21st European Parking Conference & Exhibition

RESHAPING URBAN SPACE

Delivering sustainable parking management and mobility solutions

Brussels, 17th-18th September 2025

Sponsorship & Exhibition Booking Form

March 2025- Version 4

To apply for sponsorship & exhibition opportunities, please download this booking form then complete it and send it by email to epa@europeanparking.eu. After receipt, the EPA Secretariat will review it and once approved you will receive the appropriate invoice.

COMPANY DETAILS
(Please indicate details as they should appear on the invoice or provide alternative invoice details below):

First Name: Last Name:

Title:

Company:

Address:

Post Code: City: Country:

Company VAT Number/Tax ID: PO Number: (if applicable)

Phone: + Mobile: +

E-mail:

Company WEBSITE :

INVOICE DETAILS (Applicable if different from the company details):

Company Name:

Address:

Post Code: City: Country:

Phone: +

Email:

Company VAT Number:

CONTACT PERSON FOR PRACTICAL ARRANGEMENTS INCL. LOGISTICS:

First Name: Last Name:

Title:

E-mail:

Phone: + Mobile: +

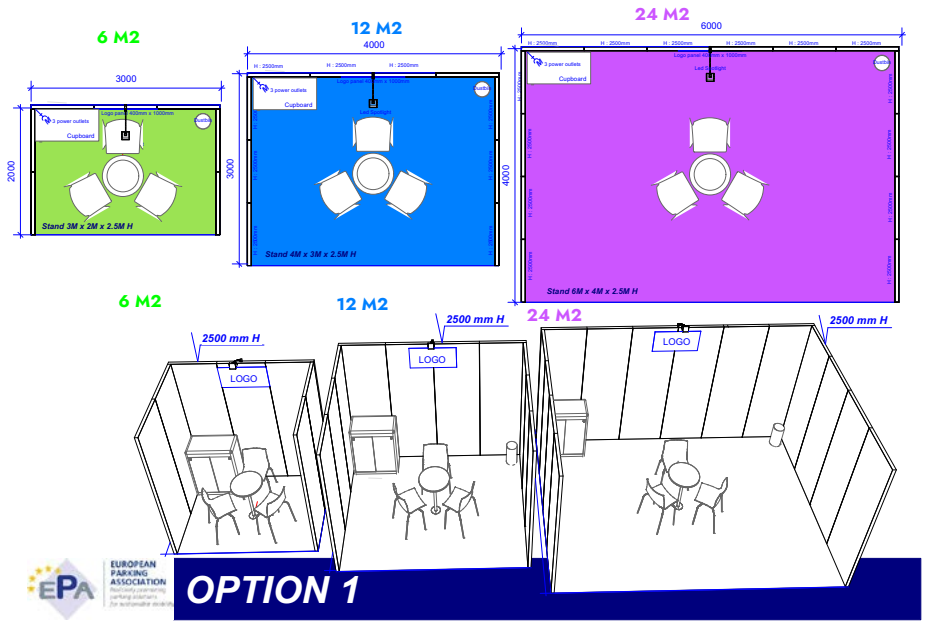
COMMENTS:

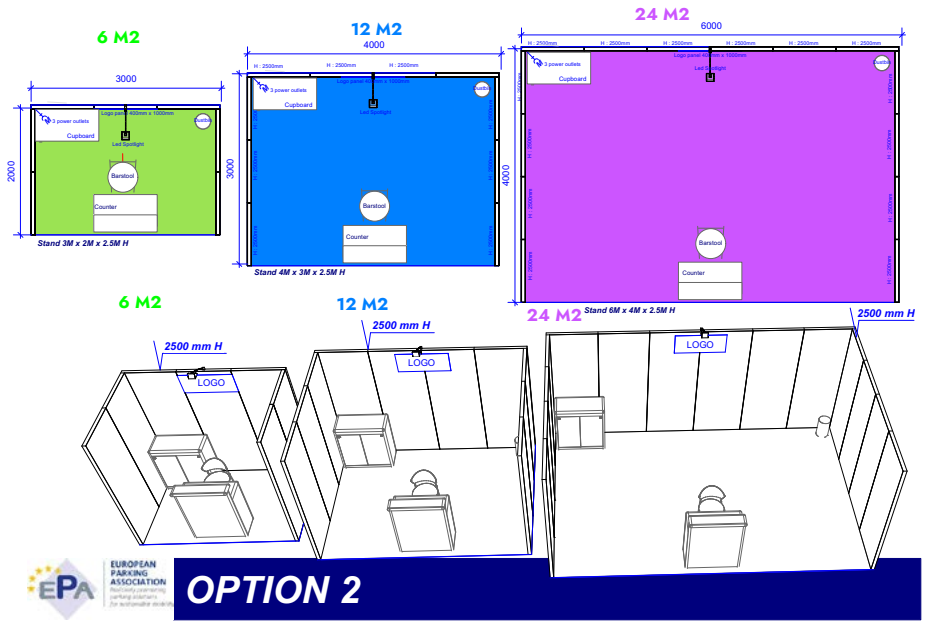
Will your booth have the furniture as designed on the plan, or the alternative set up with the reception counter and high chair? (Check mark for which option they would like):

☐ **Option 1:** 1 table and 3 chairs as in design ☐ **Option 2:** 1 counter and 1 highchair as in design

SPECIFY YOUR PREFERRED BOOTH NUMBER
and give two alternative options in case your main preference has already been allocated:

NOTE: All prices quoted are exclusive of VAT. All VAT and Taxes will be applied according to local regulations
By signing, I declare that I agree with the General Terms and Conditions below and to follow the rules and regulation of 21st European Parking Conference & Exhibition and of the selected venue The EGG.





METHOD OF PAYMENT:

☐ Bank Transfer ☐ Credit Card Payment

Please note that a 3.5% fee will apply if you pay with a Credit Card

In order to ensure a smooth operational process, I accept that my data might be shared with MCI suppliers and partners.
By signing the booking form, I have read and accepted the terms and conditions and the cancellation policy including the GDPR information.
The booking is legally binding.

AUTHORIZED SIGNATURE:

DATE:

NAME:

TITLE:

ITEMS	EARLY BIRD CONFIRMED BY 31 May 2025*	STANDARD RATES AS OF 1 June 2025*	QUANTITY	TOTAL
EXHIBITION STAND PACKAGES				
Bronze Package	5.000 €	6.000 €		
Silver Package	10.000 €	12.000 €		
Gold Package	15.000 €	18.000 €		
STAND EQUIPMENTS				
1-sided colour printed panel (1 partition)	199,00 per partition (each partition is 2,5 meters squared) Please note that you create the custom design of the panel.			
PLANTS AND FLOWERS				
Plant	85,00 €			
Flowers	85,00 €			
FURNITURES (All stand sizes come already equipped with either a table and three chairs or a reception counter and a high chair. We will request you to make your choice at the appropriate time).				
High chair	99,00 €			
High Table	120,00 €			

All prices quoted are exclusive of VAT. All VAT and Taxes will be applied according to local regulations

Cupboard	225,00 €			
Counter cabinet	255,00 €			
Window display	399,00 €			

ITEMS	EARLY BIRD CONFIRMED BY 31 May 2025*	STANDARD RATES AS OF 1 June 2025*	QUANTITY	TOTAL
Folder holder	145,00 €			
Roll-up	179,00 €			
SCREEN				
TV screen with HDMI cable	550,00 €			
Touchscreen with HDMI cable	750,00 €			
OTHERS				
Carbon Neutral Certification	To be discussed			
NETWORKING FUNCTIONS (Restricted to confirmed exhibitors)				
Your Own Workshop	5.000 €			
Coffee break	3.500 €			
Lunch break	4.500 €			
Welcome Reception	15.000 €			
Networking dinner	25.000 €			
TOTAL				

All prices quoted are exclusive of VAT. All VAT and Taxes will be applied according to local regulations

Terms & Conditions

These EPA Sponsorship & Exhibition opportunities and General Terms and Conditions are unique to the 21st European Parking Conference & Exhibition, The EGG, Brussels, Belgium on 17-18 September 2025.

1. Reservations policy

Confirmation of sponsorship and allocation of benefits (Exhibition space location, meeting timeslots) will be allocated on a first come, first served basis though EPA reserves the right to give priority to its members, based on their levels of membership and sponsorship categories.

2. Payment policy

As soon as the sponsor confirms his choice in writing, MCI Brussels, 47 Avenue des Arts, 1000 Brussels, Belgium; Belgian VAT Number: BE0480 076 556; on behalf of EPA will raise an invoice for the company's participation in the program. A 50% deposit of agreed sponsorship items will be invoiced at the signature of the contract. The remaining 50% will be charged and to be paid no later than 3 months before the Conference.

If any contract is signed after the 1st August 2025, the total amount must be paid by credit card upon receipt of the invoice. Please note that a 3.5% fee will apply.

If payment is not received on time, the organisation will not be included in the printed program or any other printed materials, signage, or branding associated with the event.

Sponsors will not be permitted to set up their exhibit or organize their meeting or any selected item until full payment has been made.

3. Cancellation & Postponement Policy

As soon as the form has been received and approved, the sponsor is liable for all associated fees outlined in the contract. Cancellations must be made in writing to EPA-conference@wearemci.com.

Cancellation from 1st December 2024 to 1st June 2025: 50% of the total amount is due. As of 2nd June 2025: 100% of the total amount is due.

Application of the Terms & Conditions in case of postponement of the Event for any reason:

- In case of postponement of the 2025 EPA Conference & exhibition, the Exhibitors & Sponsors will have automatically their contract and agreed sponsorship package and conditions deferred to the new selected dates.
- In case Sponsors &/or Exhibitors don't want to defer their participation, the deposit already paid would be reimbursed to the company and contract cancelled. If they want to join the Conference at a later stage, the new 2025 applicable rates and conditions would apply.

4. General conditions

All activities organized by companies involving participants in the meeting must be approved by EPA. Distribution of drinks and food items must be in compliance with rules of the meeting venue. The EPA secretariat can be contacted for more information on this, and to help coordinate catering.

EPA may accept multiple sponsors for the items listed in the sponsorship opportunities, even if otherwise indicated. EPA may modify the meeting programme without notice. Sponsors will make sure to follow the rules and regulation of EPA and of The EGG.

5.Assignment of exhibit space and workshop timeslots

Space and timeslots will be allocated on a first-come first-served basis - taking into account the time when the EPA secretariat receives the signed sponsorship booking form. EPA reserves the right to give priority to its members, based on their levels of membership and sponsorship categories.

6. Promotional and booth activities

No sponsor may operate in a way that violates the rights of another sponsor. Exhibits must not project beyond the space allocated and may not obstruct the view or interfere with the traffic of other exhibits. All exhibits are to be conducted in a dignified manner. No soliciting of attendees in the aisle or any high-pressure sales pitch of any kind is permitted. Demonstrations and the distribution of literature and samples should take place inside the assigned booth. Any demonstrations at your booth that emit sound must be stopped immediately if deemed disruptive to other sponsors in the hall. Booths are to be kept clean and in good order. No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the facility, in any way. Damage arising from failure to observe these rules shall be payable by the sponsors. Sponsors' promotional activities are confined to the actual booth space purchased, or in areas approved by EPA.

EPA reserves the right to refuse sponsorship and exhibition opportunities to any company whose offer of goods or services, in the opinion of EPA, is not compatible with the general character and objectives of the conference. Demonstrations, samples, materials and sales activities (taking orders for future fulfilment) are permitted only within the confines of a sponsor's rented space or after approval by the EPA organizing secretariat. Samples or souvenirs may not be sold and may not be distributed in a manner which, in the sole and exclusive judgment of EPA, blocks the aisles or in any way handicaps other sponsors or impairs the flow of attendees. No sales transactions are allowed on the exhibition hall floor; however, sponsors are permitted to take orders for future fulfilment.

7. Sound

Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. MCI Benelux on behalf of EPA shall be the sole judge of what constitutes appropriate sound levels.

8. Irregular Activities

All giveaway items with the exception of bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to EPA three (3) weeks prior to the opening of the exhibition. Suitable items will be given priority

9. Contests/giveaways

As long as consistent with applicable country and local laws, prize contests and drawings are permissible. Notice of any contests, giveaways or drawings must be given to the EPA secretariat in writing on or before June 2025. Any prizes, draws or giveaways held or offered through the conference must be made available to all registered attendees and guests. Notification of winners is the sole responsibility of sponsors. Microphone announcements are not permitted on the booth unless prior authorization has been received by EPA.

10. Photography/videotaping

Photography (including camera enabled cell phones), videotaping or examining another sponsor's equipment or display without that sponsor's permission is forbidden.

Terms & Conditions

11. Subletting of space

Subletting of space is not permitted. Two or more companies may not exhibit in a single space. No sponsor may assign, sublet or apportion his/her space to or with another business entity or individual. No sponsor may show or demonstrate products or services other than those manufactured or handled in the normal course of his business. Should any item from a non-exhibiting entity be required for operation of a display, identification of such item shall be limited to regular name plate or trademark under which same is sold in the general course of business. Sharing space with individuals or companies not officially represented by the contracting sponsor is strictly prohibited, and may result in eviction. In fairness to other sponsors, each company must have its own booth space. EPA will make every effort to assign booth space to companies that wish to be located together or near each other.

12. Solicitation

Non-sponsors or representatives of non-exhibiting companies may not canvass or solicit business in any part of the exhibition area during the entire conference.

13. Private social functions policy

Sponsors of the 21st European Parking Conference & Exhibition are permitted to host private social functions for meeting attendees at their own expense. Hosted parties or meetings held by any company/entity that invites meeting attendees are not permitted to occur during any official Conference activity. Please refer to the EPA Secretariat before organizing your private functions to ensure that it does not compete with the official EPA Conference and Exhibition program in any way.

EPA must also be notified in advance of any ancillary events taking place during the conference regardless of location, time or date of the event.

14. Interpretation of regulations

EPA has the sole and exclusive right to make changes, amendments and additions to Sponsor & Exhibitor guidelines stated in this document and subsequent communications, as it deems necessary to the proper conduct of the sponsor and, thereupon, the general terms and conditions, as amended, shall govern the actions of all sponsors. Interpretation of the sponsor general terms and conditions and operational rules shall rest solely with EPA, and the decisions of EPA shall be final. EPA may require sponsors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition. Failure to comply may result in immediate expulsion from the exhibition or the payment of compensation to EPA by the sponsor for all expenses related to the alteration of a booth/display.

15. Installation and removal

EPA reserves the right to fix the time for the installation of a booth prior to the exhibition opening and for its removal after the conclusion of the exhibition. Any space not claimed and occupied one (1) hours prior to the published exhibition opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all exhibition hours and may not, to any extent, be dismantled before the exhibition closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications. EPA however, reserves the right to make the final determination of all space assignments in the best interest of the exhibition.

16. Arrangement of exhibitors

Each exhibitor is provided with Official Exhibitor Guidelines. The Exhibitor Guidelines describe the type and arrangement of exhibit space and the standard equipment provided by EPA for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of EPA, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of EPA.

17. Exhibitor Plan Review

Booth construction plans and layout arrangements for any booth spaces, or involving other construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

18. Fire regulations

All fabric, carpet and plastic exhibit booth material must be fire retardant. Oil cloth, tarpaper, nylon, certain plastic or other materials that cannot be made flame retardant are prohibited. No open flames are permitted without a fire department permit. EPA reserves the sole and exclusive right to alter the exhibit area layout as it deems necessary to comply with local and building fire regulations.

19. Liability

The organizers will provide security service during exhibition hours. At night, the booth areas will be locked. Neither EPA, nor its members, officers, representatives, agents or employees, will be responsible for any injury, theft, loss or damage that may occur to the exhibits. In the event that said premises are destroyed by fire, climatic elements or by any other cause, or by government intervention or regulation, military activity, strikes or any other circumstances which make it impossible for 21st European Parking Conference & Exhibition to take place, the contract shall terminate and the sponsor shall waive any claim for damages or compensation except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with 21st European Parking Conference & Exhibition. Companies are required to make their own arrangements with respect to insurance and organization of their booth.

20. Major situation

For reasons beyond their control (such as war, strikes, lockouts, riots or any such civil disturbances, pandemics and epidemics, any acts of God, including but not limited to earthquakes, floods and droughts and any other cause or circumstance of whatsoever nature beyond its control that have an impact on the arrangements, timetables or planning of a conference), the 21st European Parking Conference & Exhibition, Brussels and/or its agents have the right to immediately alter or cancel the conference or any of the arrangements, timetables, plans or other items relating directly or indirectly to the 21st European Parking Conference & Exhibition, The EGG, Belgium. The company and/or participants shall not be entitled to any compensation for damages that result from such alteration or cancellation. Furthermore, with the exception of any willful damage or gross negligence committed by EPA and/ or its agents, neither EPA nor its agents shall at any time be liable for any direct or indirect damage suffered by the company and/or participants, including consequential and immaterial damage, caused by failure to comply with any provision of this document.

21. GDPR

1. In accordance with European data protection regulations, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the exhibitor/sponsor's personal data for the purposes of (i) managing and organizing the event, in particular the management of exhibitor/sponsor's stand (ii) managing and organizing prospecting and loyalty (iii) enabling the exhibitor/sponsor to benefit from our services (iv) enabling the exhibitor/sponsor to receive our news.

Terms & Conditions

These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the exhibitor/sponsor has adhered, failing which the contract cannot be executed.
Exhibitor/sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.
For processing purposes, the data of the exhibitor/sponsor's data - or transmitted by them - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (reception service providers, security, printing, etc.).
The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the exhibitor/sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.
The exhibitor/sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The exhibitor/sponsor may exercise his rights by sending a request to the following address : epa-conference@wearemci.com or by contacting our Data Protection Officer (DPO) : anne.lesca@wearemci.com
2. In any event, the exhibitor/sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the exhibitor/sponsor of a personal data file, the exhibitor/sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication.

CONTACTS

EPA Secretariat

For enquiries regarding commercial participation and the program

epa@europeanparking.eu

EPA Conference Organizers

For practical questions, including those related to the exhibition

epa-conference@wearemci.com

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