



## CONFERENCE ON DIGITAL TRANSFORMATION IN MAINTENANCE, RELIABILITY, AND ASSET MANAGEMENT

November 18-19, 2026 | FMCCA Antwerp, Belgium



## About Asset Performance 2026

The industrial landscape continues to face unprecedented economic challenges. Many European companies are navigating fierce global competition, fluctuating energy costs, increasing wage pressures, and evolving regulatory obligations. In what has become a BANI world (brittle, anxious, nonlinear, and incomprehensible) organizations must operate within fragile value chains, unpredictable markets, and increasingly complex technological systems. These factors push companies to prioritize cost reduction while operating aging assets.

At the same time, there is an urgent demand for sustainable transition, placing tremendous stress and high expectations on technical maintenance and asset management departments. Operational and maintenance costs must be reduced without compromising reliability or safety, while meeting stringent environmental objectives.

To tackle these challenges, further digitization and innovation remain paramount. At the Asset Performance 2026 Conference, we are looking for presentations that showcase practical and data-driven solutions delivering clear, measurable results. We invite speakers to share success stories that highlight resilience and innovation, demonstrating how maintenance, reliability and asset management teams are rising to the occasion by reducing operational and maintenance costs, increasing energy efficiency, and driving sustainable practices.

Following the successful conferences of previous years, **Asset Performance 2026 will take place at FMCCA Antwerp on November 18–19, 2026.** The event continues to inspire professionals across Europe and beyond, offering a leading platform for knowledge exchange in digital transformation in industrial operations & maintenance and in infrastructure asset management.





## About BEMAS

The Asset Performance Conference is an initiative of **BEMAS**, the Belgian Maintenance Association vzw-asbl. BEMAS is a dynamic non-profit organisation for Maintenance, Reliability and Asset Management Professionals active in industry or any other asset intensive environment.

The mission of BEMAS is to make asset intensive industries in Belgium more competitive by sharing knowledge on maintenance, reliability & asset management and to create a larger awareness and appreciation for maintenance and asset management.

**BEMAS currently has more than 630 member companies and organises more than 160 initiatives yearly** (open training sessions, in company training sessions, seminars, company visits, working groups, events, etc.), welcoming well over 2.500 participants.



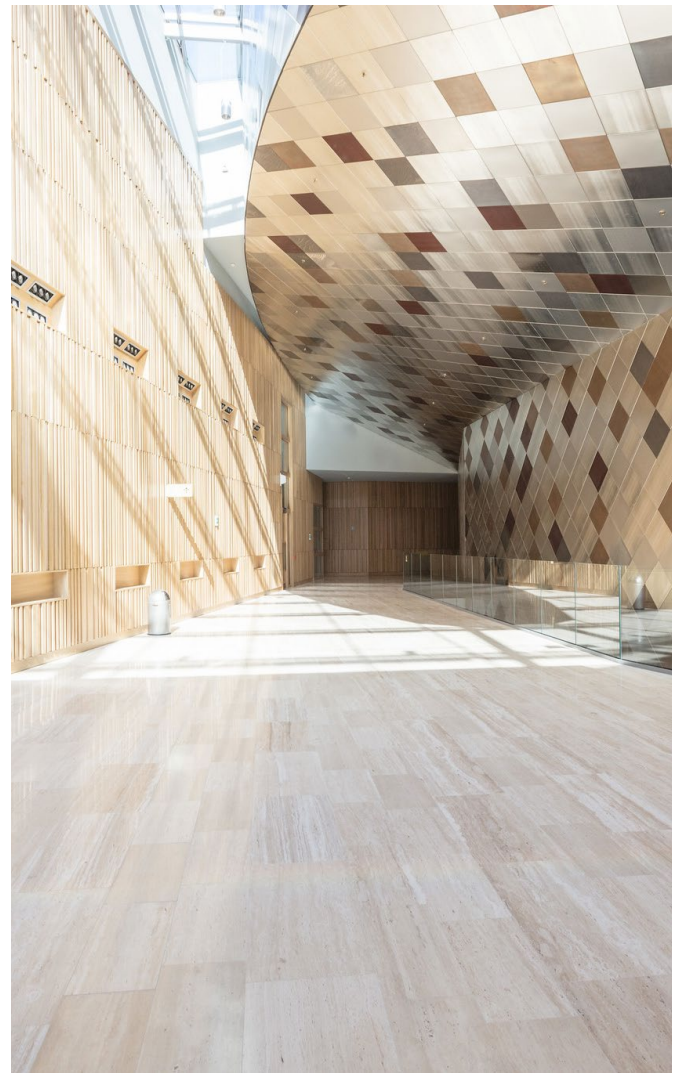




## About the Conference Venue

**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.



### A Room with a ZOO

#aroomwithaZOO



**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 destination for international conferences. There is a direct rail connection between Antwerp and Brussels International Airport (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.

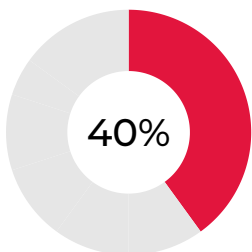




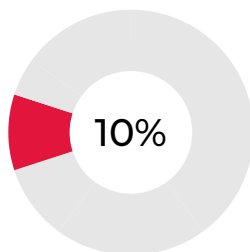
## Who Attends Asset Performance?

Target Audience: **300+ Senior Level Decision-Makers**

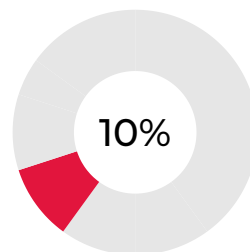
We're targeting an audience of **300+** conference participants, consisting of:



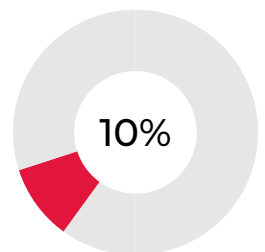
**Executive Managers:**  
CTOs, COOs, Vice Presidents  
of Operations



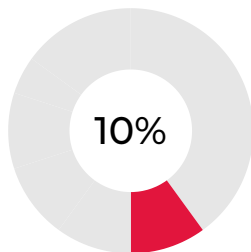
**Asset Managers:**  
Portfolio and lifecycle  
management leaders



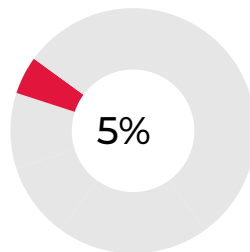
**Maintenance Managers:**  
Heads of maintenance  
and reliability



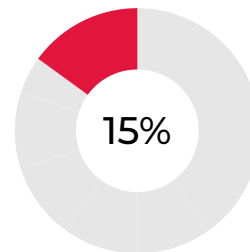
**Reliability/Maintenance Engineers:**  
Technical specialists  
and engineers



**Data Engineers:**  
IIoT specialists and data  
scientists



**Digitisation Managers:**  
Industry 4.0/5.0 project  
leaders



**Other Professionals:**  
Condition monitoring  
specialists, project  
managers, consultants



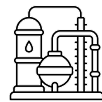
## Industry Sectors Represented

In recent years, participants from these companies participated:



### Chemical & Petrochemical:

- BASF
- Bayer
- Covestro
- Evonik
- Solvay
- Ineos
- Yara
- Prayon



### Oil, Gas & Energy:

- TotalEnergies
- Saudi Aramco
- Shell
- Sinopec
- Shanghai Gaoqiao Petrochemical
- Refineries



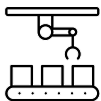
### Utilities & Water:

- De Watergroep
- Farys
- Water-Link
- Pidpa
- Elia Group



### Metals & Materials:

- ArcelorMittal
- Aurubis
- Aperam



### Manufacturing & Industrial:

- La Lorraine Bakery Group,
- Cosun Beet Company
- UCB
- Johnson & Johnson
- Organon
- Takeda
- Terumo
- Gyproc Saint-Gobain
- Eternit
- Vandersanden



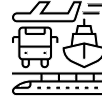


## Industry Sectors Represented



### Ports & Logistics:

- Port of Antwerp
- APM Terminals
- PSA Antwerp
- DEME (dredging)



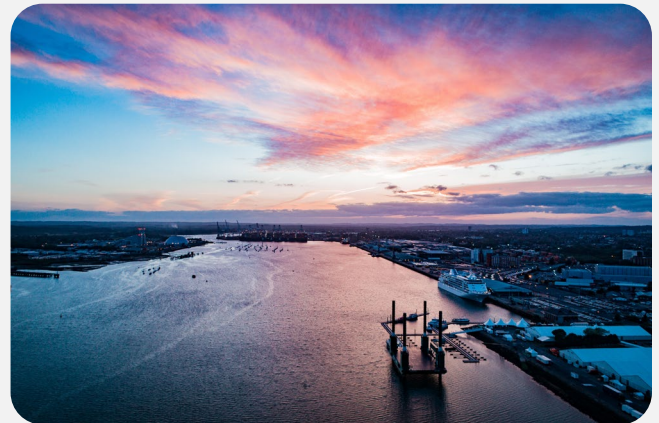
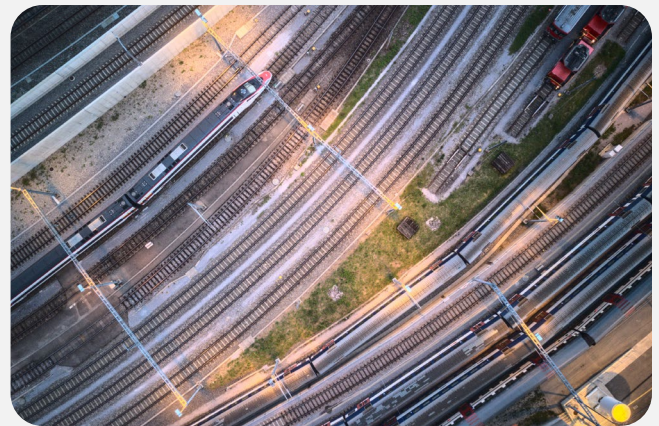
### Infrastructure & Transportation:

- Infrabel (rail infrastructure)
- NMBS (Belgian Railways)
- Brussels Airport



### Renewable Energy:

- Parkwind
- RWE Offshore Wind





# Why Partner with Asset Performance 2026?

## HIGH-QUALITY CONTENT & KNOWLEDGE EXCHANGE

Asset Performance provides comprehensive learning opportunities focused on digital solutions and disruptive technologies to increase asset performance in operations, through maintenance, reliability, and asset management.

- 50+ international speakers and industry experts
- 30-minute sessions for efficient, in-depth knowledge transfer
- Topic specialists and practitioners sharing real-world experience
- New concepts and practical case studies
- Practical cases and results from real-life applications
- Collaboration with international associations

## EXTENSIVE NETWORKING OPPORTUNITIES

- High degree of interaction with senior decision-makers
- Dedicated networking breaks and social events
- Direct interaction in the Demo Theatre
- Lead retrieval tools to capture potential client information
- Access to delegate networking app for year-round connection

## COMPREHENSIVE VISIBILITY

- We promote the conference and partners through a major marketing campaign:
- Strong media partnerships across Europe
- Targeted social media campaigns (LinkedIn, Twitter/X)
- Direct mailing to 25,000+ targeted contacts
- Online presence on major maintenance websites
- Conference platform and mobile app with extensive exposure
- Monthly newsletters with partner spotlights

## MEASURABLE ROI

- Lead generation through app
- Content download
- Session attendance tracking
- Post-event comprehensive reporting



## Live Conference Asset Performance 2025 (with 1 Year Access to all recordings):

Total registered attendees for the Conference:

**315**

27 different countries:



- Algeria
- Australia
- Azerbaijan
- Belgium
- Cameroon
- Canada
- China
- Denmark
- Finland
- France
- Germany
- Italy
- Jordan
- Luxembourg
- Morocco
- Netherlands
- Norway
- Poland
- Portugal
- Saudi Arabia
- Singapore
- Spain
- Sweden
- The Netherlands
- Ukraine
- United Kingdom
- United States



**87**  
Speakers



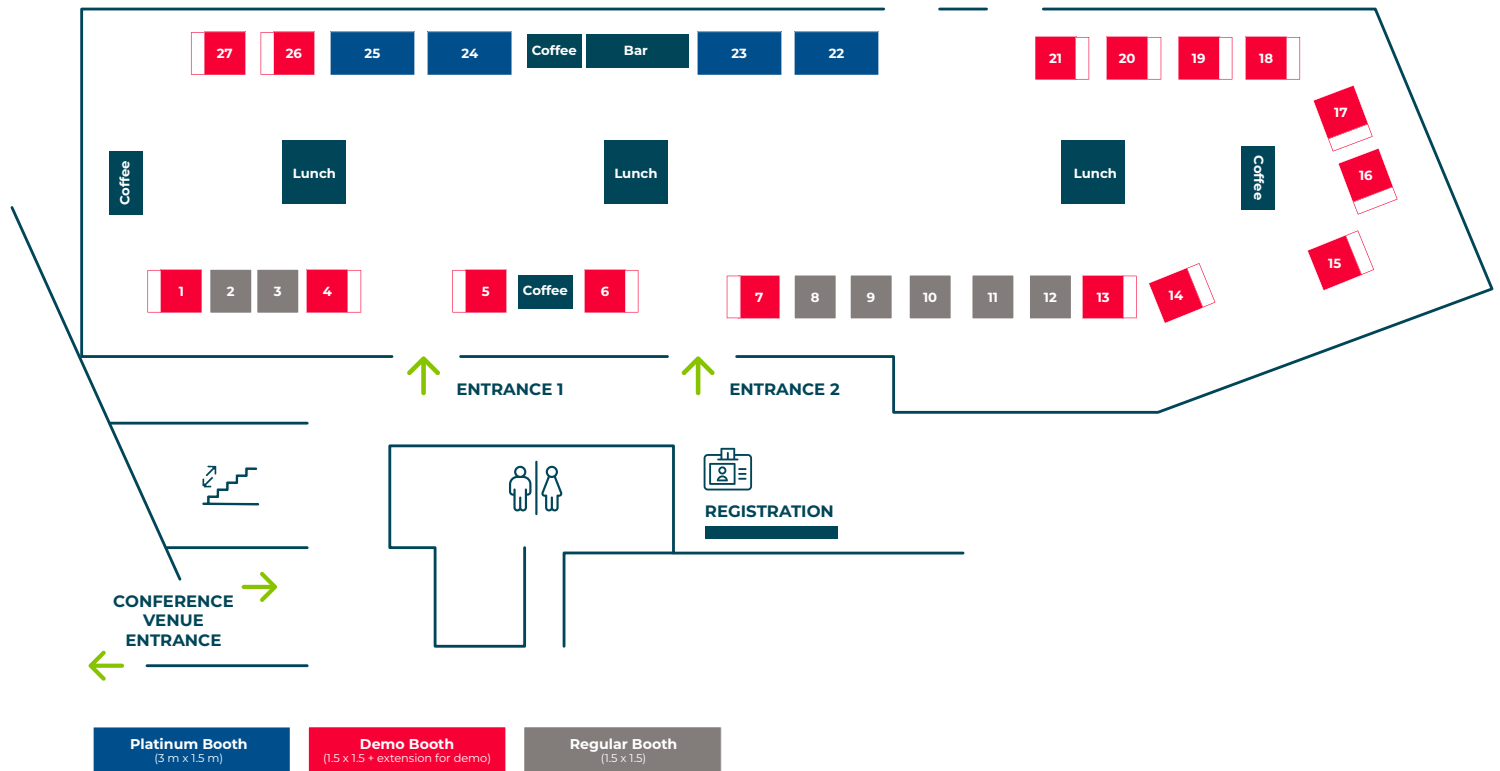
**28**  
Sponsors



**61**  
Presentations



## Exhibition hall and networking area floorplan



Companies who wish to book a Demo Booth are required to demonstrate a physical product, or to rent a complimentary screen in order to demonstrate a digital solution during the Demonstration Programme (see draft programme on pages 15 and 16).

For the latest availability of exhibition space, please reach out to [info@assetperformance.eu](mailto:info@assetperformance.eu)



# Partnerships Packages

		PLATINUM €14.500	GOLD €11.500	SILVER €6.500	BRONZE €4.500
Number per tier		4	8	7	8
PHYSICAL PRESENCE	Booth in the Demo Theatre	3 x 1.5 m	1.5 x 1.5 m	1.5 x 1.5 m	1.5 x 1.5 m
	Basic booth furniture package: 1 high table, 2 chairs (Extra furniture available via online shop)	✓	✓	✓	✓
	Premium booth at premium location (near bar)	✓	✓	-	-
	Priority booth selection	✓	✓	-	-
	Power connection	✓	✓	✓	✓
	Advanced AV package (monitor/screen)	✓	✓	-	-
	Wifi-access	✓	✓	✓	✓
	• Demonstration programme: 250 word explanation of the demo featured in your booth. (next to the breaks, 2 demo experience time slots are scheduled in the conference programme)	✓	✓	✓	✓
DELEGATES	Delegate passes to the full conference	4	3	3	2
	Guest passes to the full conference (for business relations)	4	3	2	1
	Additional conference evening event tickets (Welcome reception, keynote & walking dinner)	4	3	2	1
MARKETING & VISIBILITY	Company listing on homepage and sponsor page of conference website	✓	✓	✓	✓
	Company listing in conference magazine****	✓	✓	✓	✓
	Advertisement in conference magazine****	1 page (inside front cover, page 5, page 7, inside back cover)	1 page	0,5 page	-
	Advertorial feature in conference magazine (production can be facilitated by AP team)****	1000 words	500 words	-	-
	Digital company profile on conference platform	✓	✓	✓	✓
	Conference platform banner advertisement (rotating)	✓	✓	✓	-
	Conference platform premium positioning on splash screen, homepage, session screens	✓	-	-	-
	Company logo in exhibition floorplan (digital and printed)	✓	✓	✓	✓
	Social media post on AP LinkedIn channel	✓	✓	✓	-
	Logo in pre-event e-mails	✓	✓	✓	✓
	Company spotlight feature in pre-conference newsletter	✓	✓	-	-
	Logo on presentation slides between sessions	✓	✓	✓	✓
	Logo branding on tables in catering area	✓	✓	-	-
	Press release collaboration and distribution*	✓	✓	✓	✓

\* Content to be approved by the AP programme committee

\*\* To be approved by the AP team. Prize needs to be worth at least € 50. First-tier prizes, Second-tier prizes, Third-tier prizes

\*\*\* Timing and target audience to be decided with BEMAS

\*\*\*\* If the sponsoring agreement is signed prior to the production deadline of the Conference Magazine of 01/08/2026





# Partnerships Packages

		PLATINUM €14.500	GOLD €11.500	SILVER €6.500	BRONZE €4.500
Number per tier		4	8	8	7
LEAD GENERATION & NETWORKING	Access to lead retrieval system	✓	✓	✓	✓
	Post-event satisfaction survey insights	✓	✓	✓	✓
	Post-event attendee list (with consent)	✓	✓	✓	✓
	Featured breakfast session at booth (2 per day)	✓	-	-	-
	Delegate networking app	✓	✓	✓	✓
	Online scheduling service for meetings with target attendees	✓	-	-	-
KNOWLEDGE SHARING	10 minute presentation in the Innovation pitch track (recording available afterwards)	✓	✓	✓	✓
	30 min. speaking slot in main conference programme (non commercial)	✓	✓	Optional (through the call for speakers)	Optional (through the call for speakers)
	Post-conference availability of recorded sessions on online AP platform	✓	✓	Optional (through the call for speakers)	Optional (through the call for speakers)
	Workshop or Round Table opportunity: 90 minute deep dive.	✓	-	-	-
	Participation in general closing session pannel discussion	✓	-	-	-
	Featured post-conference white paper on presentation	✓	✓	-	-
	Guest blog opportunity*	✓	✓	-	-
EXCLUSIVE OPTIONS	1-year access to BEMAS knowledge platform for all delegates	✓	✓	✓	✓
	Opportunity to sponsor a prize in the in-app Game** and hand it over personally during the Closing Session	✓	✓	✓	✓
	Private meeting room usage (subject to availability)	✓	✓	✓	-
	15 min presentation in a 1 hour pre-conference webinar or post-conference webinar - (4 presentations per webinar)	€ 250	€ 250	€ 250	-
	30 minute presentation in a 1 hour pre-conference webinar or post-conference webinar (2 presentations per webinar)	€ 500	€ 500		-
	Pre-conference or Post-conference Podcast opportunity*	€ 1.495	€ 1.495	€ 1.495	€ 1.495
	Lanyards	€1.000	-	-	-
	Dedicated e-mail campaign - max 1 per sponsor***	€1.995	-	-	-
	Exclusive 1 hour pre-conference webinar or post-conference webinar	€1.000	-	-	-
	1 Pre-conference or post-conference strategic consultation session with BEMAS leadership team	✓	-	-	-

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## Booking Information

### EARLY BIRD DISCOUNT

- Book and pay by January 1, 2026 and receive 5% discount
- Book and pay by February 1, 2026 and receive 2.5% discount

### PAYMENT TERMS

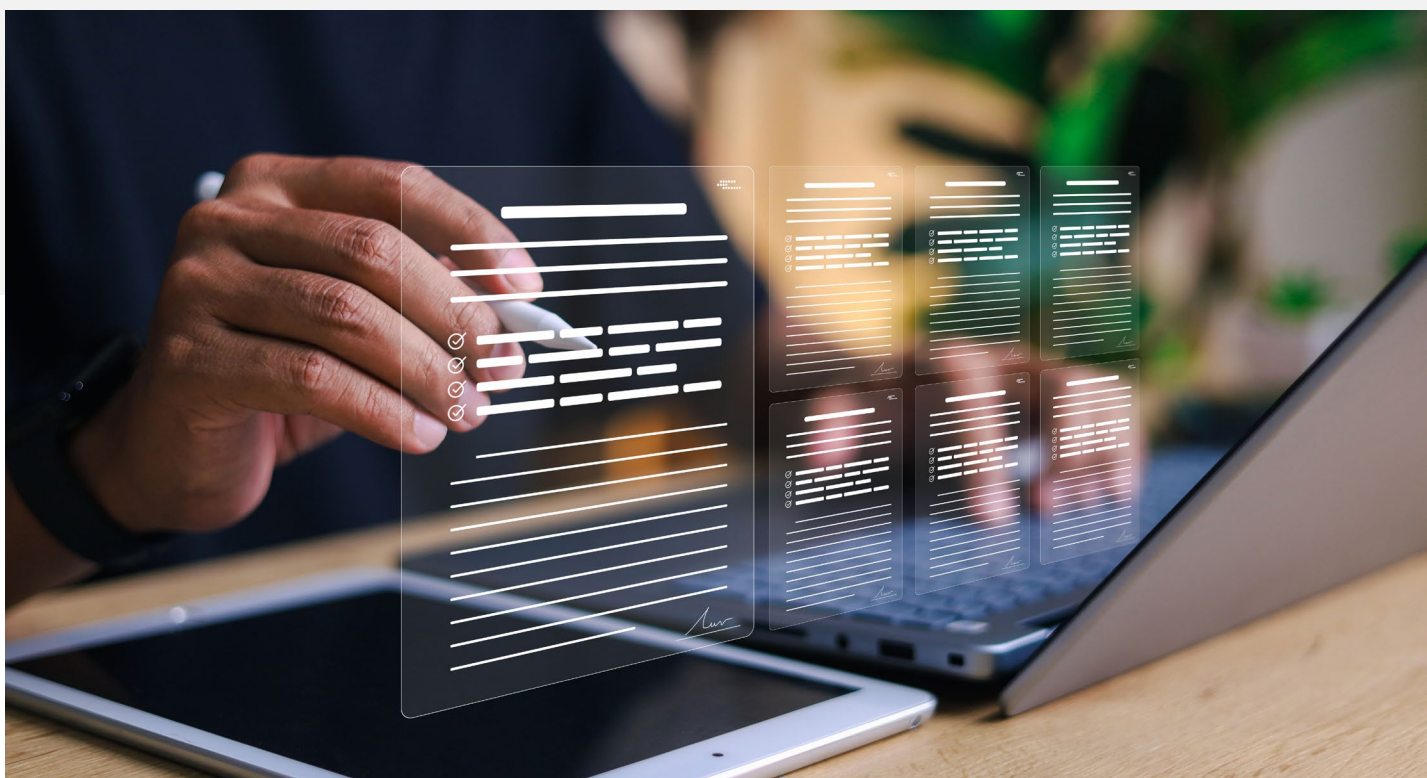
- 50% deposit upon booking
- Balance due August 1, 2026
- Payment in EUR via bank transfer or credit card

### CANCELLATION POLICY

- Before April 1, 2026: 75% refund
- April 1 - June 30, 2026: 50% refund
- After June 30, 2026: No refund (substitutions permitted)

### SPACE ALLOCATION

- First-come, first-served within partnership tier
- Higher tiers receive priority booth selection
- BEMAS reserves right to final space assignments





## Programme Day 1

	Track 1.1 Regular conference track	Track 1.2 Regular conference track	Track 1.3 Innovation pitches	Track 1.4 Workshop & Round table programme
8:00	Opening of the venue - 2 Breakfast sessions in Networking Hall			
9:00	Opening Note			
10:45	30 min break			
11:15				Workshop or Round Table 1
11:50				
12:25				
13:00	1 hour lunch			
14:00	Demo Experience			
14:35				
15:10				
15:45	30 min break			
16:15				Workshop or Round Table 2
16:50				
17:25				
CONFERENCE EVENING PROGRAMME				
18:00	Reception			
18:45	Welcome by Dirk De Nutte, President of BEMAS			
18:50	Keynote			
20:00	Walking Dinner			
21:45	End			





## Programme Day 2

	Track 1.1 Regular conference track	Track 1.2 Regular conference track	Track 1.3 Workshop & Round Table programme
Sponsor slot allocation	12 sponsorslots		
8:00	Opening of the venue - 2 Breakfast sessions in Networking Hall		
9:00			Workshop or Round Table 3
9:35			
10:10			
10:45	30 min break		
11:15			Workshop or Round Table 4
11:50			
12:25			
13:00	1 hour lunch		
14:00	Demo Experience		
14:35			
15:10			
15:45	Closing Panel Discussion: 4x Platinum Sponsor + Gamification Raffle		
16:15	Closing Reception		



## Contact

### FOR PARTNERSHIP INQUIRIES:

**Jerome Buchanan**

**Email:** [info@assetperformance.eu](mailto:info@assetperformance.eu) | **Phone:** +32 2 706 85 41

### Conference Secretariat

Belgian Maintenance Association vzw-asbl  
Derbystraat 33, 9051 Sint-Denijs-Westrem  
Belgium

**Website:** [www.assetperformance.eu](http://www.assetperformance.eu)

### Spaces are limited.

Reserve your partnership today to secure your preferred package and booth location.