trophies or conference on «export aids» with the presence of other MAJOR SPONSORS)

VISIBILITY / COMMUNICATION

- **1 full-page ad in the trade show magazine** handed out to all partners, visitors and exhibitors
- **Inclusion in the press kit**
- **Visibility for the many journalists** present at the trade show
- **Your logo featured** (optimized size) in **all the communication** surrounding the trade show
- **Trade show website** (10,000 visits in 1 month)
- **Front cover of the visitors' invitations to the trade show** (27,000 copies)
- **Totem / roll-up and dropdown displays** at the trade show
- **General faxing / e-mailing** + 1 personalised e-mail to your target of choice
- **Visibility of your logo** in the ads for the trade show in the trade press
- **Banner at the trade show site** centre left or right L 780 x H 100 (png or jpg)
- **Banner in the newsletter** «La Lettre Internationale» for two months
- **Personalised E-Invitations** with your logo emailed to your customers and prospective customers
- **Quote in 2 of the trade show's themed newsletters** + 1 personal newsletter

04th & 05th JUNE 2018

Louvain-la-Neuve
Aula Magna

LEVEL 2
SPONSOR

€12,600
excl. tax

BOOTH / REGISTRATION

- Trade show registration fees, insurance included
- Presentation of your activity, complete with your contact details, in the catalogue of exhibitors handed out to all visitors and exhibitors
- Presentation in the list of exhibitors on the trade show website
- Logo and link to your website in the list of exhibitors on the trade show website
- Booth (for extra m², see our packages)
- Preferential corner spot provided for better visibility «HOT ZONE»
- Support by Classe Export for your preferred choice of spot after the Major Sponsors

MEETINGS / CONFERENCES

- Your offer promoted to visitors with the organisation of personalised meetings at your booth
- Organisation of a conference, co-hosted (2 participants) on a theme of your choice
- Your conference promoted on our communication documents: in the visitors' information forms and on the trade show website
- Handling registrations, provision of the conference room and equipment

VISIBILITY / COMMUNICATION

- 1/2 page ad in the magazine handed out to all partners, visitors and exhibitors
- Inclusion in the press kit
- Visibility for the many journalists present at the trade show
- Your logo featured on all trade show communication
- Trade show website (10,000 visits in 1 month)
- Front cover of the visitors' invitations to the trade show (27,000 copies)
- Totem / roll-up and dropdown displays at the trade show
- General faxing / e-mailing + 1 personalised e-mail to your target of choice
- Visibility of your logo in the ads for the trade show in the trade press
- Banner on the trade show site centre left or right L 780 x H 100 (png or jpg)
- Banner in the newsletter "La Lettre Internationale" for two months
- Personalised E-invitations with your logo to be e-mailed to your customers and prospective customers

04th & 05th JUNE 2018

**Louvain-la-Neuve
Aula Magna**

BOOTHS

Administration fees

(Registration, administration, mandatory insurance...) **Tariff : €300 excl. tax**

Pre-equipped booth

(carpeting, partitions, spotlights, electronic terminal)

Tariff : €250 excl. tax / le m²

4 m² Space

Carpeting, Wi-Fi, 1 table + 3 chairs
+ administration fees

Tariff : €1,050 excl. tax

6 m² Space

Partitions, carpeting, spotlights, electricity, Wi-Fi,
1 table and 3 chairs + administration fees

Tariff : €1,650 excl. tax

9 m² Space

Partitions, carpeting, spotlights, electricity, Wi-Fi,
2 tables and 6 chairs + administration fees

Tariff : €2,490 excl. tax

12 m² Space

Partitions, carpeting, spotlights, electricity, Wi-Fi,
2 tables and 6 chairs + administration fees

Tariff : €3,290 excl. tax

18 m² Space

Partitions, carpeting, spotlights, electricity, Wi-Fi,
3 tables and 9 chairs + administration fees

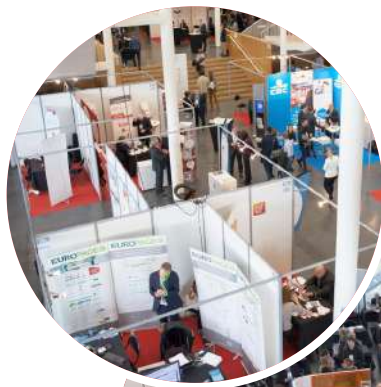
Tariff : €4,950 excl. tax

24 m² Space

Partitions, carpeting, spotlights, electricity, Wi-Fi,
3 tables and 9 chairs, 1 welcome stand, 1 hostess
stool + administration fees

Tariff : €6,600 excl. tax

Extra m² over 36m² : €190 excl. tax / m²





**ACHIEVE
2 MONTHS'
WORTH OF
PROSPECTING
IN 2 DAYS**

**A trade show
in collaboration
and partnership
with the AWEX**

Profitez de ces événements pour nouer de nouvelles relations commerciales avec les délégations d'entreprises étrangères présentes sur le salon !

Rencontrez des chefs économistes, des décideurs, échangez, **enrichissez vos connaissances**, soyez au cœur du réseau.

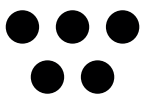
THE AWEX is...

**A global economic
and trade network:**

109 positions worldwide

The role of the economic and commercial attachés:

- **Disseminating** information to the international public and to Walloon companies
- **Providing** representation in local economic circles and networks
- **Promoting** Wallonia and its businesses
- Commercial **prospecting**
- **Scheduling** individual and BtoB meetings
- Providing commercial **assistance**
- **Seeking** partnerships and business opportunities
- **Providing assistance** with prospecting for potential investors



Wallonia.be

EXPORT
INVESTMENT

THE AWEX in brief...

- **N° of employees: 450**
(including 200 abroad)
- **Headquarters: Brussels**
(Namur for foreign investments)
- **7 regional centres in Belgium**
(consulting services and local offices)
- **109 economic and commercial attachés**
in all 5 continents
- **1 subsidiary: SOFINEX** (fund management for international financing)
- **Approximately 2,900 Walloon companies** supported every year
- ISO 9001:2000 - certified since April 2002

THE **3 MISSIONS** OF THE AWEX

1

Support Walloon exports around the world

2

Prospect for foreign investors

3

Promote Wallonia internationally

BUSINESS CONTACTS

CLASSE
EXPORT

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