



28-29-30.08.2026  
The EGG Brussels

## **RULES AND GENERAL CONDITIONS**

Book your stand and take part in the 10th edition of the Brussels Games Festival – a warm, popular and friendly event for all audiences and generations: families, game enthusiasts, seasoned players, casual gamers or simply curious visitors, as well as professionals from the social sector, educators, teachers, speech therapists...

Both festive and educational, the Brussels Games Festival highlights the social, human and relational dimension of games.

For any further information, feel free to contact Martin & Loutre by email at: [exposants@brusselsgamesfestival.be](mailto:exposants@brusselsgamesfestival.be)

### **1. TERMS OF PARTICIPATION**

The exhibitor agrees to be present from Friday 28th to Sunday 30th August 2025, and to maintain a continuous presence at their stand:

- from 14:00 to 20:00 on Friday 28/08
- from 10:00 to 18:00 on Saturday 29/08
- from 10:00 to 18:00 on Sunday 30/08

The stand must be set up during the time slot you will have selected. Dismantling will take place **AFTER** the festival closes on Sunday evening or on Monday morning.

### **DEADLINES AND BENEFITS**

You will have 2 tables of approximately 1.20m x 0.76m, in a space reaching 4m<sup>2</sup>. This space will necessarily be placed in an area designated for the market, where tables might be side by side. The price will be decided together.

### **ADMISSION CONDITIONS**

Participation requests are subject to review. Only exhibitors who receive an invoice from Ludiris ASBL after submitting their completed form will be admitted to the Brussels Games Festival. The organisers' decision is final and does not require justification.

During the setup and opening hours of the festival, the organisers reserve the right to exclude any exhibitor who does not comply with these rules, presents products unrelated to the event's theme, or disturbs the event's proper functioning. No refunds or compensation will be granted in such cases.

Applications containing reservations or incomplete information will only be registered provisionally and without any commitment from Ludiris ASBL.

### **SPECIAL CONDITIONS**

If force majeure or circumstances beyond the organisers' control prevent the festival from taking place or require a change of dates, payments already made by exhibitors may be refunded, minus any costs and expenses incurred by the organisers. Such situations include unexpected political, economic or health-related events, government decisions, or the withdrawal of authorisation. In such cases, the organisers accept no liability.

## **INSURANCE**

It is the exhibitor's responsibility, at their own expense, to take out insurance covering any risks involving their goods, themselves or their staff, including any harm caused to third parties. The organiser accepts no liability in case of theft or damage of any kind.

## **VADE-MECUM**

Exhibitors will comply with the guidelines set out in the vade mecum, which will be sent by email a few days before the festival. It contains general technical information about the event and instructions regarding the stand setup.

## **2. COMMUNICATION**

Posters and flyers are printed to promote the festival during cultural events held before the main event.

The games showcased during these events are selected purchases by the festival team. Exhibitors who wish to can send in some of their games in advance, allowing the festival team to promote them during the summer. Those who provide games will be highlighted through social media announcements and have their logo displayed on our printed materials.

BGF's web communication relies on a website, an Instagram account and a Facebook page. News and behind-the-scenes content will be presented in a playful and dynamic tone.

We will regularly organise contests where the public can win great prizes, via our Facebook page, through our media partners (press, TV, and radio), or via crowdfunding campaigns. Feel free to contact our communication officer ([communication@brusselsgamesfestival.be](mailto:communication@brusselsgamesfestival.be)) to submit your ideas and help attract as many visitors as possible to your stand.

Use your own communication tools (website, social media) to promote your presence at BGF. We will provide banners on our website that you can include in your online content. Visitors are always interested in special deals or offers on stands and in shops (like discounts or promotional actions). Let us know about your offers and we will be happy to share them with the public.

Screens are set up at various points throughout the festival. Short photos or videos (without sound) can be displayed there at rates available on request.

After your registration is confirmed, you will receive a link to a form where you can describe the games you'll be showcasing, so we can promote them.

## 4. BOOKING AND PAYMENT PROCEDURES

1. You complete the registration form.
2. We inform you of the availability of spaces and you send us a signed copy of this regulation.
3. If space is available, we will discuss the price of the space.
4. Should we agree on a price, you will receive an invoice and make the payment via bank transfer within the stated deadlines.
5. We confirm receipt of the payment, thereby securing your stand reservation.
6. We will then send you the available time slots to choose from for stand setup.

### **Payments must be made in full to the following account:**

**IBAN:** BE11 7310 3677 0348 – **BIC:** KREDBEBB

**NAME:** LUDIRIS ASBL

**REFERENCE:** Trade name as stated in the registration form

ORGANISATION / COMPANY:

Surname, First name:

Position:

Signature, preceded by the mention "Read and approved":

**Contact éditeurs**

Cubitus  
exposants@brusselsgamesfestival.be  
GSM : +32 (0) 486/57 27 17

**Service facturation**

Xavier Herotay  
finances@brusselsgamesfestival.be  
GSM : +32 (0) 472/46 37 85

**Communication**

Nicolas Billen  
communication@brusselsgamesfestival.be

**Une organisation de Ludiris ASBL**

Rue Marcel Grüner 1/9, 1080 Bruxelles

info@brusselsgamesfestival.be  
www.brusselsgamesfestival.be

**Coordonnées bancaires**

IBAN : BE11 7310 3677 0348  
BIC : KREDEBB