Asset Performance

Powered by

BEMAS



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

November 16-17, 2027 I FMCCA Antwerp, Belgium

assetperformance.eu

An initiative of BEMAS – Belgian Maintenance Association & vzw-asbl

About Asset Performance 2027

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.





Why this matters for partners

For technology providers, service companies and industry experts, Asset Performance offers direct access to a highly targeted professional audience actively looking for ways to improve maintenance and asset performance.

Partnership opportunities are designed to help you:

- connect with relevant decision-makers and technical influencers
- demonstrate your solutions in a practical conference environment
- build credibility through knowledge sharing and thought leadership
- generate qualified conversations and measurable engagement

Following successful previous editions, **Asset Performance 2027 will take place at FMCCA Antwerp on 16–17 November 2027**, bringing together professionals from Belgium, across Europe and beyond.

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

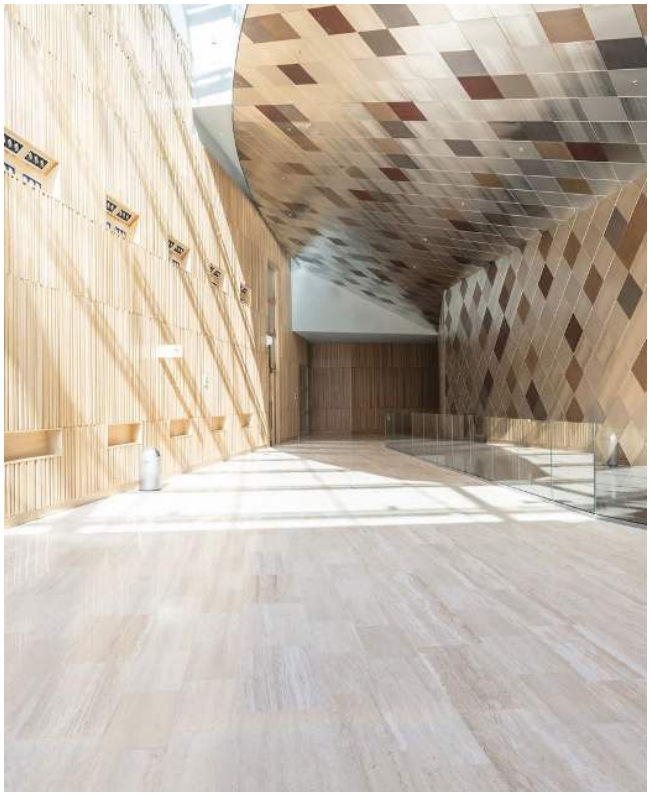
Flanders Meeting and Convention Center (FMCCA), also called "A Room with a ZOO" is located right next to the Antwerp Central Station. With two airports nearby, easy accessibility is guaranteed.

The venue is located in the heart of Antwerp, not even a ten minute walk from the historic city centre.



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.



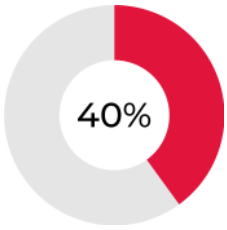




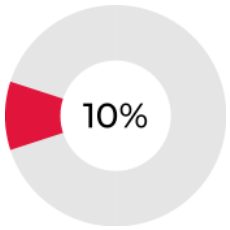
Who Attends Asset Performance?

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

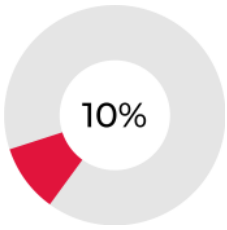
We're targeting an audience of **300+** conference participants, consisting of:



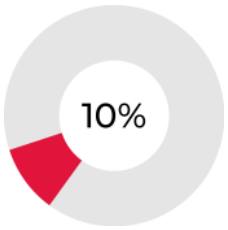
Executive Managers:
CTOs, COOs, Vice Presidents of Operations



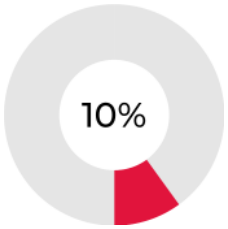
Asset Managers:
Portfolio and lifecycle management leaders



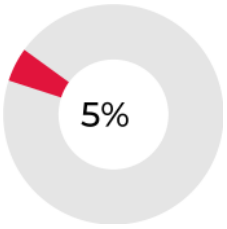
Maintenance Managers:
Heads of maintenance and reliability



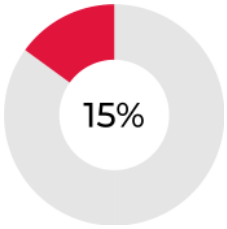
Reliability/Maintenance Engineers:
Technical specialists and engineers



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

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 2027?

Asset Performance combines content, live demonstration, networking and lead generation in one focused environment — helping partners create meaningful interactions with the professionals they want to reach.

High-quality content & knowledge exchange

Position your company as a knowledgeable and credible partner in the maintenance and asset performance community.

- 50+ international speakers and industry experts
- 30-minute sessions for efficient, in-depth knowledge transfer
- Topic specialists and practitioners sharing real-world experience
- Case-driven presentations and practical industry content
- Speaking and knowledge-sharing opportunities that build authority
- Collaboration with international associations

Demonstrate your solution

Show how your technology or service works in practice — not only what it promises.

- Dedicated Demo Theatre and demonstration programme
- Live interaction with conference participants at your booth
- Innovation pitches and selected workshop or round-table opportunities
- Demo experience moments built into the conference programme
- Conversations grounded in real industrial applications

Networking & visibility

We promote the conference and its partners through a major marketing campaign, before, during and after the event.

- High degree of interaction with senior decision-makers
- Dedicated networking breaks and social events
- Strong media partnerships across Europe
- Targeted social media campaigns (LinkedIn)
- Direct mailing to 25,000+ targeted contacts
- Partner visibility in conference communications and editorial channels
- AI-powered Conference Platform, with all sessions available to rewatch
- Monthly newsletters with partner spotlights

Measurable engagement & ROI

Turn visibility and conversations into actionable commercial follow-up.

- Lead retrieval tools
- App-based networking and meeting scheduling
- Session and content engagement insights
- Post-event attendee data where consent has been provided
- Post-event reporting to support follow-up and evaluate engagement

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

Total registered attendees for the Conference:

315

26 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
- Ukraine
- United Kingdom
- United States

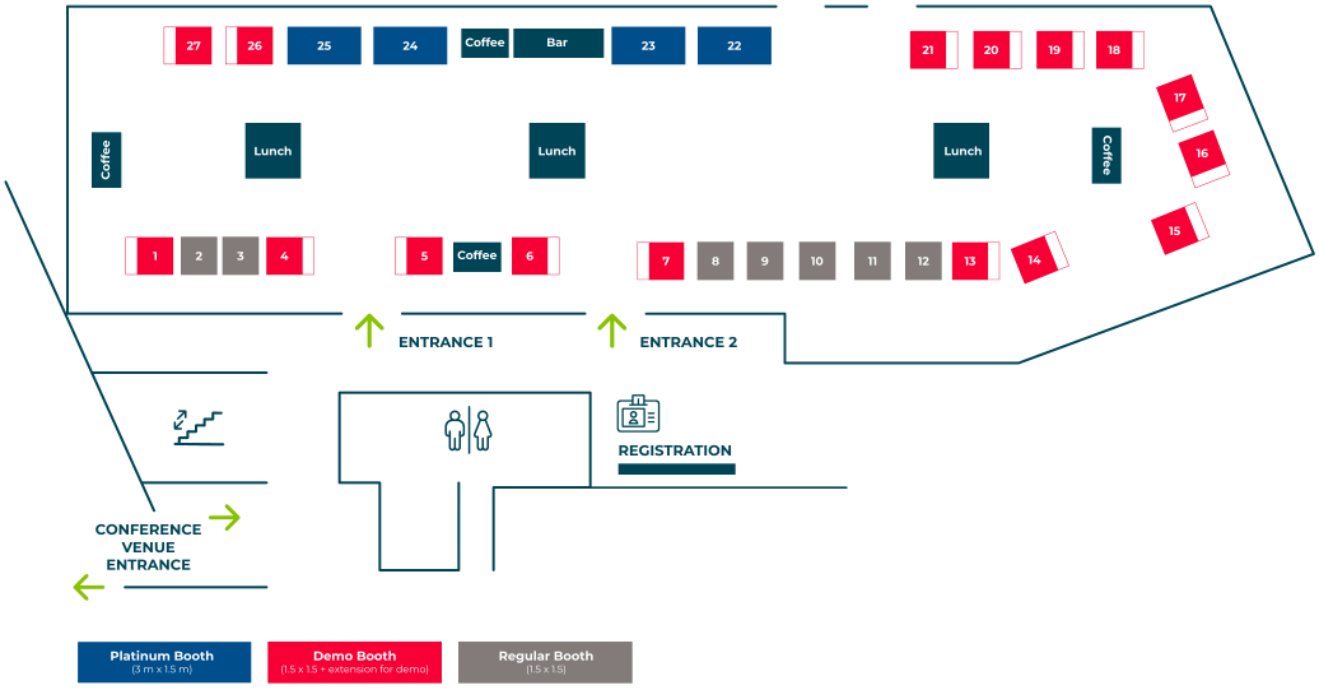
87
Speakers

28
Sponsors

61
Presentations

Asset Performance 2026 results and a wider audience profile covering historic attendance are available on request from the week of 23 November 2026. Contact **info@assetperformance.eu**.

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 14 and 15).

For the latest availability of exhibition space, please reach out to **info@assetperformance.eu**

Partnership 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*	✓	✓	–	–

Rates shown apply to partnership agreements confirmed by 31 December 2026. From 1 January 2027 the following rates apply: Platinum €14.995 · Gold €11.995 · Silver €6.795 · Bronze €4.695. Partners booking in 2026 hold a non-binding option at the rates above.

** Content to be approved by the AP programme committee*

*** To be approved by the AP team. Prize needs to be worth at least €250. First-tier prize, Second-tier prize, Third-tier prize*

Partnership Packages

	PLATINUM €14.500	GOLD €11.500	SILVER €6.500	BRONZE €4.500
Number per tier	**4**	**8**	**7**	**8**
LEAD GENERATION & NETWORKING				
Access to lead retrieval system	✓	✓	✓	✓
Post-event satisfaction survey insights	✓	✓	✓	✓
Post-event attendee list (with consent)	✓	✓	✓	✓
Delegate networking app, including meeting scheduling 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, case-based and subject to programme committee approval)	✓	✓	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 panel discussion	✓	–	–	–
Guest blog opportunity*	✓	✓	–	–
EXCLUSIVE OPTIONS				
1-year access to the Asset Performance Intelligence Hub 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	✓	–	–	–

** 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 01/08/2027*

Booking Information

Rate validity

- Partnership rates in this brochure apply to agreements confirmed by 31 December 2026
- From 1 January 2027: Platinum €14.995, Gold €11.995, Silver €6.795, Bronze €4.695
- Partners booking in 2026 hold a non-binding option at the 2026 rates

Early bird discount

- Book and pay by March 1, 2027 and receive 5% discount
- Book and pay by May 1, 2027 and receive 2.5% discount

Payment terms

- 50% deposit upon booking
- Balance due August 1, 2027
- Payment in EUR via bank transfer or credit card

Cancellation policy

- Before April 1, 2027: 75% refund
- April 1 – June 30, 2027: 50% refund
- After June 30, 2027: 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

Tuesday 16 November 2027

	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
18:50	Keynote
20:00	Walking Dinner
21:45	End



Programme Day 2

Wednesday 17 November 2027

	Track 1.1 Regular conference track	Track 1.2 Regular conference track	Track 1.3 Workshop & Round Table programme
Sponsor slot allocation	12 sponsor slots		
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 I Phone: +32 2 706 85 41

CONFERENCE SECRETARIAT

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

Website: www.assetperformance.eu

Spaces are limited.

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