

# **Bold**<sup>®</sup> **XXL** *edition*

**NEXT LEVEL  
OPTICAL EVENTS**

**PARTICIPANTS MANUAL**  
**PARTICIPANTS MANUAL • PART**  
**2024 • SEP 2024 •**

**BOOTHS & SPACE ONLY**

**ALL THE INFO YOU NEED TO KNOW  
AND MORE...**

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# WELCOME TO BOLD

In the Online Webshop you will find more information and options. After registering for Bold, you will receive a personal link for the Online Webshop. Here you will find all the important information, deadlines, you can add furniture and other items to your stand.

## 1 - SIGN-IN:

- Go to the [link](#) and choose the desired option: Space Only, Start-up, 4x3m, 5x4m or Luxury Lounge.
- Enter three booth numbers you prefer here. We will do our best to place you on one of the three. We cannot guarantee that we will actually succeed.
- Register your brands and choose which promotional options you want to apply for each brand.
- Complete the registration with your contact information and invoice details.

## 2 - CONFIRMATION

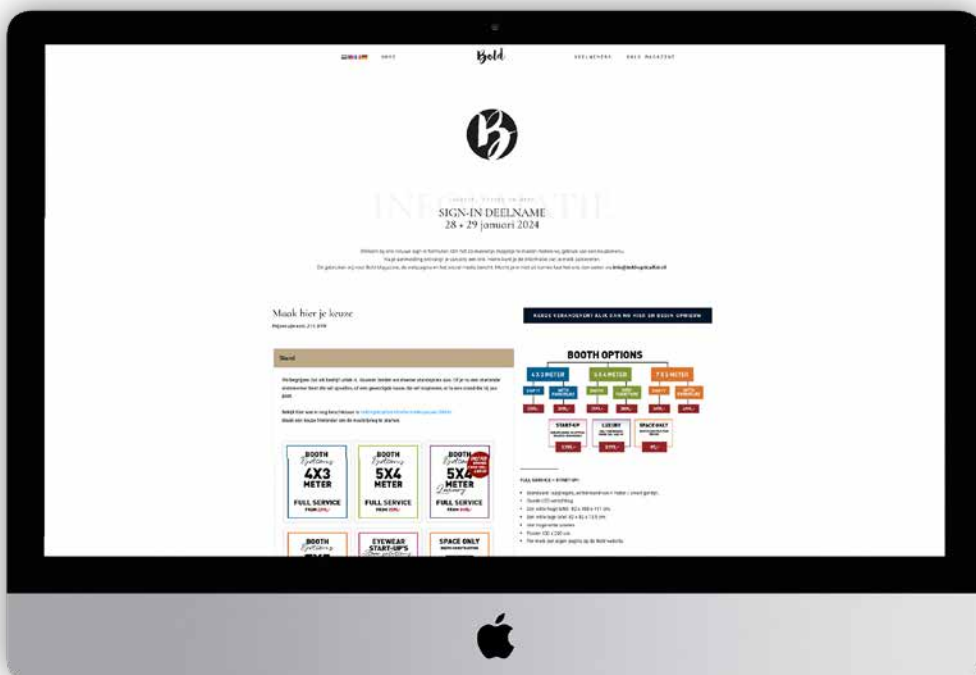
After successful registration, you will receive an automatic confirmation from the system and a personal e-mail from us about your stand number. What follows is the down payment invoice, after which your stand is confirmed.

## 3 - ADDITIONAL OPTIONS

In a few weeks, you will receive an invitation to our new Online shop. Here you can arrange all kinds of things, such as furniture, electricity, packed lunch, fridge with contents, snacks, floor tiles, TVs, security, cleaning, posters & visuals, wired internet, parking ticket and much more.

## SEE WHAT'S STILL AVAILABLE!

[bold-opticalfair.nl/participants-information-2024](https://bold-opticalfair.nl/participants-information-2024)



# GENERAL INFORMATION

Welcome to Bold Optical Fair! This exhibitor manual is your summarised guide to a successful exhibition. Please read this information carefully and share it with your employees, stand builders, and any involved suppliers. In the Online Shop more additional information will be available.

We appreciate your participation and wish you a successful preparation.

## DATE:

8 + 9 September 2024.

## OPENING HOURS VISITORS:

Sunday: 09.30 - 18.00h (afterparty: 17.00 - 20.00h)

Monday: 09.30 - 18.00h.

## OPENING HOURS PARTICIPANTS:

### SPACE ONLY:

Saturday: times in consultation with Guusje

Sunday: 07.00 - 20.00h.

Monday: 08.00 - 20.00h.

## BOOTHS

Saturday: 17.00 - 18.30h. (Do **NOT** come before)

Sunday: 07.00 - 20.00h.

Monday: 08.00 - 20.00h.

## ADDRESS FAIR:

Brabanthallen 's-Hertogenbosch  
Diezekade 1, 5222 AK 's-Hertogenbosch  
The Netherlands



## BOLD OPTICAL FAIR BV

Lijnderdijk 199  
1175 KE Lijnden  
The Netherlands

VAT: NL863281308B01  
COC: 84613017

## BANK

Bold Optical Fair BV  
NL89INGB0007194266  
BIC: INGBNL2A

## CONTACT INFORMATION

If you have any general questions, please contact Bold at: [info@bold-opticalfair.nl](mailto:info@bold-opticalfair.nl)

Terressa: +31623424508

Walter: +31616678376.

If you have any questions regarding 'space only', please contact Guusje van der Sterren at [support@bold-opticalfair.nl](mailto:support@bold-opticalfair.nl) / +31641616770

# DEADLINES

## PROMOTIONS

Bold online brandpage: 01.06.2024

Bold app: 30.06.2024

Bold Magazine - editorial: 30.06.2024

Bold Magazine - advertisement: 30.06.2024

## POSTER

To be delivered before: 01.08.2024

Format: 100 cm wide x 200 cm high (5 mm bleed)

Poster included for: Start-Up, 4x3 meter booths, 5x4 meter booths and Luxury Lounge.

Poster not included for Space Only.

## LECTURES & PRESENTATIONS

Apply until: 30.06.2024

## FOR ALL PARTICIPANTS

Lunch, all extra options and furniture: 01.08.2024

Electricity request: 01.08.2024

## ONLY FOR 'SPACE ONLY

Technical drawing: 26.07.2024

Light & furniture: 26.07.2024

Rigging: 26.07.2024

Enter these dates in your Google Calendar. Missing any of the deadlines carries the risk that we may not be able to prepare your poster or advertisement in time for the fair. Please note that there will be no refund if you miss any of the deadlines!

# BOOTH OPTIONS

Here you will find an overview of the options we offer.



**FURNITURE INCLUDED**

## EXAMPLE: SIMILAR BOOTH TYPE



**+395,-**

Furniture is optional and can be added in after the sign-in.

START-UP - 3X2 METER - PINK ON THE FLOOR PLAN.	
<b>For who:</b>	Especially for start-up brands in optics that have been in existence for up to 3 years, or optics-related companies offering services such as software, consultancy but also for small optics-related products. Please explain in your application why you deserve this place. Participation is based on approval.
<b>Size:</b>	3 x 2 meter - space is small and may vary slightly
<b>Price:</b>	1395,-
<b>What is included:</b>	Back of black pleated curtain of three meters high. Two LED-lights, anthracite floor tiles, four white high chairs, one large white standing table (82 cm wide x 180 cm long x 111 cm high), one low standing table (82 cm wide x 82 cm long x 73,5 cm high). Poster 100x200 cm.
<b>Note:</b>	It's not possible to change the furniture. There is a maximum of 2 brands per stand. There is a maximum one booth per registration.
<b>Options:</b>	Food & drinks, TV, electricity.

4X3 METER BOOTHS - BLUE ON THE FLOOR PLAN	
<b>For who:</b>	These are stands with a pre-set up base. Available of everyone, frames and other interested parties from the optics can register for these stands. There is a maximum of 5 brands per stand.
<b>Size:</b>	4 x 3 meter - 12 m <sup>2</sup> .
<b>Price:</b>	2295,- (Corner booths are open on two sides, additional costs are 100,-)
<b>What is included:</b>	Back of black pleated curtain of 4 meters high, two lamps, anthracite floor tiles and two lights. Booths are divided by 1,5 meter black string curtains. Poster 100x200 cm.
<b>Note:</b>	There is a maximum of 5 brands per stand and an maximum of three booths per registration.
<b>Options:</b>	Furniture, food & drinks, TV, electricity.

**EXAMPLE: 5X4 METER (20 M<sup>2</sup>)**



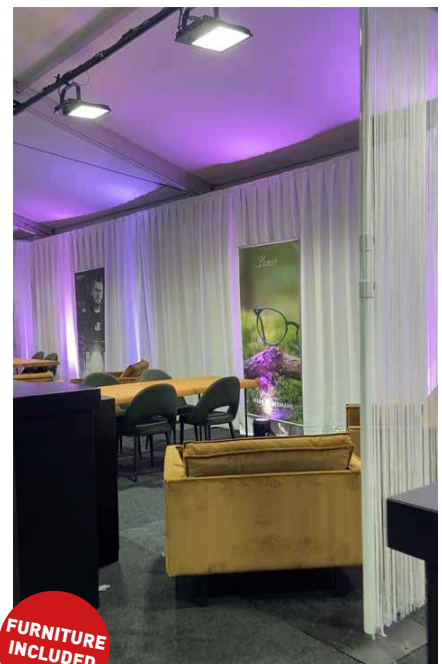
**+395,-**

5X4 METER BOOTHS - GREEN ON THE FLOOR PLAN	
<b>For who:</b>	These are stands with a pre-set up base. Available of everyone, frames and other interested parties from the optics can register for these stands. There is a maximum of 5 brands per stand.
<b>Size:</b>	5 x 4 meter - 20 m <sup>2</sup> .
<b>Price:</b>	2895,- (Corner booths are open on two sides, additional costs are 100,-)
<b>What is included:</b>	Back of black pleated curtain of 4 meters high, two LED-lights, anthracite floor tiles and two lights. Booths are divided by 3 meter black string curtains. Poster 100x200 cm.
<b>Note:</b>	There is a maximum of 5 brands per stand and an maximum of three booths per registration.
<b>Options:</b>	Furniture, food & drinks, TV, electricity.

Furniture is optional and can be added in after the sign-in.

LUXURY LOUNGE / 5X4 METER - PURPEL ON THE FLOOR PLAN	
<b>For who:</b>	Only available on request.
<b>Size:</b>	5 x 4 meter - 20 m <sup>2</sup> .
<b>Price:</b>	3595,-
<b>What is included:</b>	Back of <u>white</u> pleated curtain of 4 meters high, two lamps, anthracite floor tiles and two lights. Booths are divided by <u>white</u> string curtains. Two fauteuil, one large table Oak top (200 x 90 x 78 cm), four Forest Green velvet chairs, one black Bar/ Buffet (200 x 80 x 99 cm), two black side tables (50 x 50 x 110 cm). The lounge has it's own bar and staff. Poster 100x200 cm.
<b>Note:</b>	It's not possible to change the furnature. There is a maximum of 5 brands per stand and an maximum of two booths per registration.
<b>Options:</b>	Food & drinks, TV, electricity.

**EXAMPLE: 5X4 METER LUXURY (20 M<sup>2</sup>)**



**FURNITURE INCLUDED**



# SPACE ONLY

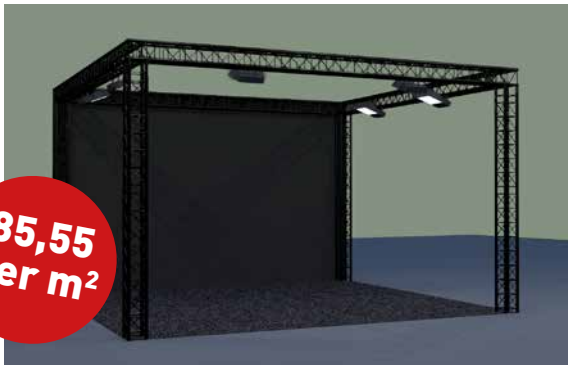
SPACE ONLY - YELLOW ON THE FLOOR PLAN	
<b>For who:</b>	Available for everyone who wants to build their own booth, eyewear, glass, lenses and other interested parties from the optics can register.
<b>Price:</b>	105,- per m <sup>2</sup> , with a minimum of 20 m <sup>2</sup> .
<b>What is included:</b>	Only the bare floor. There is no maximum of brands with the space only option.
<b>Not included:</b>	Carpet, booth construction, rigging, electra, food & drinks or poster/visual, these can be added.
<b>Options:</b>	Furniture, visual, food & drinks, TV, electricity. We can arrange an offer for the booth construction.
<b>NOTE:</b>	Back walls must be 4 meters high. If the back is visible it needs to be nicely finished and in black.



If you have any further questions about the Space Only, please contact Guusje van der Sterren at [support@bold-opticalfair.nl](mailto:support@bold-opticalfair.nl) / +31641616770.

*For the Space Only option is a separate manual available. The available 'Space Only' spaces and numbers may still change as registrations are processed.*

## ADDITIONAL OPTIONS: BOOTH CONSTRUCTION



### STAND CONSTRUCTION BASED ON THE EXAMPLE, INCLUDING:

- Set-up and take-down by the stand builder.
  - Truss system with pleated black curtain.
  - Carpet tiles in a colour of your choice.
  - LED lighting.
- Excluding: visual & electricity should be added separately.

### STAND CONSTRUCTION BASED ON THE EXAMPLE. INCLUDES:

- Set-up and take-down by the stand builder.
  - Customised visuals.
  - Lighting.
  - Carpet tiles or Vinyl in a colour of your choice.
- Excluding electricity connection, this should be added separately.



**285,- per m<sup>2</sup>**





# PROMOTION OPTIONS

We have various options to promote your brand before and during Bold. Per Brand you can make the following option. Note: The brand name used in the online sign-in form is the one we will use in the participants overview on the home page and in our other communication. Make sure the spelling is correct.

	<b>BEST CHOICE</b>		
<b>BASIC</b>	<b>ALL-IN</b>	<b>DIGITAL</b>	<b>PRINT</b>
Webpage on our website	Webpage on our website	Webpage on our website	Webpage on our website
-	Editorial in Bold Magazine	-	Editorial in Bold Magazine
-	Brand in the Bold App	Brand in the Bold App	-
-	Social Media post	-	-
<hr/>	<hr/>	<hr/>	<hr/>
<b>0,-</b>	<b>50,-</b>	<b>25,-</b>	<b>35,-</b>

Below you will find more details of what the options include.

## WEBSITE

**(FREE SERVICE / INCLUDED IN PARTICIPATION)**

On the Bold website, each brand has its own page. As soon as we have all the material we will make the page and put it live. You can also re-use the page from last edition if there already is one. It not or new brands: deliver the material as soon as possible. The text provided will also be used on our Bold Magazine (extra option) and in the Bold App (extra option). So if you want your brand to be promoted, deliver it as soon as possible and complete! The sooner you send us the material the sooner your page will be added to the online overview.

### LINK TO UPLOAD YOUR CONTENT:

<https://bold-opticalfair.nl/bold-upload-formulier/>

You can change or renew the submitted material at a later stadium, but this will be at an additional cost of 25,-. Ask the organization about the possibilities.

# BOLD MAGAZINE

(EXTRA SERVICE / NOT STANDARD INCLUDED)

Three weeks before the next Bold XXL we are sending our luxury magazine to all independent opticians (1.350 shops). And also we will send Bold-Magazine digitally to Belgium and German opticians. At a very low rate, we offer you a chance to introduce your brand to all opticians. On both days magazines will be handed out to the visitors of Bold Optical Fair.

## EDITORIALS IN BOLD MAGAZINE

You can add the option of placing your brand in Bold Magazine. This is an extra service. To make use of this service, we use the material provided for the web-page. We can only publish the editorials if the material arrives on time. This can be done up to one week before the deadline.

The text provided will also be used on our website and in the Bold App. So if you want your brand to be promoted, deliver it as soon as possible and complete! You can change or renew the submitted material at a later stadium, but this will be at an additional cost of 25,-. Ask the organization about the possibilities.

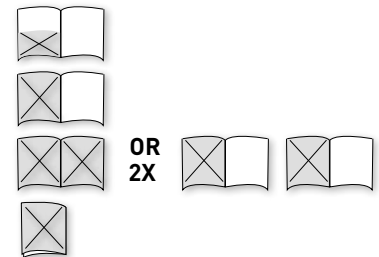


## ADVERTISEMENT

Only with your support we can keep sending Bold Magazine for free to all the independent opticians. Please make your brand stand out and support this great initiative!

# the costs

	PAGES	POSITION	SIZE (W x H)	BLEED	PRICE
Half page	0,5	Left page	185 x 132 mm	0 mm	350,-
Full page	1	Left page	210 x 297 mm	3 mm	575,-
Spread	2	Next to each other	420 x 297 mm	3 mm	1000,-
Backside	1	Cover - backside	210 x 297 mm	3 mm	1750,-



## READ ALL PAST EDITIONS:

<https://bold-opticalfair.nl/bold-magazine/>



## BOLD APP

(EXTRA SERVICE / NOT STANDARD INCLUDED)

With the app, visitors can optimally prepare for their visit to the fair. They can orientate which brands they want to visit and create a favourites list. All practical information such as opening hours, an map and participants overview and parking facilities are easy to find.

### Adding your brand to the app is an additional service option.

This page is identical to the brand page on the website. Contact details, information about the brand and images can all be found here. The information remains available to app users for 2 months after the fair.

### DEADLINES:

Editorial: 30-06-2024



*Download  
The Bold App*



## SOCIAL MEDIA

(EXTRA SERVICE / ONLY INCLUDED WITH THE FULL PACKAGE OPTION)

With the material provides for the webpage we will make a social Media Post on our Instagram and Facebook page. You can also use this image on your own social media to promote your Bold XXL participation.



Facebook: [www.facebook.com/BoldOpticalFair](https://www.facebook.com/BoldOpticalFair)



Instagram: [www.instagram.com/boldopticalfair](https://www.instagram.com/boldopticalfair)

# PARKING

Brabanthallen has over 4,000 parking spaces. Parking tickets can be ordered in the Online Shop. The costs are 12 euro per day (for visitors and participants). There are electric charging points available.

## **BUILD-UP AND DISASSEMBLY**

Free parking is available on Saturday (during set-up for space only) and Tuesday (during take-down). Please follow the instructions of the car park attendants at all times. Parking on the Brabanthallen grounds is entirely at your own risk.

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# PAYMENT

We would like to remind you that the total payment of your stand has to be done before the buildup of the event starts. When the invoice has been done just before the event, please bring a copy of the voucher of payment with you. In case we have not received your payment, you are not allowed to build up your stand or to move goods into the hall.

## **DAMAGE & INSURANCE**

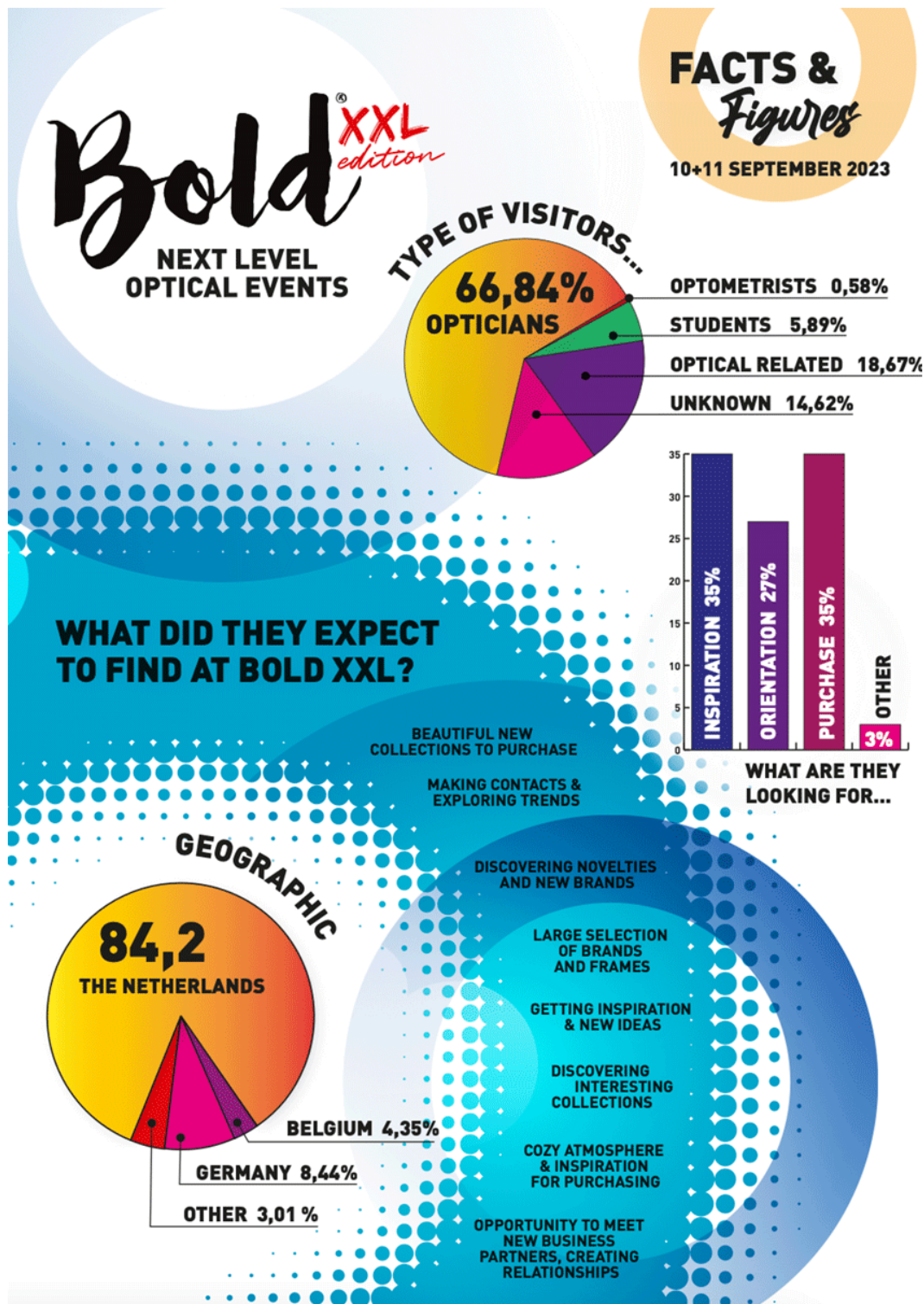
If, in any way, you are responsible for damage done to Brabanthallen, you will be charged for the expenses. Throughout the event, Bold Optical Fair will have an event insurance. Brabanthallen as well as Bold Optical Fair cannot be held responsible for damage to the participant's stand and/or products, neither for any injury inflicted to people visiting the stand, during the event or during loading and unloading your goods. Neither does the organization accept any liability for theft in any way during the course of the event. Participants need to insure themselves against above mentioned risks.

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# VISITORS

The previous edition of Bold XXL was organized in Utrecht. Despite the warm weather we had a record number of visitors: **almost 2700** spread over two days. Both days had approximately the same number of visitors. There were more students among the visitors on Monday.

We expect the new location to attract more visitors. The location is better compared to Germany and Belgium, there is more than enough parking space in front of the door and the climate is more manageable. We are not sharing data with participants after the visitors' fair.



# **Bold**<sup>®</sup> **XXL** *edition*

**NEXT LEVEL  
OPTICAL EVENTS**

**PARTICIPANTS MAN**  
**ANTS MANUAL • PA**  
**4 • SEP 2024 •**

**QUESTIONS?  
INFO@BOLD-OPTICALFAIR.NL**