



**BELGIAN  
WORKSPACE  
ASSOCIATION**

# Sponsoring Packages 2024-2025

Belgian Workspace Association © BWA 2024-2025

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# Overview :

**The Belgian Workspace Association is the national non-profit association representing the main providers of 'Serviced Offices' in Belgium. It promotes the sector to government, local authorities, the media and the wider business community in general.**



**1989**

Creation

**89**

Members

**251**

Spaces

**25000+**

Coworkers

# Mission :

## Collaboration



BWA represents the main providers of the workspace industry in Belgium. This is the place to share best practices with other members and partners. This is the platform for innovation and business development.

## Representation



BWA's role is to promote, protect and represent the industry. Via studies, public events, papers and a constant dialogue with all stakeholders. We are the official industry contact point for media and national authorities.

## Guidance



BWA's objective is to set the standards that define our industry, ensuring a level of quality and ethics amongst its members. We promote our members for their dynamism, professionalism and the quality of their infrastructure.

# Member benefits :

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## BWA offers a multitude of membership services and opportunities :

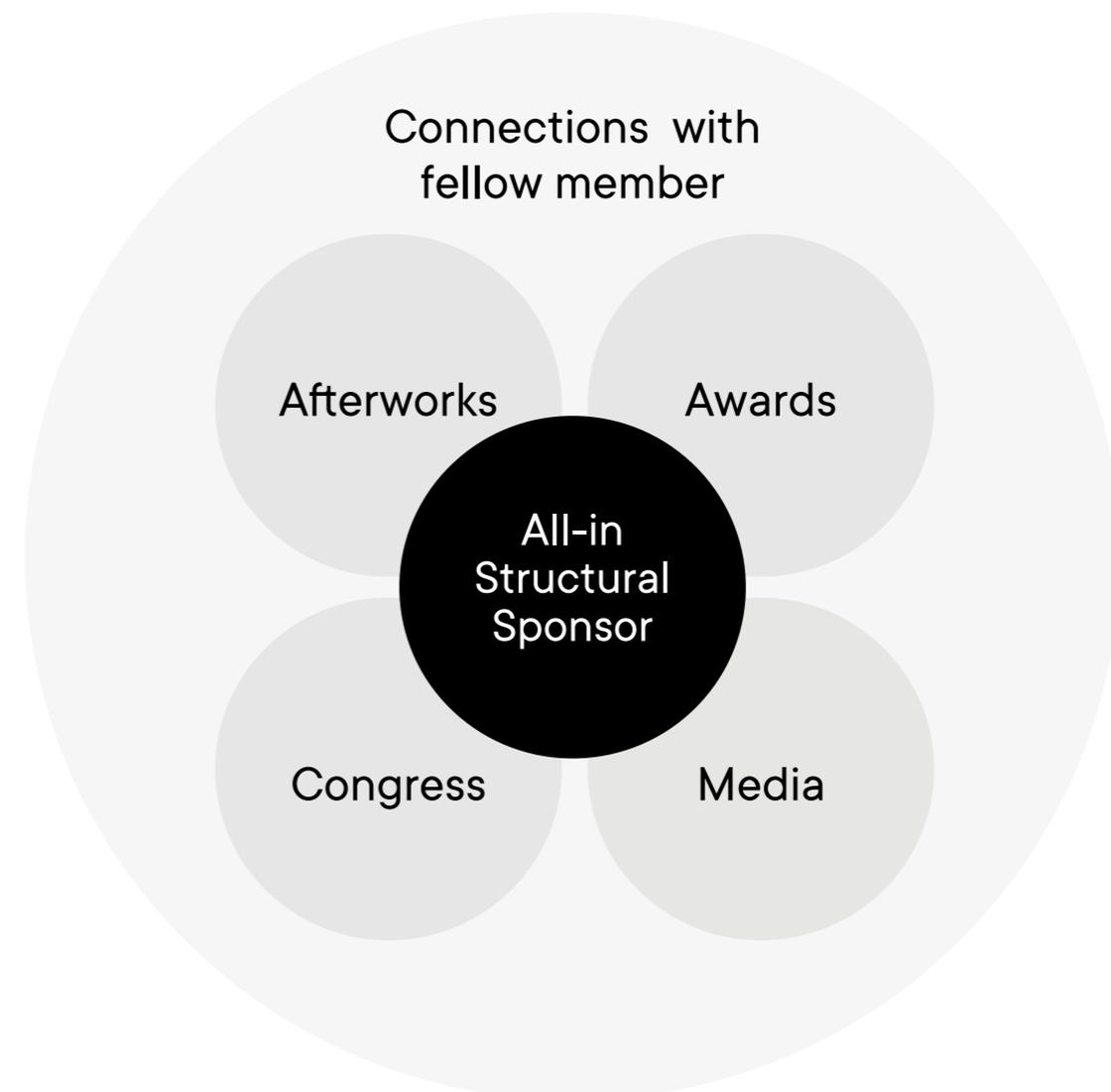
- Access to updated news, resources and insights impacting the industry : news, numbers, legislation, regulations, etc
- Access to our SFP License Agreement
- Access to a suite of 'Know Your Customer' documents to assist our members with potential client checking, and ensuring compliance with 'Money Laundering Regulations'.
- Inclusion in the BWA's official online database (all leads are commission-free).
- Being recognized as upholding the highest flexible workspace standards by signing our 'Code of Conduct and Best Practice'
- Preferential rates to our all BWA events
- National-local meetings to introduce members to members and provide a forum for discussion of issues of mutual interest
- Connections between members and partners who can offer specific products, knowledge and services, including HR, legal, technology, design, furniture, etc.

# Sponsoring packages :

**Our sponsoring packages give additional opportunities for visibility, support and guidance, and an opportunity to make connections with fellow members, as well as being seen a part of the industry's representative body.**

## We offer :

- Above, below and POS communication
- 7+ event/year
- Structural or one-off packages



# Afterworks :

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**Support all the coworking afterworks, organized nationwide in 5 different locations:**

- Sponsoring of all the pitches related to the 'New Ways of Working'
- 2 tickets for the afterwork
- Roll-up or stand presence

**Date/Venues :**

See website

**950 € ex.VAT**

**12 months**



Location, drinks and snacks kindly sponsored by our hosting partner

# Annual Congress :

**Support our 10th annual congress to share exclusive knowledge and meet with 100 + industry leaders and innovators:**

- 1 advertising page in the BWA Congress catalog
- 2 tickets for the BWA Congress
- Roll-up or stand presence

**Date :** October 10, 2024

**Venue :** The Faculty  
Rue des Vétérinaires 47, 1070  
Anderlecht (Brussels)  
[www.thefaculty.be](http://www.thefaculty.be)

**950 € ex.VAT**

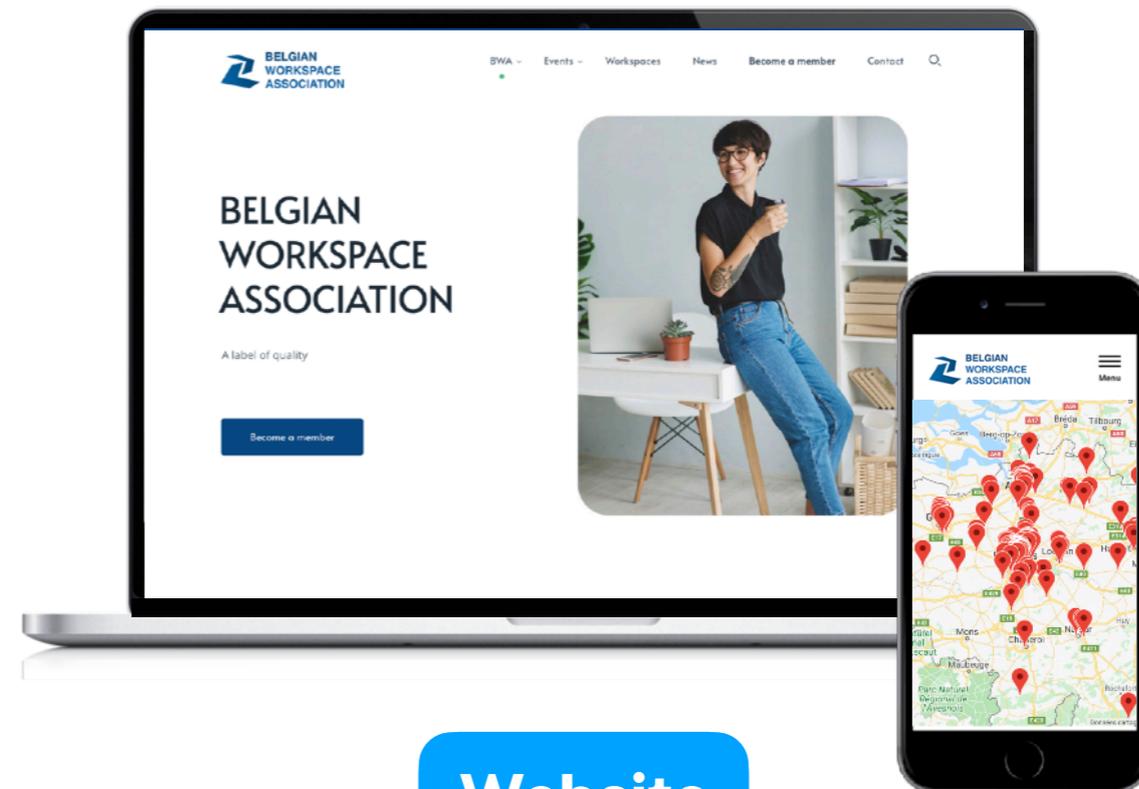


# Structural Media Sponsor :

**We offer a mix that makes sure your written content, logo, pictures and key messages reach your desired audience. Get optimal exposure :**

- Sponsor BWA website
- Sponsor BWA newsletter
- Sponsor BWA LinkedIn
- Sponsor BWA Facebook
- Roll-up presence at events
- **Logo presence** in print communication (invitations, catalog, pdf, press kit)

**1.900 € ex.VAT**  
**12 months**



**Website**

# Structural Media & Event Sponsor with sector exclusivity :

—  
Become a structural partner,  
enjoy the all-in sponsoring  
package :

- **Afterworks**
- **Annual Business Lunch**
- **Annual Congress**
- **Special events**
- **Structural media mix:** website, newsletter, Facebook, LinkedIn
- **Logo presence** in print communication (invitations, catalog, pdf, press kit)
- **Exclusivity**

**4.900 € ex.VAT**  
**12 months**





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# Contact:

BWA

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[info@belgianworkspaceassociation.be](mailto:info@belgianworkspaceassociation.be)

## Gold Award Sponsor :

**Support our 5th Award Dinner Ceremony and celebrate our best members and ambassadors :**

- 1 'sponsored award' (6 in total)
- 2 tickets for the award-ceremony
- 2 VIP seats for dinner (3-course menu + open bar)
- Roll-up or stand presence

**Date :** March 30, 2023

**Venues :** Kunstlaan 6, Brussels  
(Welkin & Meraki)

See website

**495 € ex.VAT**

