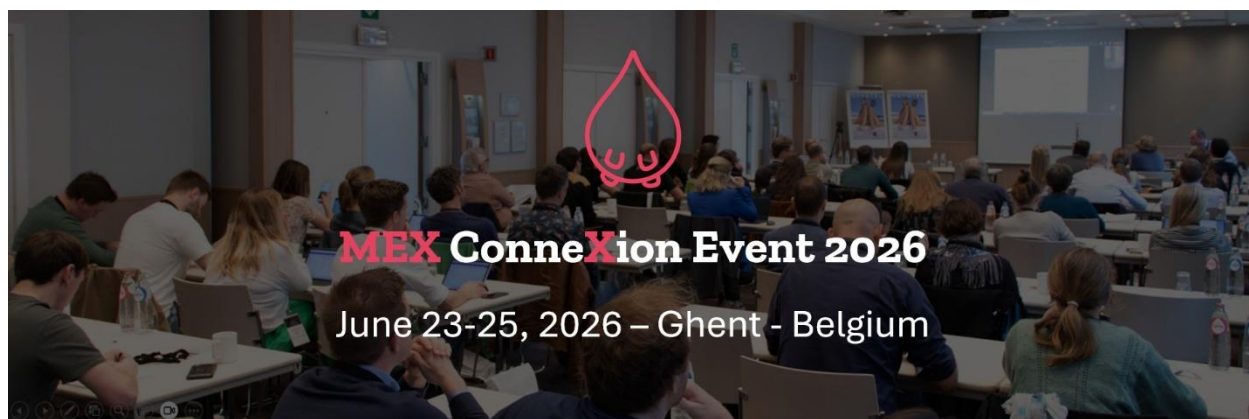


# SPONSOR PROSPECTUS



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## 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. 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 veterinary practitioners and dairy 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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## WELCOME TO THE **MEX CONNEXION** EVENT 2026

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### **Background**

Since our first live event in 2019, **MEX ConneXion** has become a unique and dynamic gathering for veterinarians and dairy advisors passionate about mastitis management and milk quality. After three engaging virtual editions due to Covid-19, we returned an in-person format in 2023,

In 2024, we paused **MEX ConneXion** to host the National Mastitis Council Regional Meeting 2024, further enhancing opportunities for collaboration and growth in udder health. Still, our commitment of fostering a space where dairy professionals can exchange knowledge, discuss best practices, and build lasting networks remains unwavering. In 2025, we picked up where we left off with an extremely successful edition with over 100 participants for the scientific programme and over 50 participants for the on-farm workshop. Similar as at the **MEX ConneXion 2025** edition, the attendees will have the opportunity to explore the latest insights and collaborate with like-minded peers to improving udder health and milk quality.

### **For whom**

The **MEX ConneXion Event** is exclusively organised for vets and advisors that are interested in udder health and milk quality who want to connect with like-minded peers.

### **World coverage**

Veterinary practitioners and dairy advisors from Europe and beyond are brought together to connect and exchange knowledge & best practices on mastitis and milk quality.

### **Expert sessions**

The latest scientific updates on mastitis and milk quality published by renowned experts are covered in keynote lectures and transferred into practice during the workshops.

## **Overall coordinator**

MEXCELLENCE BVBA

- Sofie Piepers – Managing director
- 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.com](http://www.mexconnexionevent.com)
- [www.mexcellence.eu](http://www.mexcellence.eu)



## Schedule at a glance

Slot	On-farm workshop (23/06)	Scientific Programme (24/06)	Science into Practice (25/06)
<b>Morning</b>	Transfer to the farm	Registration Welcome & introduction Keynote sessions Message from a partner	Registration Welcome & introduction Practical case studies
<b>Morning</b>	Arrival at the farm	Coffee break Connecting with partners	Coffee break Connecting with partners
<b>Morning</b>	Introduction & keynote session	Keynote sessions Message from a partner	Practical case studies Closure
<b>Noon</b>	Lunch Getting ready for workshop	Lunch Connecting with partners	Lunch Connecting with partners
<b>Afternoon</b>	Workshop session	Keynote sessions Message from a partner	-
<b>Afternoon</b>	Coffee break Closure	Coffee break Connecting with partners	-
<b>Afternoon</b>	Transfer back to Ghent	Keynote sessions Closure	-
<b>Evening</b>		Get-together casual dinner	

Latest updates on programme and speakers is available via [www.mexconnexionevent.com](http://www.mexconnexionevent.com)

## GENERAL INFORMATION

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### Venue

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

The third 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.

Registration will take place in the lobby of the hotel. Welcoming, coffee breaks, lunches, and exposition of the sponsoring companies' roll-ups will also take place in lobby of the hotel. This way we aim at maximizing the contact between the attendees and our partners.



In the city center 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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## **SPONSOR OPPORTUNITY PREMIUM (3.500 €) (excl. 21% VAT)**

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- Small booth with pop-up (roll-up) (max. width 1.10 meter) in the lobby of Novotel Gent where the coffee breaks and lunches will be served on Wednesday June 24 & Thursday June 25. Table will be provided by organisers.
- Pop-up (roll-up) (max. width 1.10 meter) at workshop location (June 23).
- Company logo & link to the company homepage featured on the **MEX ConneXion Event** website.
- Company logo displayed on slides in between sessions and during breaks during 3 days.
- Company logo included in the official programme booklet
- 2 complimentary full meeting registrations (3 days).
- 2 tickets for the **MEX ConneXion Event** get-together casual dinner.
- Speaker in "*Message from a partner*" session (15 minutes speech).
- 20% reduction for all attendees (customers, employees, KOL, ...) that subscribe using your personal coupon code we will provide you with.

## **SPONSOR OPPORTUNITY REGULAR (2.000 €) (excl. 21% VAT)**

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- Small booth with pop-up (roll-up) (max. width 1.10 meter) at the registration area in the lobby of Novotel Gent where the coffee breaks and lunches will be served on Wednesday June 24 & Thursday June 25. Table will be provided by organisers.
- Pop-up (roll-up) (max. width 1.10 meter) at workshop location (June 23).
- Company logo & link to the company homepage on the homepage of the meeting website.
- Company logo displayed on slides in between sessions and during breaks during 3 days.
- Company logo in program leaflet
- 1 complimentary full meeting registration
- 1 ticket for the **MEX ConneXion Event** get-together casual dinner.

## **SPONSOR OPPORTUNITY MASTITIS DIAGNOSTICS (1.750 €) (excl. 21% VAT)**

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In addition to the **Premium** and **Regular Sponsorship** packages, we are pleased to introduce an **additional sponsorship opportunity** specifically designed for companies with a strong focus on **mastitis diagnostics**. This sponsorship can be combined with Premium or Regular sponsorship.

This **Diagnostic Workshop Sponsorship** offers companies the unique opportunity to actively contribute to the **on-farm workshop on Tuesday June 24**. Participating companies will be invited to present a **20-minute practical case**, demonstrating how their diagnostic technology adds value in the **monitoring, decision-making and management of udder health** on a commercial dairy farm.

The emphasis of this session is firmly on **practical application**. Sponsors are encouraged to showcase real-life data, diagnostic workflows and decision-support outcomes, illustrating how their solution supports farmers and advisors in effectively addressing mastitis challenges and improving udder health performance.

### **Additional visibility for Mastitis Diagnostic Sponsors**

- Pop-up (roll-up) (max. width 1.10 meter) at the workshop location (June 23).
- Company logo included in the official programme booklet.
- Logo displayed on event slides during coffee breaks.
- Logo featured on the **MEX ConneXion Event** website.
- 1 complimentary full meeting registration
- 1 ticket for the **MEX ConneXion Event** get-together casual dinner.
- 20% reduction on Premium or Regular sponsorship.

## LEGAL ISSUES AND OTHERS

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### **MDEON**

#### **MDEON VISA application**

The MDEON VISA application will be submitted on **13 April 2026**. Companies who send in their application form before **13 April 2026** 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 June 2026** at the latest.

### **Cancellation of partnership**

Last day to receive 50% refund of partnership cost	<b>11 May 2026</b>
No refund of partnership cost given after	<b>11 May 2026</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

3.500 € (excl. 21% VAT) for the Sponsor *Premium* option\*

2.000 € (excl. 21% VAT) for the Sponsor *Regular* option\*

1.750 € (excl. 21% VAT) for the Sponsor *Mastitis Diagnostics* option\*<sup>\$</sup>

\*Check the preferred option. \$20% discount on Premium or Regular sponsorship.

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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