

CALL ENTRY REGULATIONS
BRUSSELS WELCOME SUPPORT FOR PROFESSIONAL EVENTS
FROM JANUARY 1ST 2026 TO DECEMBER 31ST 2026

visit.brussels, Brussels' tourism agency is organizing a call for all professional events (B2B) taking place in Brussels between January 1st and December 31st 2026.

ARTICLE 1. CONTEXT : BRUSSELS WELCOME SUPPORT

The aim is to enhance attendees' experiences during the supported event through a selection of support services provided by visit.brussels.

The applications which meet all admission requirements will receive services worth **EUR 8.000 including VAT** maximum, depending on their position in a ranking established by a jury and the expected number of participants at the event for which they are applying.

The total budget allocated to this call is **EUR 110.000 including VAT**. This amount is indicative and subject to the allocation of the budget by the Government of the Brussels-Capital Region.

The Organizer does not award a prize nor a payment to the Awarded as such, but as a service.

ARTICLE 2. PURPOSE AND APPLICABLE REGULATION

The purpose of the Regulations is to define the conditions for taking part in the call, the process and the projects that will be submitted to the Jury. This procedure will lead to the selection of one or more Awarded by the Jury and will be followed by a negotiated procedure without prior publication to these Awarded.

The applicable legal provisions include the following :

- The Act of June 17th 2016 regarding public procurement, more specifically Article 49 and Article 159, § 1, 4° ;
- The Royal Decree of April 18th 2017 regarding procurements in the traditional sectors ;

Furthermore, the Belgian laws are applicable to these Regulations.

ARTICLE 3. DEFINITIONS

The following terms used in these Regulations are defined as follows :

- *Organizer*

The non-profit association visit.brussels, whose registered office is located at Rue Royale 2-4, 1000 Brussels, listed in the CBE register under number 0600.885.207.

- *Applicant or applicant team*

The natural or legal entity or group of these entities that have validly submitted an

application.

– *Jury*

The Jury is an independent body responsible for evaluating the projects submitted in this call. It has decision-making authority. It is made up of representatives from the MICE sector. The number is determined by the Organizer (a minimum of five persons, a majority of which are not part of visit.brussels).

– *Awarded*

The Applicant whose application is selected by the Organizer and with whom the Organizer will conclude a public services contract in accordance with Article 42 §1 5° of the Act of June 17th 2016 regarding public procurement. The Awarded will sign an agreement with the Organizer (contracting authority) defining the financial conditions and any other form of collaboration.

– *Application*

The proposal that each Applicant submits to the Jury will consist of a specific event for which they consider services support necessary for the successful staging of their event.

ARTICLE 4. APPLICATIONS – ADMISSIBILITY

4.1 ADMISSIBILITY CONDITIONS

Applications will be accepted from any individual or legal entity (*), whether **an international association, event organization agency, corporate, NGO or university**, provided that the natural person applying for them meet the following conditions:

- They are legally capable ;
- They are an adult ;
- They speak French, Dutch or English.

(*) *Regions, Communities and local authorities are not eligible for this competition.*

Participation in the call is free of charge.

An Application is only admissible under the following conditions :

1	The event must be an international professional event (conference, congress or trade fair).
2	The event must take place in the Brussels-Capital Region , over at least one night and two full days.
3	The event must be confirmed in Brussels before the application deadline, September 15 th 2025.

4	Have at least 500 on-site individual registrations per day (in case of hybrid event, online participants are not taken in consideration) and at least 300 on-site individual registrations per day if the event is taking place in Brussels for the third time or more. The capacity of the main event venue will be taken into account to verify compliance with this condition.
5	The event must host at least 40% international participants (not based in Belgium) .
6	While applying, providing an action plan (described in the application form) demonstrating minimum one concrete initiative for improving sustainability and/or inclusion during the event (examples: certified suppliers, zero waste policy, selection of local caterers, limit on carbon-impacted travel, paperless policy, easy access to disabled people to all or part of the event, provide a response to specific needs (food and non-food), translation services, transparency of information on the event website,...). Actions undertaken by the main event venue or the accommodation may form part of this action plan.

4.2 FILES TO BE SUBMITTED

To be complete, an Application must include :

- The completed online application form, available until **September 15th 2025 at 5:00 PM** : [Application Form - Calls for projects](#)

Applications may be submitted in French, Dutch or English.

4.3 IRREGULARITIES

Applications will be automatically excluded if the Applicant does not meet one of the admissibility criteria listed in Article 4.1 of these Regulations.

Should the event be cancelled in Brussels and relocated to another destination after being selected for support, visit.brussels reserves the right to reject any potential application from the same Applicant for the following year.

The Organizer reserves the right to ask Applicants to provide additional information or complete their application. This will only be information that does not change the overall nature of the Application. As a reminder, the Applicant will be excluded if the Application is incomplete.

The Organizer reserves the right to reject applications for events with purely promotional or commercial purposes.

The Organizer reserves the right to reject applications for events whose content would be contrary to the [values upheld by visit.brussels](#).

4.4 PROCEDURE FOR SUBMITTING THE APPLICATION

Applications must be submitted no later than **September 15th 2025, 5:00 PM** via the online application form, **failing which they will no be admissible. Applications received after the deadline will not be accepted.**

An automated acknowledgement of receipt will be sent to Applicants on receipt of their application.

This application may be drafted in French, Dutch or English.

Once the applications have been received and analyzed, the Organizer will inform the Applicants whether or not their application is admissible.

If the application is considered admissible, it will be sent in an anonymous format to the Jury for examination. The anonymity of applications is respected until the opinion of the jury is known, in accordance with Article 120 of the Royal Decree of April 18th 2017 regarding procurements in the traditional sectors.

ARTICLE 5. PREPARATION OF THE APPLICATION

The Organizer will answer any question or request for information necessary for the correct preparation of the file. Any such questions should be sent in writing to meetings@visit.brussels before September 15th 2025, 5:00 PM. The Organizer reserves the right to not answer any questions that it deems irrelevant to this Competition.

ARTICLE 6. TIMETABLE

Stages	Date
Publication of the call	May 26 th 2025
Submission of applications	September 15 th 2025, 5:00 PM
Jury decision	October 2 nd 2025
Communication of the call results. The confirmation of the support is subject to availabilities in budget and resources	October 6 th 2025 – by email
Tracking of the dossier by visit.brussels	Until the event

ARTICLE 7. AWARDING

7.1 EVALUATION CRITERIA

The Jury will examine the applications based on the following criteria :

Criteria	Evaluation elements	Weighting
Total		/100 max
Event theme/Positive impact for Brussels		/25 max
Sustainability & inclusivity	Evaluation of the action plan implemented to improve sustainability and/or inclusivity during the event (examples: zero waste policy, selection of local caterers, limit on carbon-impacted travel, paperless policy, easy access to disabled people to all or part of the event, provide a response to specific needs (food and non-food), translation services, transparency of information on the event website, ...) Actions undertaken by the	/ 10 max

	main event venue or the accommodation may form part of this action plan. Evaluation on basis of the description provided in the application form.	
Promotion of Brussels	Evaluation of whether Brussels is included in a communication plan, and in what way: offline and online communication plan. Evaluation on basis of the description provided in the application form.	/ 10 max
Legacy	Evaluation of actions in place to create a positive impact in Brussels by organizing actions with local community. Evaluation on basis of the description provided in the application form.	/5 max
Bonus Criteria:		/50 max
Recurrent events	Events organized for the 3rd time or more in Brussels receive 30 points	/30
Seasonality (off-peak periods)	The events taking place in January, February, or August (which are less crowded in the MICE industry in Brussels) receive 15 points	/15
Brussels Centre of Excellence	The events whose content is related to min. One Centre of Excellence identified by visit.brussels (Healthcare, Sustainable Economy, Digital Economy, Biosciences, Finance & Trade) receive 5 points	/5

Specific questions relating to the above evaluation criteria are covered in [the form](#) to be filled out.

The files will be analyzed as follows :

- After eliminating inadmissible and or irregular applications, the Jury will evaluate applications and rate them out of 100 points ;
- A point-based ranking will be established, with events obtaining the most points ranked at the top. Services will be allocated to the selected events in order of ranking, until the budget envelope is exhausted. Subsequent events cannot be selected thereafter ;
- Services will be allocated as follows depending on the event's ranking and number of participants, with a maximum of EUR 7.000 per event and EUR 8.000 for events with over 5000 participants ;
 - Top 3 ranked events : EUR 11 per participant ;
 - Next 3 ranked events : EUR 10 per participant ;
 - All others : EUR 9 per participant ;

The awarded events will have access to these main services offered by visit.brussels :

Exclusive use of the **Tram Experience** for your speakers or VIP guests (16, 20 or 36 pax), the day before the start, during or at the latest the day after the last day of the event

STIB/MIVB transport tickets for the participants (single journey tickets)
A chocolate tasting or animation stand for one to two hours for participants during the event. The choice of the chocolatier will be subject to a public procurement by visit.brussels
A dinner for your speakers or VIP guests in a Good Food and or Brusselicious certified restaurant the day before the start, during or at the latest the day after the last day of the event. The choice of the restaurant will be subject to a public procurement by visit.brussels
“Sweet treat” gift packs for your speakers or VIP guests, made up of Belgian or Brussels specialties (chocolates, biscuits, etc.) – <u>only for the events taking place for the third time or more in Brussels.</u> The choice of the supplier will be subject to a public procurement by visit.brussels
A visibility campaign of city banners displayed around the event main venue – <u>only for the events taking place for the third time or more in Brussels</u>
<u>Bonus</u> : For events with more than 3000 participants, a visibility campaign (screens) at Brussels International Airport, for events during at least 3 days, with priority given to events taking place during off-peak periods (Jan-Feb-Aug) – limited availability These services may be granted to events not meeting the criteria if they are not awarded to eligible events.
<u>Bonus</u> : For events with more than 3000 participants, provision of a room in Brussels’ Town Hall for hosting an evening reception (max. 450 persons in walking dinner) The day before, during, or no later than the day after your event – <u>only for the events taking place for the third time or more in Brussels</u> – limited availability and subject to the approval of the Council of the City of Brussels These services may be granted to events not meeting the criteria if they are not awarded to eligible events.

In addition, all Awarded events can access to all or part of these extra services offered by visit.brussels :

A free "Association affiliation" to The Association Place , our brand-new venue dedicated to international associations in Brussels (only for associations)
Access to the Press Club Brussels Europe : help in organizing a press conference for your event at the Press Club, by inviting your contacts (subject to Press Club availability)

Awarded can choose to allocate the entire amount in one main service or can split this amount between several main services

In the case that Applicants obtain the same overall score, the following procedure will be used to decide the Awarded :

- the Application with the highest score on the two most weighted criteria will be given priority;
- In the event of a tie between Applicants with the same score on the most weighted criteria, the Awarded will be the Applicant with the highest score on the Sustainability and Inclusivity criteria.

7.2 DESIGNATION OF THE AWARDED

The Jury will prepare a report signed by its members and stating the ranking of the admissible Applications, with the decision based on the evaluation criteria, their observations and any points requiring clarification.

Where necessary, Applicants may be asked to answer the comments and questions set out in this report, in order to clarify a certain aspect of the professional event .

A full report of the discussion between the Jury members and the Applicants is also prepared. Based on the Jury's decision, the Organizer will analyze the projects submitted in this Call and will designate the Awarded.

The Organizer does not award a prize or payment to the Awarded as such, but a service.

ARTICLE 8. OBLIGATIONS OF THE AWARDED

The Awarded agree(s) to sign and respect the public services contract that results from the selection of their application. This will be in the form of an agreement that determines the rights and duties of the Awarded and Organizer. These Regulations and the Application as presented and accepted by the Organizer are an integral part of the Agreement, so that non-compliance with either document will automatically be taken as a violation of the aforementioned Agreement.

The Awarded will be required to comply with at least the following commitments:

- The Awarded undertakes to mention the collaboration with visit.brussels Convention & Association Bureau on its event website. This reference will be made in the following format: mention of the phrase ***Thanks to the support of visit.brussels (+ logo and link to the Convention & Association Bureau website)*** ([downloadable logo's here](#))
- The Awarded undertakes to mention the collaboration with visit.brussels Convention & Association Bureau in a Newsletter (optional)
- The Awarded agrees to reference the Brussels' destination on the event website or in a newsletter (examples: creating a Brussels' destination launch page; mentioning the visit.brussels website in the following format: "***Discover all the cultural and tourist attractions in the area:*** please use this link, ...)
- The Awarded undertakes to mention the collaboration with visit.brussels in

communications related to the services received (e.g.: on the packaging of gifts, screens in the Tram Experience, STIB ticket distribution, chocolate tasting stand, city banners, airport display screens, etc.).

- The Awarded undertakes to publish a testimonial on LinkedIn during or after the event tagging the Convention & Association Bureau.
- The Awarded undertakes to return all unused STIB tickets received via the support to visit.brussels
- The Awarded undertakes to provide visit.brussels with a copy of the event after movie (optional).

All Applicants accept that visit.brussels may request a refund equivalent (totally or partially) to the services paid for by visit.brussels if there is a breach of the Awarded 'obligations or for the following reasons:

- Cancellation of the event (except for reasons of force majeure - to be proven by the Awarded);
- Non-compliance with selection criteria after the application: visit.brussels reserves the right to request proof of the Awarded' obligations and commitments at any time up to the end of the Awarded event.

ARTICLE 9. DATA PROCESSING AND GDPR

By taking part in this competition, Applicants accept that the Organizer may distribute their name and exhibit their professional event if they are awarded the services contract; no compensation or fees will be paid.

The personal data collected is for the purposes of this and future competitions and is kept only as long as necessary for this activity. It will not be shared with any third party without the prior consent of the subject of the data or by virtue of a legal obligation.

You may object to the processing of your personal data at any time by contacting dpo@visit.brussels.

You will find full details of the processing of personal data in our privacy policy: <https://www.visit.brussels/en/visitors/about-us/privacy-policy>.
