

# SPONSOR PROSPECTUS



Powered by



## ABOUT MEX™

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MEX™ is a spin-off of Ghent University's M-team ([www.m-team.UGent.be](http://www.m-team.UGent.be)) and was founded in December 2015 by Sarne De Vlieghe and Sofie Piepers. Today, the team at MEX™ is made up by the founders Sarne and Sofie, and the Project & Concept manager Dimitri Valckenier. Driven by passion, inspired by science and strengthened by experience, the team at MEX™ works hard to create holistic, integrated solutions for easy mastitis management.

MEX™ coaches, supports, and inspires dairy practitioners and consultants to improve the udder health by at least 50% on every dairy farm in an efficient, successful and sustainable way by providing knowledge, a network of like-minded peers and software tools.

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## GENERAL INFORMATION

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### Venue

#### **Novotel Gent – Gouden Leeuwplein 5 – 9000 Gent.**

The second live **MEX ConneXion Event** will take place at Novotel Gent. The venue is located in the heart of city center of Ghent and is very easy to reach either by car or public transport. The hotel has 117 comfortable guest rooms for participants that want to relax and stay overnight.

Coffee break, registration and exposition of the sponsoring companies' roll-ups will take place in the hotel's lobby and coffee corner.





In the city centre you can explore the medieval Gravensteen castle or relax in the cafés and bars lining the charming Graslei quay, beside the River Leie. Among many center museum are SMAK for contemporary art and the Museum of Fine Art for Flemish masters. The sights of Bruges and Antwerp are just 30 minutes' drive away or easy to reach by train.



*Gravensteen*



*Graslei quay in city centre of Ghent*

## **Airports**

### **Brussels International (BRU)**

Ghent is approximately 45 minutes away from Brussels Airport, Belgium's national airport in Zaventem. The airport has its own railway station, Brussels-Airport-Zaventem, which offers a [direct connection to Ghent](#). The railway station is situated beneath the airport and can be reached via the lifts and escalators in the arrivals hall.

### **Brussels South Charleroi Airport**

Brussels South Charleroi airport is at a 70 minutes' drive from Ghent. A shuttle bus drives from the airport of Charleroi to Bruges via Ghent nine times a day. That makes Ghent more easily accessible for tourists who arrive at the airport of Charleroi for their visit to Flanders. The bus will take you to the railway station Gent-Sint-Pieters, from where you can take tram line 1 to the historic city centre.

## **By car**

Ghent is easy to reach by car. The rebellious art city is only 45 minutes away from Bruges and Brussels (both at 53 km) and a little less than an hour away from Antwerp (60 km). Two European motorways (E17 and E40) intersect in Ghent. If you arrive from the E17, take the exit "Gent Centrum". If you arrive at the cloverleaf interchange in Zwijnaarde from the E40, first follow the direction of Antwerp (E17) and then take the exit "Gent Centrum".

Once you arrive in the city, you can either [park your car free of charge at the edge of the city](#) or use one of the [paying car parks](#). If you opt for the latter, the electronic signs on the roads leading to the city centre will guide you to the different car parks.

### **Ghent has a low emission zone**

The Ghent city centre (the area enclosed by the ring road) has been designated as a [low emission zone](#) (LEZ) with the purpose of improving the quality of the air.

## **By public transport**

### **By train**

Ghent has two railway stations: Gent-Sint-Pieters and Gent-Dampoort. There are train connections to the main station Gent-Sint-Pieters from all Belgian cities. There is also a direct line to this railway station from Zaventem airport.

If you travel to Belgium via the European high-speed train network, you can transfer to a train to Ghent at the station of Bruxelles-Midi, Antwerp or Lille (France).

[For passengers arriving at the station of Gent-Sint-Pieters, tourist information is available at a digital 3D information station for visitors.](#)

#### By bus and tram

With a widespread network of trams and buses, you can easily travel in and around Ghent.

Every first Sunday of the month there is Sunday shopping. Many shops in the center of Ghent are open from noon. On these shopping Sundays you can take the tram and bus of De Lijn for free. If you have a [CityCard Ghent](#), you can take the tram and bus for free for 2 or 3 days.

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## MEETING INFORMATION

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### Goal

To connect and bring together like-minded peers passionate about udder health and milk quality in order to exchange knowledge & experiences in making mastitis management easy, successful and sustainable in an inspiring & nicely orchestrated event. Similar as all other trainings organized by MEX™, and inspired by the successful meetings previously organized by M-teamUGent, the lectures, mastermind sessions and trainings given at the **MEX ConneXion Event** will be practical, hands-on & to-the-point tailored to dairy practitioners and consultants. In 2019, we welcomed **over 85 participants**. Based on the evaluations, we can conclude that the mission was accomplished and that the event was highly appreciated by the participants. In 2023, we want to put even more focus on **#KnowledgeIntoAction** and **#ConnectLearnExperience**.

### Testimonials **MEX ConneXion Event 2019**



”

*My best decision of 2019 was to join this event. I have never seen such a combination of high quality courses at one mastitis conference together. So, (M)excellently done! Keep up the good job. Great program & approach.*



”

*What a fantastic day full of tips & tricks to make the difference as a practitioner when it comes to mastitis management. The interactive & practical approach during the Mastermind sessions made me even love mastitis data management.*



”

*Thank you so much! From now on I will "value" my knowledge and experience on udder health in every sense of the word. A powerful "no" is worth much more than a hesitant "yes". And which customer dairy farmer doesn't want a "boa" (Best Option for the Animal)? 😊*



”

*A dazzling cocktail of the latest updates on the perfect milking routine and on treating (or just not) of clinical mastitis in the keynotes combined with tips & tricks on how to turn our existing knowledge into action and "sell" it to our customer-dairy farmer in the interactive and dynamic Mastermind sessions.*



## **Overall coordinator**

MEXCELLENCE BVBA

- Sofie Piepers – Managing director
- Dimitri Valckenier – Project & Concept manager
- Sarne De Vlieghe – Co-founder



## **Target audience**

Veterinary practitioners and dairy advisors/consultants with an interest in udder health and milk quality from Europe and beyond that want to connect and exchange knowledge & experiences on udder health and milk quality with like-minded peers.

## **Websites**

Watch:

- [www.mexconnexionevent.eu](http://www.mexconnexionevent.eu)
- [www.mexcellence.eu](http://www.mexcellence.eu)



## **Schedule**

Tuesday 9 May 2023

### **Morning:**

- *Keynote lecture on:*  
Economic and epidemiological impact of different intervention strategies for clinical and subclinical mastitis (Dr. Henk Hogeveen – Wageningen University, The Netherlands).
- *Three Messages from a partner* (see Sponsor Premium option)
- *Two Connect, Learn and Experience* sessions in which two colleagues with a completely different angle will share their approach and business model for udder health services.
  - Črtomir Praprotnik (CEO of Animalis Slovenia).
  - Dr. Luís Pinho (Partner at SVAexpleite, Ld, Portugal)

### **Afternoon:**

*Mastermind sessions* – during these two sessions, the participants will work in small groups on a practical case related to udder health and milk quality. The *Mastermind sessions* in 2019 were highly appreciated by the participants as can be derived from the scores (+ 8.5/10 for content, presentation and practical applicability). The mastermind sessions are the epitome of putting science into practice. During the workshops, the latest scientific insights related to the topic are translated into practical tips & tricks. The small groups promote interaction and sharing of experiences among participants.

Wednesday May 10 2023

*Vets Culture in Practice training* – more info via: <http://www.mexcellence.eu/en/projects-concepts/cultureinpractice>. This training is about much more than learning how to identify the most common mastitis causing pathogens as can be derived from the testimonials. This training is also the excellent occasion to share the latest insights & experiences on targeted treatment of clinical mastitis.

## Testimonials Vets Culture in Practice training 2019



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*This training is about so much more than performing bacteriological culturing as a vet. It is all about how to make a difference as a veterinarian in the field of mastitis management and treatment.*



”

*In my opinion, there is no more interactive and practical training for veterinarians interested in udder health and milk quality than the Vets Culture in Practice training. Even if you never plan to perform bacteriological culturing in your practice, this training is highly recommended.*



”

*Practical & hands-on training tailored to veterinarians in practice as I am. The organizers constantly keep in mind the real needs of dairy farmers: fast result and sound treatment advice. Now, I feel really confident to make the difference when it comes to mastitis treatment.*



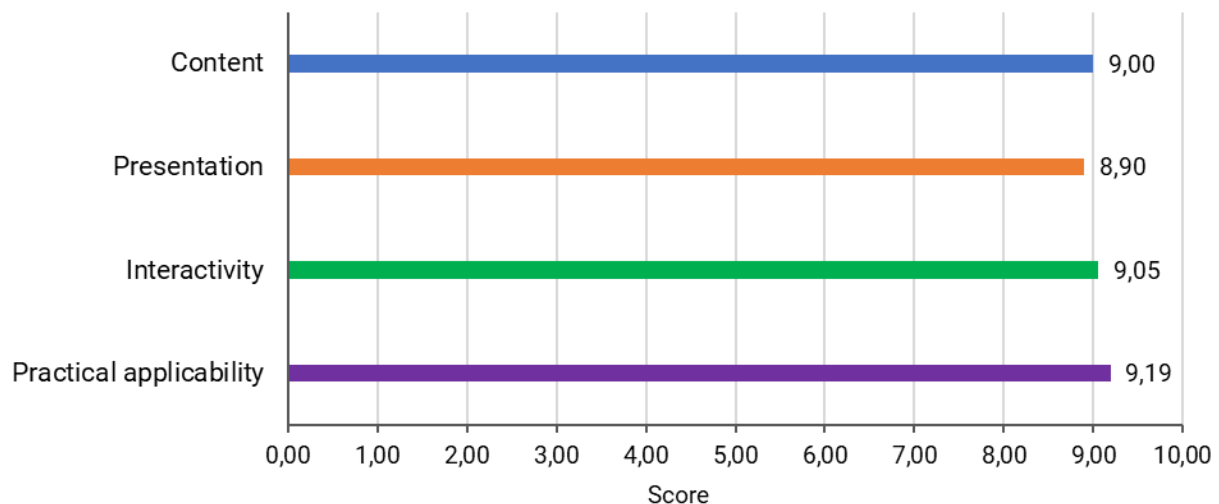
”

*I always thought that doing bacteriological culturing was nothing for veterinarians. After this training, I know that it is perfectly feasible to do it myself, and that it is the ultimate tool to show my expertise on mastitis treatment and get it "valued".*



In 2019, the Vets Culture in Practice training was the best scoring training of the 3-day event.

### Training



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## **SPONSOR OPPORTUNITY *PREMIUM* (1.350 €)**

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- Pop-up (roll-up) at the registration area in the hotel's Atrium (max. width 1.10 meter).
- Company logo & link to the company homepage on the meeting website, section sponsors.
- Company logo displayed on slides in between sessions and during breaks
- 2 complimentary full meeting registrations
- 2 tickets for the **MEX ConneXion Event** dinner in Ghent City Centre
- 20% reduction on registrations.
- Speaker in "*Message from a partner*" session.

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## **SPONSOR OPPORTUNITY *LIGHT* (850 €)**

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- Pop-up (roll-up) at the registration area in the hotel's Atrium (max. width 1.10 meter).
- Company logo & link to the company homepage on the meeting website, section sponsors.
- Company logo displayed on slides in between sessions and during breaks
- Company logo in program leaflet
- 1 complimentary full meeting registration
- 1 ticket for the **MEX ConneXion Event** dinner in Ghent City Centre
- 20% reduction on registrations.

## LEGAL ISSUES AND OTHERS

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### **MDEON**

#### **MDEON VISA application**

The MDEON VISA application will be submitted on **1 April 2023**. Companies who send in their application form before **1 April 2023** will be enclosed in this application. The MDEON approval and VISA number will be communicated upon reception.

### **Payment**

The related sponsor invoice will be issued after reception of the MDEON VISA number and must be paid by 1 May 2023 at the latest.

### **Cancellation of partnership**

Last day to receive 50% refund of partnership cost	<b>15 April 2023</b>
No refund of partnership cost given after	<b>15 April 2023</b>



## APPLICATION FORM SPONSORSHIP MEX CONNEXION EVENT

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Please return to MEXCELLENCE BVBA, Maaltecenter Blok G, Derbystraat 297, 9051 Gent  
or via e-mail: [support@mexcellence.eu](mailto:support@mexcellence.eu) .

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Company name: .....

Full VAT number: .....

Your company ref. or order form number: .....

Invoice address: .....

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Contact person: .....

Direct tel. .... Fax: .....

Email: .....

I hereby confirm the sponsorship of my company for the **MEX ConneXion Event** for the  
total fee of

☐ 1.350 € (excl. 21% VAT) for the Sponsor *Premium* option\*

☐ 850 € (excl. 21% VAT) for the Sponsor *Light* option\*

\*Check the preferred option.

I declare to be informed of the rules concerning reservation, payment and cancellation  
policy as stipulated in this Sponsor prospectus.

Date: ..... / ..... / .....

Name: ..... Signature: .....

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