

# Asset Performance

CONFERENCE

ON INDUSTRIAL MAINTENANCE & ASSET MANAGEMENT

November 4 – 5, 2025  
conference in Antwerp

1 year access to  
online knowledge platform

An initiative of BEMAS – Belgian Maintenance Association



## About BEMAS

[BEMAS](#), the Belgian Maintenance Association vzw-asbl, is a dynamic non-profit organisation for Maintenance and Asset Management Professionals. We address both maintenance managers in industry and other asset owners, and suppliers of maintenance services and related products. The mission of BEMAS is to create a larger awareness and appreciation for maintenance and asset management, and to make asset intensive industries in Belgium more competitive by sharing knowledge on maintenance, reliability & asset management.

BEMAS has more than 600 member companies. We organise more than 350 initiatives yearly (open training sessions, in company training sessions, seminars, company visits, working groups, events, etc...), welcoming well over 3.000 participants.

BEMAS is the initiator of the Asset Performance brand. Within this brand, the Asset Performance Conference is organised.

## About Asset Performance

The industrial landscape is facing unprecedented economic challenges. Many European companies are struggling with fierce global competition, high energy costs, increasing wage pressures, and numerous regulatory obligations. These factors push companies to prioritize cost reduction, even while operating aging assets. At the same time, there is an urgent demand for a sustainable transition, placing tremendous stress and high expectations on technical maintenance and asset management departments. Maintenance costs must be reduced without compromising reliability.

To tackle these challenges, further digitization is paramount. At the Asset Performance 2025 Conference, we are looking for presentations that showcase concrete solutions with clear, measurable results. We invite speakers to share success stories that highlight resilience and innovation in these demanding times, demonstrating how maintenance and asset management teams are rising to the occasion by reducing operational and maintenance costs, and increasing energy efficiency.



After the successful conferences of previous years, Asset Performance 2025 will take place in Antwerp on November 4-5, 2025. The event continues to inspire professionals across Europe and beyond, offering a platform for knowledge exchange in digital transformation, industrial manufacturing, and infrastructure management. We invite industry leaders, experts, and practitioners to contribute their insights and inspire a community striving to improve asset performance in today's challenging environment.



## About the Conference Venue

Flanders Meeting and Convention Center (FMCCA), also called “A Room with a ZOO” is located right next to the Antwerp Central Station. With two airports nearby, easy accessibility is guaranteed. The venue is located in the heart of Antwerp, not even a ten minute walk from the historic city centre.



Antwerp is a port city with a rich history dating back to the Middle Ages. The port of Antwerp is one of the largest in the world and the second biggest in Europe.

Because of its unique central location in Europe, Antwerp is the perfect meetcentive destination! There is a direct rail connection between Antwerp and Brussels International Airport (takes only 34 minutes). Antwerp has high speed rail connections with Paris, Amsterdam, London and Cologne. The city is also easily reachable by car because of its location on a crossroads of European motorways.

Antwerp has a lot to offer economically and socially, as well as culturally.



## **Asset Performance Conference covers the following themes**

### **1. Predictive & prescriptive maintenance**

- 1.1 Approaches and implementation methods for Predictive & Prescriptive Maintenance
- 1.2 Asset Health Management (dashboarding, assessment, ...)
- 1.3 Predictive maintenance & Remaining Useful Life prediction
- 1.4 Prescriptive & Prognostic maintenance
- 1.5 Cost reduction through Predictive & Prescriptive Maintenance

### **2. Smart operations & manufacturing**

- 2.1 Autonomous operations
- 2.2 Manufacturing process optimisation & cost reduction
- 2.3 Smart production planning & scheduling
- 2.4 Yield optimisation

### **3. Artificial Intelligence Systems & Algorithms**

- 3.1 AI & Machine learning
- 3.2 Anomaly detection
- 3.3 Cognitive analytics
- 3.4 Conversational assistance
- 3.5 Decision-making algorithms
- 3.6 Hybrid Modeling
- 3.7 Hybrid Intelligence
- 3.8 Knowledge extraction
- 3.9 Generative AI & Large Language Models

### **4. Asset Data Management**

- 4.1 Asset data strategies
- 4.2 Data capture
- 4.3 Data logging & storage
- 4.4 Data quality management & enhancement
- 4.5 Data visualization
- 4.6 Digital twins

### **5. Asset Management 5.0**

- 5.1 Resilience in Operations and Maintenance
- 5.2 Asset Performance Management (Cost Management, KPI's, Dashboarding, Benchmarking, Financial reporting, PDCA, ...)
- 5.3 Asset Portfolio management (Life Cycle Risk Management, Life Cycle Costing / LCC, Obsolescence, Asset investment & decommissioning decision taking, ...)
- 5.4 Risk Management associated with operating assets (integrity, compliance, operational safety, ...)

### **6. Reliability 5.0**

- 6.1 Approaches and implementation methods for Reliability & Maintenance Strategies
- 6.2 Solutions and tools for Reliability & Maintenance Engineering
- 6.3 Condition monitoring techniques and tools for asset health assessment and asset degradation prediction
- 6.4 Smart & Sustainable Lubrication
- 6.5 Solutions and tools for Asset Condition Monitoring & Management

### **7. Smart Quality Assurance & Quality Control**

- 7.1 Automated sampling & analysis
- 7.2 Production quality optimization
- 7.3 Smart quality inspection
- 7.4 Smart vision

## **8. Sustainability, Energy & Emission Optimisation**

- 8.1 Sustainability & Circularity in Maintenance
- 8.2 ESG & Sustainability Reporting
- 8.3 Energy Efficiency monitoring, reporting and optimisation
- 8.4 Emission monitoring, reporting and optimisation

## **9. Motor Systems in Industry 5.0**

- 9.1 Explosion proof motors
- 9.2 Motor Energy Efficiency
- 9.3 Motor Health Assessment
- 9.4 Motor Life Cycle Management & Performances
- 9.5 Sustainability & Circular Economy applied on Motors

## **10. Smart Service & Supply Chains**

- 10.1 Smart Supply Chain & Inventory Management
- 10.2 Smart spare parts Management
- 10.3 3D printed spares
- 10.4 Smart Service Management
- 10.5 Servitization

## **11. Turn Around Management**

- 11.1 Smart Solutions for Shutdown & Turnaround Management
- 11.2 Sustainability Impact of TA's and SD's
- 11.3 Human Resources for TA's and SD's

## **12. Human centric innovation in Operations & Maintenance**

- 11.1 Leadership & Culture (goal setting, change management, cultural change, motivation, ...)
- 11.2 Human Centric Digital transformation
- 11.3 Augmented, Mixed & Virtual Reality (AR, MR & VR)
- 11.4 Health & Safety
- 11.5 Smart Solutions for operator & technician efficiency
- 11.6 Managing Technical Talent

## **13. Industrial Internet of Things & Innovative solutions**

- 13.1 Connected CMMS EAM & ERP
- 13.2 Edge computing
- 13.3 IIoT Platforms
- 13.4 Smart sensors & IIoT Connectivity Technology

## **14. IT and OT Asset Management**

- 14.1 Change Management
- 14.2 Cybersecurity
- 14.3 IT Asset Management (ITAM)
- 14.4 Maintenance of OT and IT Infrastructure
- 14.5 Maintenance of Software and Applications
- 14.6 Problem and Incident Management

## **15. Smart tools, drones & robotics for inspection and maintenance**

## Why sponsor at the Asset Performance Conference 2025?

### Relevant participant profile

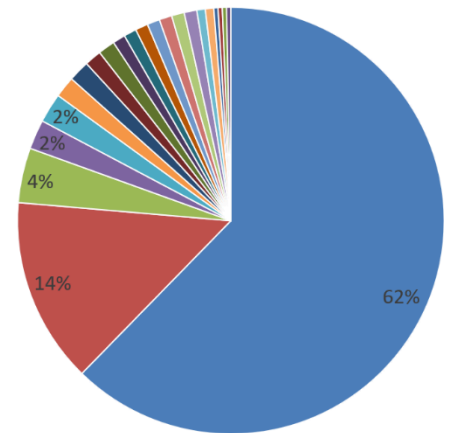
We're targeting an audience of 250 conference participants, consisting of CTO's and IIoT specialists, asset managers, group maintenance & reliability leaders, COO's, manufacturing and operational managers, maintenance & reliability engineers, data engineers, digitisation managers, industry 4.0 project leaders, condition monitoring specialists working in asset intensive industries in Europe and worldwide. This resulted in the following participant profiles for 2024:

- Executive Managers: 40%
- Reliability or Maintenance engineer: 10%
- Maintenance Managers: 10%
- Asset Manager: 10%
- Data Engineers: 10%
- Digitisation Manager: 5%
- Other (Sales, Project or Product Manager,...): 15%

Live Conference Asset Performance 2024 (with 1 Year Access to all recordings):

Total registered attendees for the Conference: 334

22 different countries: - 13 EU (59%)  
- 9 non-EU (41%)



87 speakers



28 sponsors 61 presentations

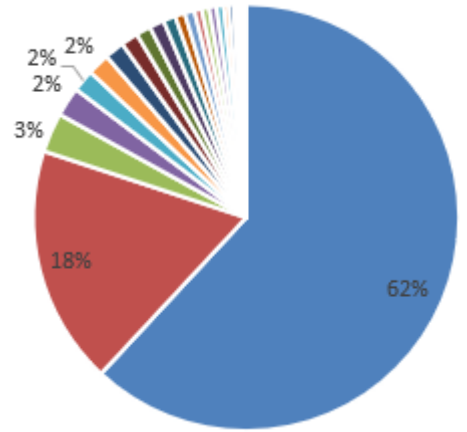


Live Conference Asset Performance 2023 (with 1 Year Access to all recordings):

Total registered attendees for the Conference: 533

25 different countries : - 11 EU (44%)  
- 14 non-EU (56%)

- |                        |               |                  |
|------------------------|---------------|------------------|
| ■ Belgium              | ■ Netherlands | ■ Germany        |
| ■ United States        | ■ China       | ■ United Kingdom |
| ■ Poland               | ■ France      | ■ Morocco        |
| ■ Saudi Arabia         | ■ Spain       | ■ Sweden         |
| ■ Switzerland          | ■ Hungary     | ■ Norway         |
| ■ Slovenia             | ■ Slovakia    | ■ Denmark        |
| ■ United Arab Emirates | ■ Brazil      | ■ Egypt          |
| ■ Israel               | ■ Luxembourg  | ■ South Africa   |



117 speakers



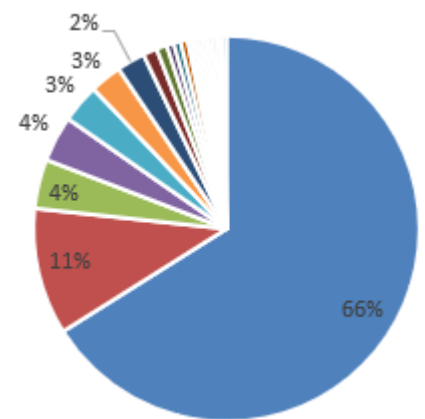
46 exhibitors 64 presentations



Virtual Conference Asset Performance 2022 (with 1 Year Access to all recordings):

23 different countries: - 12 EU (52%)  
- 11 non-EU (48%)

- |                        |                  |                 |
|------------------------|------------------|-----------------|
| ■ Belgium              | ■ Netherlands    | ■ United States |
| ■ United Arab Emirates | ■ Norway         | ■ Spain         |
| ■ France               | ■ Germany        | ■ Luxembourg    |
| ■ Brasil               | ■ Portugal       | ■ South-Africa  |
| ■ Austria              | ■ Brazil         | ■ Croatia       |
| ■ Finland              | ■ India          | ■ Italy         |
| ■ Malaysia             | ■ New Caledonia  | ■ Singapore     |
| ■ Slovenia             | ■ United Kingdom |                 |



92 speakers



10 exhibitors



58 presentations



3.281 online views

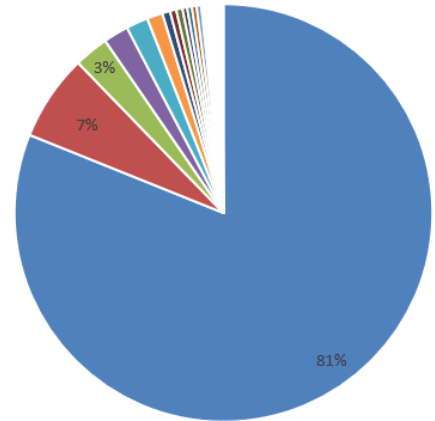
Hybrid Conference Asset Performance 4.0 2021 (with 1 Year Access to all recordings):

Total registered attendees for the Conference: 828

↙      ↘  
 690 live      138 online  
 (83% of total attendees)      (17% of total attendees)

26 different countries - 12 EU (46%)  
 - 14 non-EU (54%)

- |                        |                 |                  |
|------------------------|-----------------|------------------|
| ■ Belgium              | ■ Netherlands   | ■ Germany        |
| ■ Ukraine              | ■ France        | ■ United Kingdom |
| ■ USA                  | ■ Pakistan      | ■ Serbia         |
| ■ Finland              | ■ Norway        | ■ Saudi Arabia   |
| ■ United Arab Emirates | ■ Australia     | ■ Canada         |
| ■ Denmark              | ■ England       | ■ India          |
| ■ Luxembourg           | ■ New Caledonia | ■ New Zealand    |
| ■ Oman                 | ■ Poland        | ■ Portugal       |
| ■ Spain                | ■ Sweden        | ■ Switzerland    |



103 speakers



46 exhibitors



95 presentations



4.789 online views

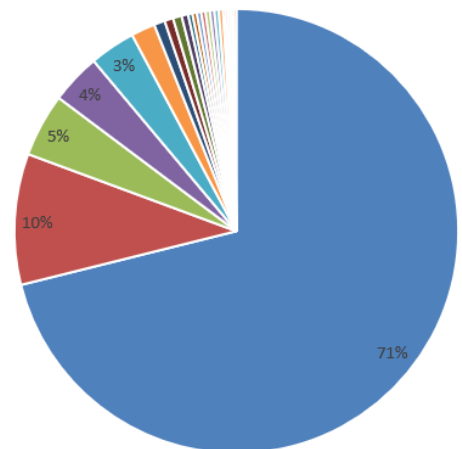
Virtual Conference Asset Performance 4.0 2020 (with 1 Year Access to all recordings):

Total registered attendees for the Conference: 670

Total members on the platform 2020: 833

25 different countries: - 15 EU (60%)  
 - 10 non-EU (40%)

- |              |                  |           |
|--------------|------------------|-----------|
| ■ Belgium    | ■ Netherlands    | ■ Germany |
| ■ France     | ■ United Kingdom | ■ England |
| ■ Finland    | ■ Slovenia       | ■ USA     |
| ■ Luxembourg | ■ Austria        | ■ Canada  |
| ■ Hungary    | ■ New Caledonia  | ■ Poland  |
| ■ Spain      | ■ Sweden         | ■ Ukraine |
| ■ Brazil     | ■ India          | ■ Iran    |
| ■ Israel     | ■ Norway         | ■ Senegal |







146 speakers

43 exhibitors

111 presentations



3.898 online views

### High Quality content during a period of 1 full year

Asset Performance provides a comprehensive and attractive agenda of learning opportunities during a 1 year period. The platform focuses on disruptive technologies and solutions to increase performance in the field of operations maintenance, reliability, condition monitoring throughout the asset lifecycle. Asset Performance presents a unique opportunity to showcase your innovations and expertise in this field. Meet and interact with top industry leaders in the unique setting of Asset Performance.

- High quality and in-depth content
- 50+ international speakers
- 30 minute sessions for efficient & in depth knowledge transfer
- Topic specialists & practitioners
- New concepts & practical case studies
- Showcasing results of real life applications of industry 5.0 and maintenance 5.0
- Collaboration with international associations

*“Through digitalisation BASF Antwerp strengthens its leading position in the chemical sector. A group wide program implements new innovative digital technologies in all phases of the asset life cycle. We believe smart maintenance processes are an integral part of our DNA.”*

*Industrial IT Manager, BASF*

*“Asset Performance is one of the main drivers to produce good quality bakery product at La Lorraine Bakery Group. Every hour of the day our technical service teams are doing everything to make this happening. If the equipment is able to perform its function, only then our specialist bakers can transfer the raw materials in our fantastic products.”*

*Group Technical Services, La Lorraine Group*

### Extensive networking opportunities

- High degree of interaction with the attendees during breaks
- Collect the contact details of your potential clients from Belgium, Europe and the world through the lead retrieval tool.

### Extensive visibility

We will promote the Conference and its sponsors in a major marketing campaign throughout Europe and the world:

- Strong media partnerships with online and printed media within and outside Europe
- Targeted social media campaign
- Publicity and coverage in trade press
- Direct mailing to more than 25.000 well targeted contacts
- Online banner advertising on the major maintenance related websites
- Compelling website, conference platform & mobile app with extensive company exposure
- E-mailing campaign and monthly newsletters with motivating cases and practical tips

## **Our commitment to the Sponsors**

### **We guarantee ...**

- That your brand and company will be intensively linked to a world class event on maintenance, production reliability and asset management
- You'll have plenty of opportunities to meet hundreds of interested high level reliability, maintenance & asset managers
- Permanent online visibility
- An unequalled return on your marketing investment!

### **Flexible budget arrangements**

- Split the investment between your local organisation in Belgium and the international or European headquarters

### **Sponsorship details**

- There are four sponsor types:  
Diamond Sponsor, Gold Sponsors, Silver Sponsors, Bronze Sponsors.
- Depending on the sponsorship formula, different benefits are included, from speaking possibilities to Conference tickets and visibility for your company during 1 full year. Please refer to the table on the next page for the details.

### **Are you looking for a major impact during Asset Performance?**

Please contact us on [sv@assetperformance.eu](mailto:sv@assetperformance.eu).

**Spaces are limited and assigned on a first come,  
first served basis, and sponsorship level.**

**BEMAS reserves the right to make the final determination  
of all space assignments in the best interest of the conference.**

## Sponsorship Formulas

Year-round benefits	Diamond €11.950	Gold €8.490	Silver €5.750	Bronze €3.950
<b>NETWORKING</b>	<b>4 sponsors</b>	<b>8 sponsors</b>	<b>8 sponsors</b>	<b>8 sponsors</b>
2m printed canvas on matrix frame wall (2m wide x 2,5m high on a wall of 4,5m x 2,5m)	✓	-	-	-
1m printed panel on matrix frame wall (1,5m wide x 2,5m high)	-	✓	✓	✓
Lead retrieval	✓	✓	✓	✓
Number of employees WITH free access to the Conference presentations (incl. Reception + Dinner)	4	4	2	2
Number of free participations for invited business relations at the Conference (incl. Reception and Networking Dinner)	2	2	-	-
List of participants and contact details (only in case of consent)	✓	✓	✓	-
<b>CONTENT</b>	<b>Diamond €11.950</b>	<b>Gold €8.490</b>	<b>Silver €5.750</b>	<b>Bronze €3.950</b>
Possibility to set up a 1,5 hour workshop at the Conference - Topic, program and speakers are determined in collaboration with BEMAS - Speaker(s), presentation content provided by the sponsor	✓	-	-	-
Speaking possibility for a 45-minute live presentation at the AP Conference	✓	-	-	-
Speaking possibility for a 45-minute post-conference webinar	-	✓	-	-
1 hour podcast together with asset owner published prior to or after the conference	✓	-	-	-
Possibility to present your latest digital innovation during a 10 minute presentation in a dedicated parallel track.*	✓	✓	✓	✓

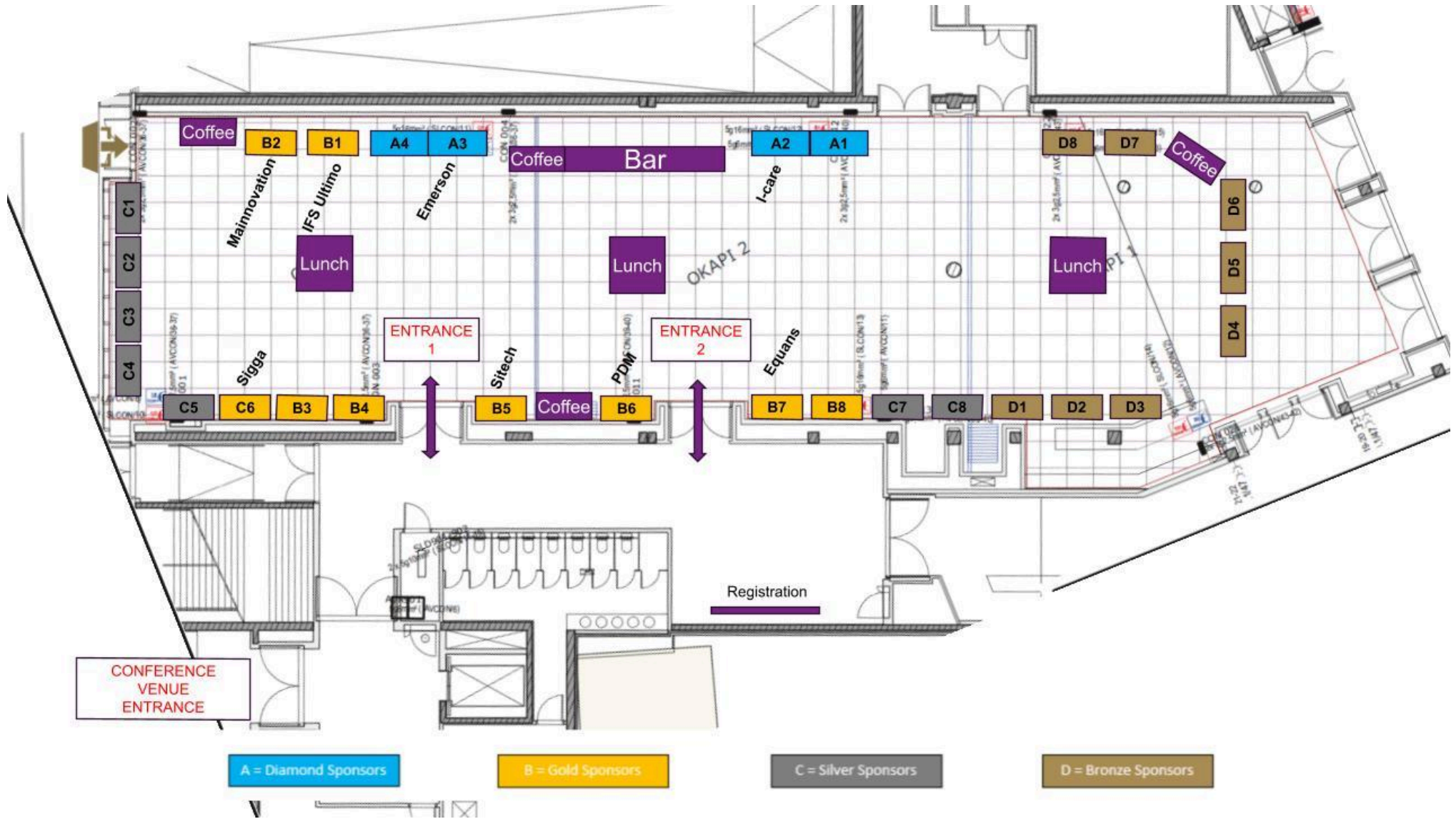
OFFLINE VISIBILITY	Diamond €11.950	Gold €8.490	Silver €5.750	Bronze €3.950
Visibility as Sponsor during Reception and Networking Dinner on 13 November, 2024	✓	-	-	-
Visibility as Sponsor during morning coffee break and lunch on 1 conference day	-	✓	-	-
Advertorial in the AP Conference Magazine	1x full page	1x half page	-	-
Advertisement in AP Conference Magazine	1x full page	1x half page	-	-
Visibility in AP Conference Magazine	logo on sponsor page	logo on sponsor page	logo on sponsor page	logo on sponsor page
Visibility in Conference Venue (logo on sponsor slide between sessions)	✓	✓	✓	✓
ONLINE VISIBILITY	Diamond €11.950	Gold €8.490	Silver €5.750	Bronze €3.950
Visibility in Mobile App	logo on splash screen & sponsor page	logo on sponsor page	logo on sponsor page	logo on sponsor page
Visibility on Conference Website	top position of logo on homepage	logo on homepage	logo on homepage	logo on homepage
	logo, company profile, contact details and link to landing page on sponsor page	logo, company profile, contact details and link to landing page on sponsor page	logo, company profile, contact details and link to landing page on sponsor page	logo, company profile, contact details and link to landing page on sponsor page
	promotional video	promotional video	promotional video	promotional video



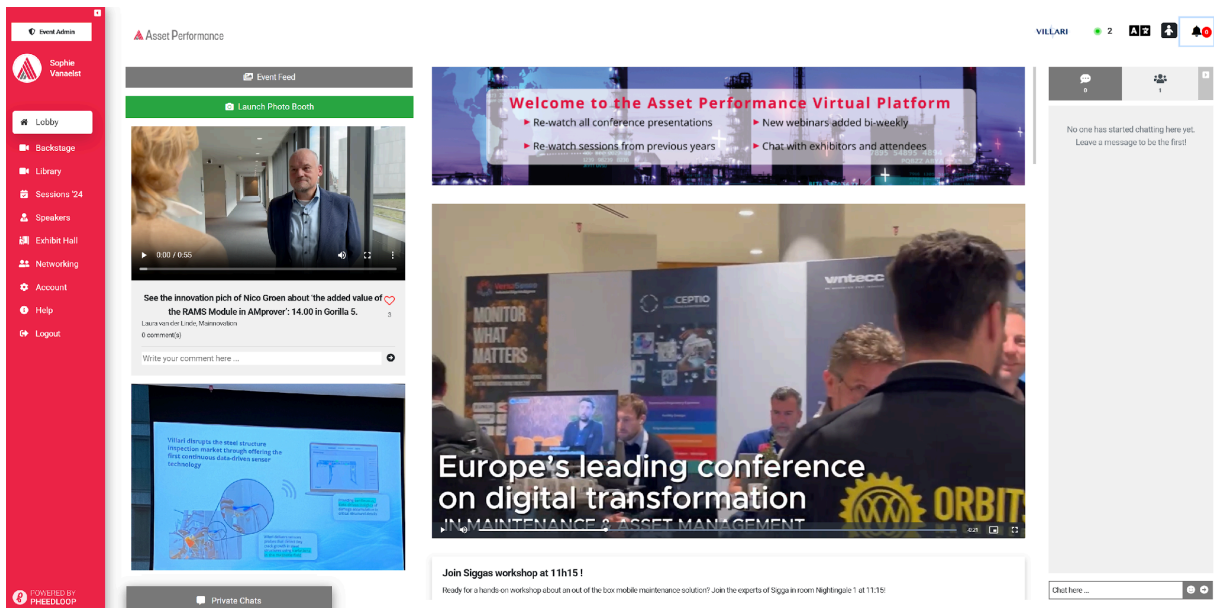
Visibility on Conference Platform	logo on login page banner	-	-	-
	logo on lobby splash video	logo on lobby splash video	logo on lobby splash video	logo on lobby splash video
	logo in carousel on homepage	logo in carousel on homepage	logo in carousel on homepage	logo in carousel on homepage
	logo before start of each webinar	logo before start of the webinar	logo before start of the webinar	logo before start of the webinar
	promotional video	promotional video	promotional video	promotional video
The possibility to propose a social media post related do the AP Conference, to be publicized by BEMAS	✓	✓	✓	✓
Listing and higher ranking in the European Maintenance Directory <a href="http://www.maintenance.directory">www.maintenance.directory</a>	✓	✓	✓	✓
Logo on email campaigns and monthly newsletters (+ 25.000 ex)	✓	✓	✓	✓

### Individual Options for Sponsors

BENEFITS	RATES	QUANTITY AVAILABLE
<b>VISIBILITY</b>		
Lanyard (Branded double hook lanyard supplied by sponsor. Design is subject to approval.)	€ 2.450	1
<b>ADVERTISEMENT IN ASSET PERFORMANCE CONFERENCE MAGAZINE</b>		
Double Full Page advertisement	€ 2.450	1
Full Page advertisement	€ 1.490	3
Half Page advertisement	€ 750	3
Inside Front Cover	€ 1.950	1
Inside Back Cover	€ 1.950	1
Back Cover	€ 1.950	1



## Example of Conference Platform 2024



## Important remarks

- Only companies and organisations aiming to the European or global market are allowed.
- We are happy to answer any request you might have via [info@assetperformance.eu](mailto:info@assetperformance.eu).