VOV. BEURS

BRUGES MEETING &
CONVENTION CENTRE (BMCC)

2027

crossing borders

↘ 03/06/2027

Skills &
competences
Teambuilding,
wellbeing &
inclusion
Leadership &
Strategy
Change &
sustainability
Tools &
software
Learning culture,
lifelong learning &
career
VOV
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THURSDAY 3 JUNE 2027 · BMCC BRUGES

The VOV-Beurs is moving to Bruges

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

ONE DAY, THREE WORLDS

Online in advance, on the show floor and at the conference.

ONLINE

8 pre-event webinars

- In the week of 10 May 2027
- Visitors already get to know your offering

SHOW 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 border of a department, a country or a tool. The strongest L&D solutions emerge right 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 humans 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 meeting and exchange for centuries. Like a metro map, the fair brings lines together at junctions where you can change to new ideas, partners and customers.

Tell visitors

- **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 the human?**
- **What is your added value for practising L&D professionals?**
- **How do you stand out from the competition?**

We expect around 700 visitors. A unique moment to put your organisation in the spotlight: online, on the show floor and during the conference.

AS AN EXHIBITOR AT THE VOV-BEURS YOU CAN

- Put your product or service in the spotlight in a unique, informal setting
- Get known by a specialised audience of practising L&D professionals
- Expand your professional network
- Share your knowledge and experience with other L&D professionals
- Take a peek at the competition
- Invite important customers or prospects to meet in person at the VOV-Beurs
- Enter into new partnerships
- Sharpen your L&D knowledge
- Show your expertise during a showcase, presentation or workshop

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 encounters 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 show floor, microlearnings, challenges and the stamp card get visitors moving. Matchmaking and appointments 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, run sheet and invoicing details: the partner portal keeps everything in view. Badge scans become leads that you can follow up with notes.

NEW · Free microlearnings at your stand

Every exhibitor may offer at least **2 microlearnings of 10 minutes**. Show your expertise differently and give visitors a concrete reason to visit your stand. Title, description and track appear in the offering per track and chronologically in the programme. No prior registration required.

HOW DO WE ENSURE YOU A SHOW FLOOR THAT DELIVERS A RETURN?

We encourage visits to the fair in various ways, so that quantity is right as well as quality.

1. The conference has **three one-hour time blocks without workshops and presentations**, giving conference attendees plenty of time for the fair at those moments.

2. **Both conference and fair participants find their catering on the show floor.**

3. **The catering is open continuously, at the back of the show floor**, so that everyone walks through the fair.

4. **The lunch areas are spread across the fair.**

5. Due to its success, we are providing **more presentations on the show floor**. There will be **three islands for showcases**.

6. **These showcases also get three premium blocks** because there are no conference activities at those times.

7. We ask for a **contribution from all fair visitors**, which greatly reduces no-shows.

8. **VOV members still get in for free!** We reward VOV members for their support and commitment, which already assures you of **at least 300 engaged conference participants** who will also visit the fair.

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 usable contact behind.

Tracks for stands & sessions

Visitors filter on their interests and find the right partner and session. Leadership & Strategy also gets a 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 appointments is rewarded. With 10 completed challenges, participants stand a chance of winning 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 away from the busiest aisles.

Matchmaking & appointments

Profiles and interests help participants find each other. Appointments get a fixed place in two networking zones on the show floor.

News before and during the fair

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

A media kit to share

Visuals and share texts for LinkedIn, Instagram, email and your website help draw attention to your participation and expertise in advance.

Scanning badges → leads

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

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27 LIVE SHOWCASES

Show what you do, live on the show floor

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HOW CAN YOU PARTICIPATE?

Convinced? Confirm your participation at www.vovbeurs.be and put together your fair package.

10% DISCOUNT

As a VOV member you get 10% off your entire fair package!

EARLY BIRD
until 31/08/2026

expired

REGULAR
01/09/2026 to 31/03/2027

currently applicable

LATE BOOKING
from 01/04/2027

highest rate

Your price depends on the moment you confirm. **Confirm before 1 April 2027 and you avoid the late-booking rate.**

EVERY PACKAGE STARTS WITH A STAND

Either: an informative stand on the regular show floor

Included with every stand

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

Minimum 1 stand per exhibitor.
All prices exclude VAT.

Code	Stand type	Early bird until 31/08/2026	Regular 01/09/2026 to 31/03/2027	Late booking from 01/04/2027
B	**Basic stand** 3 m x 2 m, on the show floor	~~€ 1,900~~	€ 2,100	€ 2,300
H	**Corner stand** Corner position with extra visibility	~~€ 2,200~~	€ 2,400	€ 2,600
C	**Central stand** Central position	~~€ 2,300~~	€ 2,500	€ 2,700
HC	**Central corner stand** Corner stand in a central position	~~€ 2,400~~	€ 2,600	€ 2,800
K	**End stand** Head of a row of stands, the most visible spot	~~€ 3,100~~	€ 3,400	€ 3,700

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. Do you need extra space or would you like a larger stand area? Contact team VOV and we will look at the options.

Or: a start-up stand at the **Innovation Ville**

START-UPS ONLY · STAND CODE S
4 M² FOR YOUR INNOVATION

EARLY BIRD	REGULAR	LATE BOOKING
~~€ 900~~	**€ 990**	€ 1,100
until 31/08/2026	01/09/2026 to 31/03/2027	from 01/04/2027

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

Or: an experience stand at the **Experience Ville**

STAND CODE EV · LONG STAND EVL
9 M² · EXTRA SPACE BY ARRANGEMENT

EARLY BIRD	REGULAR	LATE BOOKING
~~€ 1,900~~	**€ 2,100**	€ 2,300
until 31/08/2026	01/09/2026 to 31/03/2027	from 01/04/2027

Experience Ville Long (EVL)

EARLY BIRD	REGULAR	LATE BOOKING
~~€ 2,500~~	**€ 2,750**	€ 3,000
until 31/08/2026	01/09/2026 to 31/03/2027	from 01/04/2027

- Focus on activities, experiences and hands-on learning. Last time on offer: VR, gamification, game-based learning, AI, role plays, face scans, interactive e-learning and animation development tools, business games, humanoid robots, board games …

ADD ONE OR MORE SESSIONS TO YOUR FAIR PACKAGE

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

ONLINE
MAX 1 PER STAND

PRE-EVENT WEBINAR

EARLY BIRD	——
REGULAR	900
LATE BOOKING	€1,000

- Online via Zoom
- Presentation of 45 minutes
- Max. 100 people
- In the week of 10 May 2027
- Focus on practical tips, tricks & content

SHOW FLOOR
MAX 1 PER STAND

SHOWCASE

EARLY BIRD	——
REGULAR	800
LATE BOOKING	900

- Live on the show floor
- Showcase of 20 minutes
- Unlimited number of participants
- No pre-registration needed
- Focus on content and short demos

SHOW FLOOR · PRIME TIME
MAX 1 PER STAND

SHOWCASE PRIME

EARLY BIRD	——
REGULAR	€1,000
LATE BOOKING	€1,100

- Everything in a showcase
- At a prime-time moment: no presentation or workshop is running in the conference then
- The entire audience is on the show floor
- 9 slots available

CONFERENCE
MAX 1 PER STAND

PRESENTATION

EARLY BIRD	——
REGULAR	600
LATE BOOKING	700

- Your contribution to the conference
- Presentation of 20 minutes
- In a soundproof room
- Maximum 30 participants, with pre-registration
- Focus on content and good practical examples

CONFERENCE
MAX 1 PER STAND

WORKSHOP

EARLY BIRD	~~€1,300~~
REGULAR	€1,450
LATE BOOKING	€1,600

- Your contribution to the conference
- Workshop of 60 minutes
- In a soundproof room
- Maximum 40 participants, with pre-registration
- Interactive hands-on session with your service or product

Want a bit more at your stand?

Would you like an extra plant, stool, table, power point or screen at your stand? You can! Through briefings we will let you know the options and you can place additional orders.

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

WANT EXTRA VISIBILITY DURING THE FAIR?

IN THE PRINTED FAIR CATALOGUE

¼-page advertisement	**€ 300**
½-page advertisement	**€ 600**
1-page advertisement	**€ 1,200**
2-page advertorial	**€ 2,400**

EXCLUSIVE VISIBILITY WITH EVERY PARTICIPANT

	€ 2,000
Tote bag	**€ 2,000**
Your logo on the badge	**€ 2,000**

All prices exclude VAT.

WANT TO TAKE PART AS A SPONSOR?

SPONSOR

€ 6,000

excl. VAT

NEW

End stand (K) included!

an end stand with top visibility, worth € 3,100 to € 3,700

As a sponsor you get

Your end stand (K) is included, in a preferred location on the show floor

10% discount on the rest of your fair package. Can be combined with the 10% VOV member discount. The discounts apply to the packages, not to the extra sponsor formulas

Visibility: mention as a sponsor in all external communication

Four microlearnings of 10′

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

Teasers

Digital folders

Newsletters

Advertisements in HR, business and mainstream media

The fair website www.vovbeurs.be

Extended company profile with logo, video and link to your own website on vovbeurs.be

Mention on the screen at the entrance of the fair

Free half-page advertisement in the fair catalogue

WANT TO TAKE PART AS MAIN SPONSOR?

SPONSOR

€ 12,000

excl. VAT

NEW

Large stand (G) included!

the most eye-catching stand on the show floor, worth € 5,400

As main sponsor you get

Your large stand (G) is included, at a premium location on the show floor

30% discount on the rest of your fair 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 sponsor formulas

After the fair you receive the database with contact details of the visitors who gave their consent when registering

Top visibility: mention as main sponsor in all external communication

Six microlearnings of 10′

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

Teasers

Digital folders

Newsletters

Advertisements in HR, business and mainstream media

The fair website www.vovbeurs.be

Extended company profile with logo, video and link to your own website on vovbeurs.be

Mention on the screen at the entrance of the fair

Free full-page advertisement in the fair catalogue

The exclusive opportunity to introduce your organisation through a dedicated partner mailing to all VOV members and more than 6,000 HR and L&D professionals

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1

For Jump2grow it was a more than successful first participation in the VOV-Beurs. We had high-quality, warm moments of connection with visitors as well as fellow exhibitors, with even co-creation being considered. By standing on the Experience Ville, you got time and space to take visitors along in your story and literally offer them an “experience”. The professional approach - preparation, guidance and support during the fair - was top!

Ingrid Vossen,
Jump2grow

2

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

Koen Devogelaere,
Escape Events

3

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

Iris Kempenaers,
SAP Learning Consultant and Team Lead at Amista

4

See the VOV-Beurs as an opportunity to strengthen existing relationships and establish new ones. In that respect the fair succeeds time and again. Often, years-long intensive partnerships grew out of it over time.

Marc Alen,
Managing Director at Arboth Learning Technologies

QUESTIONS, NEED SUPPORT OR WANT A TAILOR-MADE PACKAGE?

We are here for you!

1 **Walter Schroven**
Community Manager

2 **Hans De Four**
Coordinator VOV-Beurs

3 **Suzy Kiss**
Administration & Events Officer

Call us: 03 454 59 70
Email us: vovbeurs@vov.be
Web: www.vovbeurs.be