



© Akira Deng

BEL
EXPO

Belgian Commission General
for International Exhibitions

EXPO 2025 OSAKA

SPONSOR MENU
BECOME A PARTNER

100.000 € CASH OR 200.000 € IN-KIND (BOOK VALUE) AND ABOVE

This option includes as standard:

- visibility in the Belgian Pavilion:
 - via video message (logo, slogan, short corporate movie, up to 30 seconds at least 20 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. – never inside the exhibition space itself)
 - mention of logo/name under “Platinum partners” on “wall of fame” at exit of pavilion

- integration in BelExpo's communication plan (until 30 October 2025):
 - integration in social media used by BelExpo: Facebook, Instagram, Twitter, LinkedIn, TikTok (posts made by BelExpo). BelExpo will refer directly to the Partner at least 5 times/communication medium in the period before and during Expo 2025 Osaka.
 - the logo and/or name of the Partner will be mentioned under “Platinum partners” on various official publications on- and offline (press releases, invitations, programs, brochures, folders, etc.)
 - right to refer to oneself as “proud partner of the Belgian pavilion for Expo 2025 Osaka” and right to use the “official partner” logo (always subject to specific visual identity guidelines)
 - logo on BelExpo website (as key partner on various locations) and direct link to the website of the partner
 - not limited to simple logo on social media or website: in cooperation with our communication team, we integrate your partnership in our communication. Options include call-to-action buttons for your event/competition/etc., a storytelling article about you or your product on our website, in our newsletter, on our LinkedIn, references to your events in the events agenda of the pavilion, ... (4 larger content items and 4 smaller items per 12-month period, editing by BelExpo)

- access to Expo and Belgian Pavilion
 - 2 times free use of the multifunctional space (half a day, full day and/or evening – catering to be contracted separately)
 - 1 time privatization and free use of the exclusive (rooftop) terrace of the Belgian pavilion (catering to be contracted separately)
 - 50 free one-day tickets to Expo and 100 additional tickets at a reduced price
 - exclusive invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ's, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
 - 4 invitations for the most exclusive events at the Belgian National Day

Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option):

- very exceptionally: privatization of entire pavilion for evening events (subject to authorization Expo organizers and only for very exclusive sponsors)
- private visit for 150 guests to pavilion exhibition/private use of pavilion exhibition space after official hours (presence of Commissioner General or Pavilion Director if wanted and upon availability)
- exceptional privatization of pavilion restaurant (120 guests) for lunch or dinner (catering to be contracted separately; only for limited hours)
- on demand use of the multifunctional space or another reception area for your high level visits to Expo (upon availability of the space)
- 50% reduction for additional use of the multifunctional space
- possibility to privatize the exclusive (rooftop) terrace (at a cost) (on top of 1 free time)
- preferential prices for business gifts from the pavilion shops
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim “offered by”, “thanks to”, “with the special support of”, “Belgian pavilion’s preferred partner for”, etc.

50.000 € CASH OR 100.000 € IN-KIND (BOOK VALUE) AND ABOVE

This option includes as standard:

- visibility in the Belgian Pavilion:
 - via video message (logo, slogan, short corporate movie, up to 30 seconds at least 12 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. – never inside the exhibition space itself)
 - mention of logo/name under “Gold partners” on “wall of fame” at exit of pavilion

- integration in BelExpo's communication plan (until 30 October 2025):
 - integration in social media used by BelExpo: Facebook, Instagram, Twitter, LinkedIn, TikTok (posts made by BelExpo). BelExpo will refer directly to the Partner at least 3 times/communication medium in the period before and during Expo 2025 Osaka.
 - the logo and/or name of the Partner will be mentioned under “Gold partners” on various official publications on- and offline (press releases, invitations, programs, brochures, folders, etc.)
 - right to refer to oneself as “proud partner of the Belgian pavilion for Expo 2025 Osaka” and right to use the “official partner” logo (always subject to specific visual identity guidelines)
 - logo on BelExpo website (as key partner on various locations) and direct link to the website of the partner
 - not limited to simple logo on social media or website: in cooperation with our communication team, we integrate your partnership in our communication. Options include call-to-action buttons for your event/competition/etc., a storytelling article about you or your product on our website, in our newsletter, on our LinkedIn, references to your events in the events agenda of the pavilion, ... (2 larger content items and 2 smaller items per 12-month period, editing by BelExpo)

- access to Expo and Belgian Pavilion:
 - 2 times free use of the multifunctional space (half a day, full day and/or evening – catering to be contracted separately)
 - 5 free one-day tickets to Expo and 50 additional tickets at a reduced price
 - Exclusive invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ's, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
 - 2 invitations for the most exclusive events at the Belgian National Day

Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option:

- private visit for 75 guests to pavilion exhibition/private use of pavilion exhibition space after official hours (presence of Commissioner General or Pavilion Director if wanted and upon availability)
- Exceptional privatization of pavilion restaurant (120 guests) for lunch or dinner (catering to be contracted separately; only for limited hours)
- on demand use of the multifunctional space or another reception area for your high level visits to Expo (upon availability of the space)
- 30% reduction for additional use of the multifunctional space
- possibility to privatize the exclusive (rooftop) terrace (at a cost)
- preferential prices for business gifts from the pavilion shops
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim "offered by", "thanks to", "with the special support of", "Belgian pavilion's preferred partner for", etc.

25.000 € CASH OR 50.000 € IN-KIND (BOOK VALUE) AND ABOVE

This option includes as standard:

- visibility in the Belgian Pavilion:
 - via video message (logo, slogan, short corporate movie, up to 15 seconds at least 10 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. – never inside the exhibition space itself)
 - mention of logo/name under “Silver partners” on “wall of fame” at exit of pavilion

- integration in BelExpo's communication plan (until 30 October 2025):
 - the logo and/or name of the Partner will be mentioned under “Silver partners” on various official publications on- and offline (press-releases, invitations, programs, brochures, folders, etc.)
 - right to refer to oneself as “proud partner of the Belgian pavilion for Expo 2025 Osaka” and right to use the “official partner” logo (always subject to specific visual identity guidelines)
 - logo on BelExpo website and direct link to the website of the partner
 - not limited to simple logo on social media or website: in cooperation with our communication team, we integrate your partnership in our communication. Options include call to action buttons for your event/competition/etc., a storytelling article about you or your product on our website, in our newsletter, on our LinkedIn, references to your events in the events-agenda of the pavilion, ... (1 content item per 12-month period, editing by BelExpo)

- access to Expo and Belgian Pavilion:
 - 1 time free use of the multifunctional space (half a day, full day and/or evening – catering to be contracted separately)
 - 10 free one-day tickets to Expo and 10 additional tickets at a reduced price
 - invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ's, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
 - 2 invitations for the general events of the Belgian National Day

Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option:

- 20% reduction for additional use of the multifunctional space
- preferential prices for business gifts from the pavilion shops
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim "offered by", "thanks to", "with the special support of", "Belgian pavilion's preferred partner for", etc.

5.000 € CASH OR 10.000 € IN-KIND (BOOK VALUE) AND ABOVE

This option includes as standard:

- visibility in the Belgian Pavilion:
 - via video message (logo, slogan, short corporate movie, up to 15 seconds at least 6 times/day) on video-wall or separate screens at one or more locations (e.g. entrance, restaurant, bar, multifunctional space, exit, etc. – never inside the exhibition space itself)
 - mention of logo/name under “Bronze partners” on “wall of fame” at exit of pavilion

- integration in BelExpo's communication plan (until 30 October 2025):
 - right to refer to oneself as “proud partner of the Belgian pavilion for Expo 2025 Osaka” and right to use the “official partner” logo (always subject to specific visual identity guidelines)
 - logo on BelExpo website and direct link to the website of the partner

- access to Expo and Belgian Pavilion:
 - 3 free one-day tickets to Expo
 - invitations to, in advance reservations for much anticipated events at Belgian pavilion: e.g. special guest-chefs, special guest-DJ’s, ... (only for events organized by BelExpo itself at the Belgian Pavilion)
 - 1 invitation for the general events of the Belgian National Day

Possible returns in addition (depending on a value of partnership) or as alternative (in replacement of a standard option:

- 15% reduction for of the multifunctional space
- specifically sponsor (in cash or in kind) an explicit service for which a label can be used, an object, (digital) feature, activity or event of the Belgian pavilion, BelExpo or the Belgian participation to Expo2025Osaka in general and claim “offered by”, “thanks to”, “with the special support of”, “Belgian pavilion’s preferred partner for”, etc.

Overview of partnership benefits Expo 2025 Osaka	PLATINUM	GOLD	SILVER	BRONZE
Standard returns				
On site visibility				
Video message (different lengths)	◆◆◆◆	◆◆◆	◆◆	◆
Wall of fame	◆◆◆◆	◆◆◆	◆◆	◆
BelExpo's communication plan				
Integration in social media : Facebook, Instagram, Twitter, LinkedIn, TikTok	◆◆	◆		
Logo and/or name on various official publications on- and offline	◆◆◆	◆◆	◆	
"Proud partner of the Belgian pavilion for Expo 2020 Dubai" and "official partner" logo	◆	◆	◆	◆
Logo/name on BelExpo websites including link (different locations)	◆◆◆	◆◆	◆◆	◆
Integration via calls to action/storytelling articles/interviews/newsletter	◆◆	◆◆	◆	
Access to Expo and Belgian pavilion				
Free use of business center (different times)	◆◆◆	◆◆	◆	
Free use of exclusive (rooftop) terrace	◆			
Free tickets and tickets at reduced price (different amounts)	◆◆◆	◆◆◆	◆◆	◆
Invitations to BelExpo events	◆	◆	◆	◆
Invitations to exclusive events on Belgian National Day (different amounts)	◆◆	◆		
Invitation(s) to general events on Belgian National Day (different amounts)			◆◆	◆
Additional or alternative possible returns				
Privatization of entire pavilion for evening events (very exceptional/if allowed)	◆			
Private visit to pavilion exhibition/private use of pavilion spaces after official hours	◆◆	◆		
Privatization of pavilion restaurant for lunch or dinner	◆	◆		
On demand use of multifunctional space or other reception space for high level visits	◆	◆		
Possibility to privatize exclusive (rooftop) terrace (at a cost)	◆	◆		
Preferential rates for business gifts from souvenir shop	◆	◆	◆	
Reduction for (additional) use of multifunctional space (different size)	◆◆◆	◆◆	◆◆	◆
Label "offered by" with the special support of "Belgian pavilion's preferred partner for", etc.	◆	◆	◆	◆



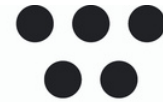
FPS Economy, S.M.E.s, Self-employed and Energy



Buildings Agency



Flanders
State of the Art



Wallonia.be

EXPORT
INVESTMENT





© Han Min T



Belgian Commission General
for International Exhibitions

CONTACT

- Aldwin Dekkers - Commissioner-General
aldwin.dekkers@economie.fgov.be

expo2025osaka@economie.fgov.be
City Atrium - Rue du Progrès 50 - 1210 Brussels
+32 2 277 68 11
www.belexpo.be



@BelExpo_BelgianPavilion



BelExpo - Belgian Pavilion



BE_Pavilion



BelExpo - Belgian Pavilion

