

A white speech bubble with a blue outline, containing the text 'VOV BEURS 2027' and 'BRUGES MEETING & CONVENTION CENTRE (BMCC)'. The background of the speech bubble is a faint map of Bruges. The entire graphic is set against a dark blue background with colorful, stylized lines in yellow, orange, red, teal, and green, some of which have white dots at their intersections.

# VOV. BEURS

BRUGES MEETING &  
CONVENTION CENTRE (BMCC)

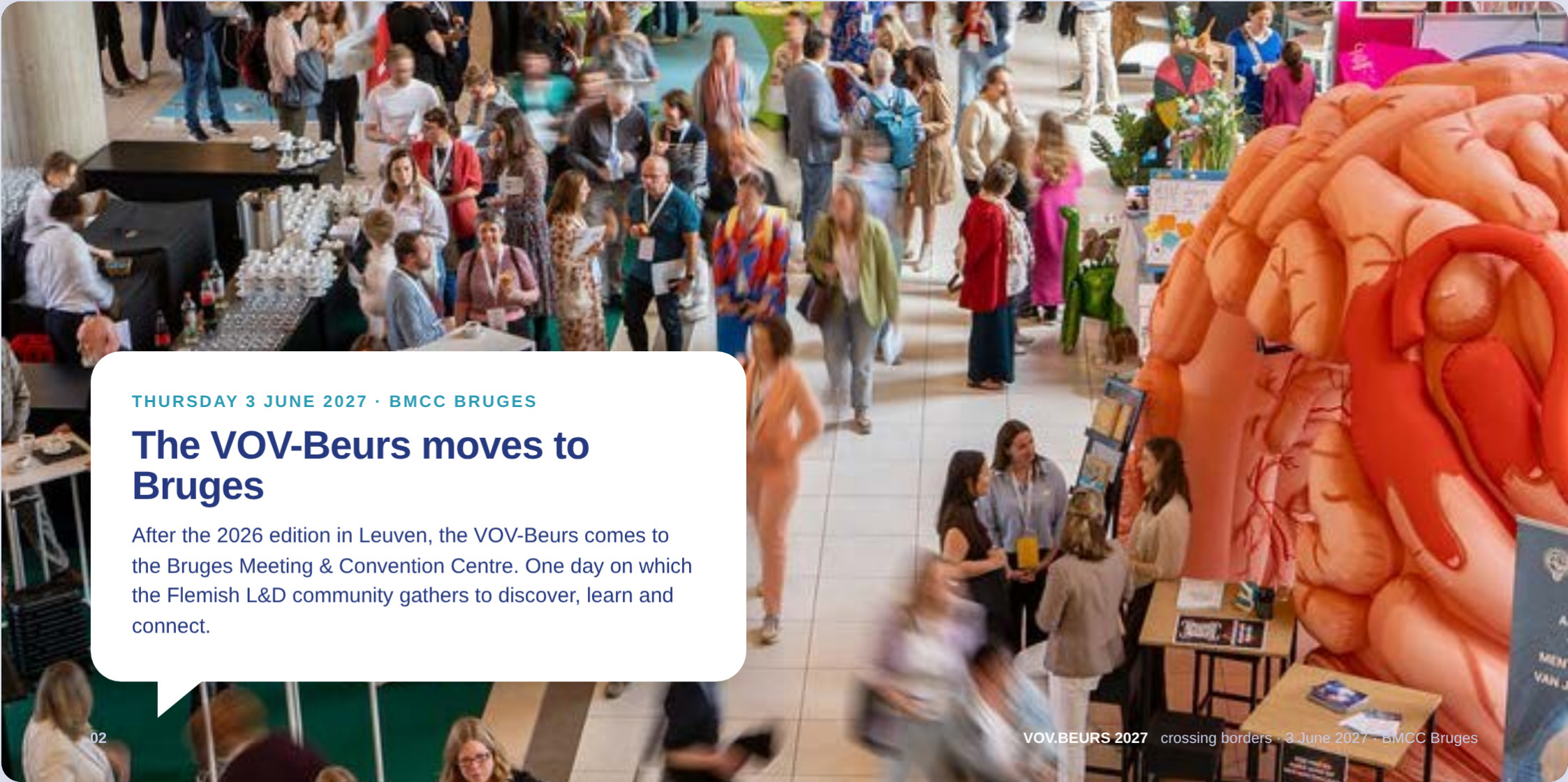
## 2027

**crossing  
borders**

↘ **03/06/2027**

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Exhibitor pack for exhibitors, partners and sponsors



THURSDAY 3 JUNE 2027 • BMCC BRUGES

## The VOV-Beurs moves to Bruges

After the 2026 edition in Leuven, the VOV-Beurs comes to the Bruges Meeting & Convention Centre. One day on which the Flemish L&D community gathers to discover, learn and connect.

# One day, three worlds

Online beforehand, on the exhibition floor and at the conference.

## Online

**8**

pre-event webinars

- In the week of 10 May 2027
- Visitors get to know your offer in advance

## Exhibition floor

**90**

exhibitors

**700+**

visitors

**27**

live showcases

- Live podcasting and networking
- Innovation Ville and Experience Ville
- Meet & greets

## Conference

**2**

top keynotes

**18**

presentations

**9**

workshops

- Food and drinks
- Closing networking reception

# Crossing borders in L&D

**Learning does not stop at the edge of a department, a country or a tool. The strongest L&D solutions emerge where worlds meet.**

With the theme **crossing borders**, the VOV-Beurs 2027 puts connections centre stage. Between learning and working, between HR, L&D and the business. Between people and AI, between digital and physical. Across generations, languages and national borders.

Bruges is the perfect place for it: a city that has thrived on encounters and exchange for centuries. Like a metro map, the fair brings lines together at hubs where you can change to new ideas, partners and clients.

We expect **700+ visitors**. A unique moment to put your organisation in the spotlight: online, on the exhibition floor and at the conference.

## Tell the visitor

- Which border do you help L&D professionals cross?
- How do you connect learning with everyday work?
- How do you use AI without losing sight of people?
- What is your added value for practising L&D professionals?
- How do you stand out from the competition?

# As an **exhibitor** at the VOV-Beurs you can

-  Put your product or service in the spotlight in a unique, informal setting
-  Expand your professional network
-  See what your competitors are up to
-  Build new partnerships, also across sectors and borders
-  Show your expertise in a showcase, presentation or workshop
-  Get known among a specialised audience of practising L&D professionals
-  Share your knowledge and experience with other L&D professionals
-  Invite key clients or prospects to meet you in person at the VOV-Beurs
-  Sharpen your L&D knowledge

# One participation, **three levers**

Your stand is the starting point of a complete visitor journey. One website and web app connect visibility before the fair, relevant meetings on the floor and smooth follow-up by your team.

## Before the fair: get found

Your own partner page and shareable session pages, news about your participation, pre-event webinars and a media kit make your expertise visible. Tracks help interested visitors discover what you offer.

## At the fair: activate visitors

More attention for the exhibition floor, microlearnings, challenges and the stamp card get visitors moving. Matchmaking and meetings in two networking zones make room for focused conversations.

## For your team: everything in one place

From request, proposal and confirmation to profile approval, sessions, event playbook and billing details: the partner portal keeps you on top of it all. Badge scans become leads you can follow up with notes.

## NEW • Free microlearnings at your stand

Every exhibitor can offer at least **2 ten-minute microlearnings**. Showcase your expertise in a fresh way and give visitors a concrete reason to visit your stand. Title, description and track appear in the overview by track and chronologically in the programme. No advance registration.

# How do we ensure an **exhibition floor that delivers results?**

We encourage visits to the exhibition in several ways, ensuring both quality and quantity.

01 The conference includes three one-hour blocks without workshops or presentations, giving conference attendees plenty of time to explore the exhibition.

02 Both conference and exhibition attendees find their catering on the exhibition floor.

03 Catering is open throughout the day at the back of the exhibition floor, encouraging everyone to walk through the exhibition.

04 Lunch areas are spread across the exhibition floor.

05 Building on their success, we are hosting more presentations on the exhibition floor, with three showcase islands.

06 These showcases also get three premium time blocks, when no conference activities are taking place.

07 We charge an admission fee for all exhibition visitors to significantly reduce no-shows.

08 VOV members can still attend for free! We reward their support and involvement, ensuring at least 300 engaged conference attendees who will also visit the exhibition.

# Get more from your participation, in one web app

Content, activation and contacts reinforce each other: visitors find you more easily, get moving and leave a contact you can actually use.

## Tracks for stands & sessions

Visitors filter by their interests and find the right partner and session. Leadership & Strategy also gets its own recognisable place.

## 10-minute microlearnings

Announce a short demo, case study or experience at your stand. Visitors discover your microlearning and save it for their fair day.

## Challenges & partner prizes

Attending sessions, making connections and booking meetings is rewarded. With 10 completed challenges, attendees can win a tangible prize at a partner stand.

## A stamp card across the floor

Twelve stand visits, spread over eight stand zones, two EV stands and two start-ups, encourage visits beyond the busiest aisles.

## Matchmaking & meetings

Profiles and interests help attendees find each other. Meetings have a fixed place in two networking zones on the exhibition floor.

## News before and during the fair

We announce partners, sessions and keynotes through News. Important messages and a news ticker keep visitors informed on the day.

## A media kit to share

Visuals and ready-made posts for LinkedIn, Instagram, email and your website help you promote your participation and expertise in advance.

## Badge scans → leads

A badge scan records a contact. In the partner portal you follow up your leads and add notes for a relevant follow-up conversation.

A woman in a black top and red pants is standing on a small stage, presenting to an audience. The audience is seated in rows of chairs, facing the stage. The setting is a large exhibition hall with high ceilings and many string lights hanging from the ceiling. In the background, there are various exhibition booths and displays. A large screen on the left shows a presentation. A potted plant is on the stage next to the presenter. The overall atmosphere is professional and engaging.

27 LIVE SHOWCASES

**Show what you do, live on  
the exhibition floor**

# How can you take part?

Convinced? Confirm your participation at [www.vovbeurs.be](http://www.vovbeurs.be) and put together your exhibition package.



Your price depends on when you confirm. **Confirm before 1 April 2027 to avoid the late booking rate.**

As a VOV member you get a **10% discount** on your entire exhibition package!

# Every exhibition package starts with a stand

Alternatively: an information stand on the main exhibition floor

## Included with every stand

- Name sign
- Low table and two chairs
- Blank back wall
- Power connection and open wifi (900W, 3 connection points)
- Access and catering for two staff members
- Tips & tricks ahead of the fair
- Media kit
- Access to the fair app
- Profile on the fair website, with your video
- Two 10-minute microlearnings

Minimum 1 stand per exhibitor. All prices exclude VAT.

| CODE      | STAND TYPE                                                                       | EARLY BIRD<br>until 31 Aug 2026 | STANDARD<br>1 Sep 2026 to 31 Mar 2027 | LATE BOOKING<br>from 1 Apr 2027 |
|-----------|----------------------------------------------------------------------------------|---------------------------------|---------------------------------------|---------------------------------|
| <b>B</b>  | <b>Basic stand</b><br>3 m x 2 m, on the exhibition floor                         | <del>€ 1.900</del>              | <b>€ 2.100</b>                        | <b>€ 2.300</b>                  |
| <b>H</b>  | <b>Corner stand</b><br>Corner location with extra visibility                     | <del>€ 2.200</del>              | <b>€ 2.400</b>                        | <b>€ 2.600</b>                  |
| <b>C</b>  | <b>Central stand</b><br>Central location                                         | <del>€ 2.300</del>              | <b>€ 2.500</b>                        | <b>€ 2.700</b>                  |
| <b>HC</b> | <b>Central corner stand</b><br>Corner stand with a central location              | <del>€ 2.400</del>              | <b>€ 2.600</b>                        | <b>€ 2.800</b>                  |
| <b>K</b>  | <b>End-of-row stand</b><br>At the head of a row of stands, the most visible spot | <del>€ 3.100</del>              | <b>€ 3.400</b>                        | <b>€ 3.700</b>                  |

The letter in the stand number on the floor plan shows the type (e.g. **H.308** is a corner stand). The large stand (G) is reserved for the main sponsor. Need more space? Contact team VOV and we will look at the options.

## Alternatively: a start-up stand in Innovation Ville

START-UPS ONLY · STAND CODE S

4 m² for your innovation

EARLY BIRD

~~€ 900~~

until 31 Aug 2026

STANDARD

**€ 990**

1 Sep 2026 to 31 Mar 2027

LATE BOOKING

**€ 1.100**

from 1 Apr 2027

- Name sign
- Standing table and stool
- Printed panel
- Power connection and open wifi (900W, 3 connection points)
- Access and catering for one staff member
- Tips & tricks ahead of the fair
- Access to the fair app and the media kit
- Profile on the fair website, with your video

## Alternatively: an experience stand in Experience Ville

STAND CODE EV · LONG STAND EVL

9 m² · extra space by arrangement

More space for the same price as a basic stand

EARLY BIRD

~~€ 1.900~~

until 31 Aug 2026

STANDARD

**€ 2.100**

1 Sep 2026 to 31 Mar 2027

LATE BOOKING

**€ 2.300**

from 1 Apr 2027

### Experience Ville Long (EVL)

EARLY BIRD

~~€ 2.500~~

until 31 Aug 2026

STANDARD

**€ 2.750**

1 Sep 2026 to 31 Mar 2027

LATE BOOKING

**€ 3.000**

from 1 Apr 2027

- Experience stand of 9 m²; extra space by arrangement
- Focus on activities, experiencing and trying things out. Last time visitors could try: VR, gamification, game-based learning, AI, role plays, face scans, interactive e-learning and animation authoring tools, business games, humanoid robots, board games ...

# Complete your exhibition package with one or more sessions

These prices are added to the price of your stand and exclude VAT. You can choose several options. As a VOV member you get a 10% discount on your entire exhibition package!

| ONLINE<br>MAX 1 PER STAND                                                                                                                                                                                       | EXHIBITION FLOOR<br>MAX 1 PER STAND                                                                                                                                                                                       | EXHIBITION FLOOR · PRIME TIME<br>MAX 1 PER STAND                                                                                                                                                                                                       | CONFERENCE<br>MAX 1 PER STAND                                                                                                                                                                                                                        | CONFERENCE<br>MAX 1 PER STAND                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Pre-event webinar</b>                                                                                                                                                                                        | <b>Showcase</b>                                                                                                                                                                                                           | <b>Showcase Prime</b>                                                                                                                                                                                                                                  | <b>Presentation</b>                                                                                                                                                                                                                                  | <b>Workshop</b>                                                                                                                                                                                                                            |
| EARLY BIRD <del>€ 800</del>                                                                                                                                                                                     | EARLY BIRD <del>€ 700</del>                                                                                                                                                                                               | EARLY BIRD <del>€ 900</del>                                                                                                                                                                                                                            | EARLY BIRD <del>€ 500</del>                                                                                                                                                                                                                          | EARLY BIRD <del>€ 1.300</del>                                                                                                                                                                                                              |
| <b>STANDARD € 900</b>                                                                                                                                                                                           | <b>STANDARD € 800</b>                                                                                                                                                                                                     | <b>STANDARD € 1.000</b>                                                                                                                                                                                                                                | <b>STANDARD € 600</b>                                                                                                                                                                                                                                | <b>STANDARD € 1.450</b>                                                                                                                                                                                                                    |
| LATE BOOKING <b>€ 1.000</b>                                                                                                                                                                                     | LATE BOOKING <b>€ 900</b>                                                                                                                                                                                                 | LATE BOOKING <b>€ 1.100</b>                                                                                                                                                                                                                            | LATE BOOKING <b>€ 700</b>                                                                                                                                                                                                                            | LATE BOOKING <b>€ 1.600</b>                                                                                                                                                                                                                |
| <ul style="list-style-type: none"><li>Online via Zoom</li><li>45-minute presentation</li><li>Max. 100 people</li><li>In the week of 10 May 2027</li><li>Focus on practical tips, tricks &amp; content</li></ul> | <ul style="list-style-type: none"><li>Live on the exhibition floor</li><li>20-minute showcase</li><li>Unlimited number of attendees</li><li>No pre-registration needed</li><li>Focus on content and short demos</li></ul> | <ul style="list-style-type: none"><li>Everything a showcase offers</li><li>At a prime time moment: no presentation or workshop is running in the conference</li><li>The entire audience is on the exhibition floor</li><li>9 slots available</li></ul> | <ul style="list-style-type: none"><li>Your contribution to the conference</li><li>20-minute presentation</li><li>In a soundproof room</li><li>Max. 30 attendees, with pre-registration</li><li>Focus on content and good practice examples</li></ul> | <ul style="list-style-type: none"><li>Your contribution to the conference</li><li>60-minute workshop</li><li>In a soundproof room</li><li>Max. 40 attendees, with pre-registration</li><li>Hands-on with your service or product</li></ul> |

# Would you like a little **more** at your stand?

An extra plant, stool, table, power point or screen at your stand? No problem! Through our briefings we share the options and you can place additional orders.

Need extra space at your stand, for example to create an extra experience for visitors? Contact team VOV and we will discuss the options with you.

# Extra **visibility** during the fair?

## In the printed fair catalogue

|           |       |
|-----------|-------|
| Ad ¼ page | € 300 |
|-----------|-------|

|           |       |
|-----------|-------|
| Ad ½ page | € 600 |
|-----------|-------|

|              |         |
|--------------|---------|
| Ad full page | € 1.200 |
|--------------|---------|

|                     |         |
|---------------------|---------|
| Advertorial 2 pages | € 2.400 |
|---------------------|---------|

## Exclusive visibility with every attendee

|         |         |
|---------|---------|
| Lanyard | € 2.000 |
|---------|---------|

|          |         |
|----------|---------|
| Tote bag | € 2.000 |
|----------|---------|

|                        |         |
|------------------------|---------|
| Your logo on the badge | € 2.000 |
|------------------------|---------|

All prices exclude VAT.

# Would you like to take part as a sponsor?



**SPONSOR**

**€ 6.000**  
excl. VAT

**NEW**

**End-of-row stand (K) included!**

an end-of-row stand with top visibility, worth € 3.100 to € 3.700

The graphic is a dark blue rounded rectangle with a diagonal gold and red stripe. It contains the word 'SPONSOR' in yellow, the price '€ 6.000' in large white font with 'excl. VAT' below it, a red 'NEW' badge, and a white box with the text 'End-of-row stand (K) included!' and a description of the stand's value.

## As sponsor you get

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- Your end-of-row stand (K) is included, at a preferred location on the exhibition floor
- 10% discount on the rest of your exhibition package. Can be combined with the 10% VOV member discount. The discounts apply to the packages, not to the extra sponsorship options
- Visibility: mention as sponsor in all external communication
- Four 10-minute microlearnings

## Reach: 14,000+ HR and L&D professionals

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- Teasers
- Digital brochures
- Newsletters
- Ads in HR, business and mainstream media
- The fair website [www.vovbeurs.be](http://www.vovbeurs.be)
- Extended company profile with logo, video and link to your own website on [vovbeurs.be](http://vovbeurs.be)
- Mention on the screen at the fair entrance
- Free half-page ad in the fair catalogue

# Would you like to take part as a **main sponsor**?

A graphic for the 'MAIN SPONSOR' role. It features a dark blue background with a yellow and red diagonal stripe. The text 'MAIN SPONSOR' is in yellow. Below it, '€ 12.000' is in large white font, with 'excl. VAT' in smaller white text. A white box with a red 'NEW' tag contains the text 'Large stand (G) included!' and 'the most eye-catching stand on the exhibition floor, worth € 5.400'.

## As main sponsor you get

- Your large stand (G) is included, at a premium location on the exhibition floor
- 30% discount on the rest of your exhibition package (showcases, presentations, workshops, webinars and extras). Can be combined with the 10% VOV member discount. The discounts apply to the packages, not to the extra sponsorship options
- After the fair you receive the database with contact details of visitors who gave their consent when registering
- Top visibility: mention as main sponsor in all external communication, including your logo on every attendee badge
- Six 10-minute microlearnings

## Reach: 14,000+ HR and L&D professionals

- Teasers
- Digital brochures
- Newsletters
- Ads in HR, business and mainstream media
- The fair website [www.vovbeurs.be](http://www.vovbeurs.be)
- Extended company profile with logo, video and link to your own website on [vovbeurs.be](http://vovbeurs.be)
- Mention on the screen at the fair entrance
- Free full-page ad in the fair catalogue
- The exclusive opportunity to present your organisation through a dedicated partner mailing to all VOV members and more than 6,000 HR and L&D professionals

# What exhibitors say

Translated from Dutch.



For Jump2grow, our first time at the VOV-Beurs was more than a success. We had genuine, warm moments of connection with visitors and fellow exhibitors, some of which even sparked ideas for co-creation. Being in the Experience Ville gave us the time and space to take visitors along in our story and offer them a real 'experience'. The professional approach (preparation, guidance and support during the fair) was excellent!

**Ingrid Vossen**  
Jump2grow



The VOV-Beurs is the perfect platform to present innovative L&D applications to a specialised audience.

**Koen Devogelaere**  
Escape Events



See the VOV-Beurs as an opportunity to strengthen existing relationships and build new ones. The fair succeeds at that every time. Often, long-lasting and intensive partnerships grow out of it.

**Marc Alen**  
Managing Director at Arboth Learning Technologies



The opportunity to give a presentation on stage was a game changer. It opened the door to valuable interaction with visitors and potential clients. In short, an excellent opportunity to present our company and make valuable connections.

**Iris Kempenaers**  
SAP Learning Consultant and Team Lead at Amista

# Questions, need support or looking for a tailor-made package?

We are here to help!

**Walter Schroven**  
Community Manager

**Hans De Four**  
Coordinator VOV-Beurs

**Suzy Kiss**  
Administration & Events Officer

**Tess Van Linden**  
Marketing and Communications Manager

Call us: **+32 3 454 59 70**

Email us: **[vovbeurs@vov.be](mailto:vovbeurs@vov.be)**

Web: **[www.vovbeurs.be](http://www.vovbeurs.be)**

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BRUGES MEETING &  
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## 2027



**crossing  
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