

## **RULES:**

### **BRUSSELS INTERIOR EVENT CONTEST – WIN A BARISTA FOR YOUR STORE**

**“COME TO THE BRUSSELS INTERIOR EVENT AND BE THE 100TH VISITOR TO WIN A BARISTA FOR YOUR STORE.”**

#### **Article 1: General**

1. Current terms and conditions (hereinafter referred to as the “Rules”) of the **“Come along and be in with a chance of winning a barista for your own store as the 100th visitor.”** (hereinafter referred to as the “Competition”) apply to the promotion organized by BITM (Brussels International Trade Mart Ltd. and Co.) (hereinafter referred to as the “Organizer”), registered in the Crossroads Bank for Enterprises under number VAT BE0413.030.255, Atomiumsquare 1 pb 211, 1020 Brussels.
2. Participation in the Contest is free of charge, without any obligation to purchase, and takes place as follows: *When visiting the Brussels Interior Event, a QR code will be available in the Atrium that a company (whether or not represented by one of its employees) can scan, after which they can submit their participation by means of a form, provided that they meet the conditions set out in Article 2 (hereinafter referred to as “Conditions for participants”) in order to participate in the Contest. The winners will be contacted personally no later than 10 working days after the event.*
3. The Contest runs from **January 25, 2026, at 10:00 a.m. to January 26, 2026, at 5:00 p.m.** During the **Brussels Interior Event** on **January 25 and 26, a link to the online contest form can be scanned in the Atrium via a QR code. TICA is not participating in this competition.**
4. Participation in the Contest implies the Company's full and unconditional acceptance of the Rules. Failure by the participant to comply with these Rules will automatically result in the invalidity of their participation and the loss of any right to the prize, if applicable, without the Organizer being held liable in any way. Participation in the promotion is not possible in any other way than as described in these Rules.
5. The Rules and Regulations can be consulted on the Trademart website via the landing page of the ‘<https://trademart.be/acties/win-euro250-fashion-shoptegoed>’ competition.

#### **Article 2: Conditions for participants**

1. **Participation in the Contest** is limited to companies (with a valid VAT number) that have access or have applied for access.
2. Also excluded from the promotion are: natural persons, as well as legal entities or companies participating through an organized collaboration, either within the framework of a legal or de facto association, or by collaborating in any other way with the intention of increasing their chances of winning, as well as persons who are reasonably suspected by the Organizer of fraud, deception, or irregularities.
3. **To participate validly in the Contest, participating Companies must:**

- Have access to Trademart, or have requested it;
- Participate in the contest on January 25 or January 26.

### **Article 3: Selection of winners and prizes**

1. The Company fills in its details and then answers a knowledge question and tiebreaker question via the online competition form.
2. The winners will be selected based on their answers to the knowledge question and the tiebreaker question. The knowledge question requires a correct answer, and the prize will be awarded to the participants whose answer to the tiebreaker question is closest to the correct answer.
3. **The following prizes can be won in the Contest:**  
There is **a barista to win at your location (your store or business)**. The winners will be contacted by **February 5 at the latest**.
4. The prizes cannot be transferred to third parties.
5. If the Company refuses the prize, or if the prize is not awarded to the winner in accordance with these rules, the prize shall remain with the Organizer. In such a case, the Company concerned shall have no right to any prize or compensation.
6. By participating, each participant automatically and unconditionally grants the Organizer permission to publish their name for the purpose of identifying them as a participant or winner of the Contest, and the participant waives all rights in this regard.

### **Article 4: Liability**

1. The organizer reserves the right at all times to refuse or disqualify participants in the event of a violation of any of the provisions of these Rules.
2. Prizes can only be received in the form of store credit.
3. To the extent permitted by law, the Organizer completely excludes any liability on the part of the Organizer and/or its auxiliary persons in connection with this competition.
4. The organizer reserves the right at all times to change the promotion during its term and/or to terminate and/or withdraw from the promotion prematurely if unforeseen circumstances beyond their control justify this.
5. The organizer cannot be held liable in any way for any damage or costs, of whatever nature, that are the direct or indirect result of participation in the promotion or of the prizes awarded.
6. The participant accepts that participation is entirely at his own risk.
7. The organizer cannot be held liable in any way for incorrect or incomplete information provided by participants that results in the loss of the prize.
8. If the promotion is canceled in accordance with the current rules or due to force majeure, the Organizer cannot be held liable in any way. The Organizer cannot be held liable for technical problems either.

#### **Article 5: Personal data**

1. If personal data is requested when awarding the winning shopping credits, and if the Organizer wishes to use this data for commercial purposes, the Organizer will first request approval from the participants concerned for the use of their personal data. This data will then be stored in a file and used to send promotional emails or newsletters.
2. The organizer is the controller of any possible processing of personal data that may have been entered when awarding the store credit.
3. Each participant involved has the right to access their personal data and may request any corrections or deletions by contacting the Organizer by sending an email to [marketing.team@trademart.be](mailto:marketing.team@trademart.be).
4. The organizer also refers to its privacy policy, which can be found at [www.trademart.be/nl/privacy](http://www.trademart.be/nl/privacy).

#### **Article 6: Applicable law and competent courts**

These Rules and the Contest are subject to Belgian law and will be implemented and interpreted in accordance with Belgian law. Any disputes arising from or relating to the Contest that cannot be resolved through amicable consultation may only be settled by the competent courts of the judicial district of Brussels.

*Competition rules drawn up on January 16, 2026*