

19th EDITION

HORECA

SPONSORSHIP OPPORTUNITIES

20 - 23 MARCH | BIEL, LEBANON | 4 - 9 P.M.

Meet the entire **foodservice** industry **face to face** at the **region's** annual **hospitality** and **food** event.



Sponsoring HORECA

As one of the leading exhibitions in the Middle East we believe that Horeca sponsorship opportunities will raise your brand awareness and your media exposure.

Horeca 2012 Sponsorship Program affords your company strategic opportunities to effectively promote your products and services. This year's program presents an array of sponsorship options designed to match your target audience. Wherever possible, company logos, product logos and related corporate identity are employed to reinforce the sponsor's message.

To reserve a sponsorship or if you are interested in creating a unique sponsorship tailored to your promotional objectives, please contact the client servicing department + 961 1 480 081 ext. 224

I - Platinum Sponsor/In Partnership With/Presents

USD 40,000

(Exclusive within your product category and available for 1 sponsor)

II. Gold Sponsor

USD 25,000

(Exclusive within your product category and available for 2 sponsors)

III - Silver Sponsor

USD 15,000

(Exclusive within your product category and available for 3-4 sponsors)



IV – Special Events Sponsorship Opportunities

1. The Gala Dinner

The ceremony will gather 400 key players from the hotel, restaurant and catering industry at a gala dinner.

- *Platinum sponsor* *USD 25,000*
- *Gold sponsor* *USD 15,000*
- *Silver partner* *USD 8,000*
- *Bronze sponsor* *USD 5,000*
- *Friends of the event* *USD 3,000*



2. The Hospitality Salon Culinaire

For the 13th year, more than 200 Lebanese and international chefs will compete in different food categories. A panel of international judges from Europe and the Middle East will be on hand to judge the participants and award the prizes. Food and beverage companies, kitchen equipment and utensils suppliers are invited to sponsor this unique event.

- *Platinum sponsor/Partner* *USD 25,000*
- *Gold sponsor* *USD 15,000*
- *Silver partner* *USD 8,000*
- *Bronze sponsor* *USD 5,000*
- *Friend of the event* *USD 3,000*





3. The Live Junior Chefs Competition

Promote your brand, products and/or services by sponsoring the Live Junior Chefs Competition. For the fourth year in a row, students from major hotel management universities and technical schools will showcase their talent at this creative competition. Food and beverage companies, kitchen equipment and utensils suppliers can sponsor this unique event.

- *Platinum sponsor/Partner* **USD 15,000**
- *Gold sponsor* **USD 10,000**
- *Silver partner* **USD 5,000**
- *Friend of the event* **USD 3,000**



4. The Atelier Gourmand

Promote your brand, products and/or services by sponsoring the Atelier Gourmand. A unique event where prominent international chefs unleash their talent and invite trade visitors to participate in tasting sessions on a defined cooking or product theme. Food and beverage companies, kitchen equipment and utensils suppliers can sponsor this exceptional event.

- *Platinum sponsor/Partner* **USD 15,000**
- *Gold sponsor* **USD 10,000**
- *Silver partner* **USD 5,000**
- *Friend of the event* **USD 3,000**





5. The World Culinary Heritage

Promote your brand, products and/or services by sponsoring the World Culinary Heritage. Countries from around the world will showcase unique culinary traditions daily at the live cooking station of the World Culinary Heritage pavilion. Food and beverage companies, kitchen equipment and utensils suppliers are invited to sponsor this unique event.

- *Platinum sponsor/Partner* *USD 15,000*
- *Gold sponsor* *USD 10,000*
- *Silver partner* *USD 5,000*
- *Friend of the event* *USD 3,000*



6. The National Extra Virgin Olive Oil Contest

Promote your products and/or services by sponsoring the 7th edition of the olive oil contest. Producers from all over Lebanon display their olive oil to be judged by a panel of renowned olive oil tasters.

- *Platinum sponsor/Partner* *USD 15,000*
- *Gold sponsor* *USD 10,000*
- *Silver partner* *USD 5,000*
- *Friend of the event* *USD 3,000*





7. The Lebanese Bartenders' Competition

Promote your brand, products and/or services by sponsoring the 11th edition of the Lebanese Bartenders Competition. A variety of skilled bartenders from Lebanon's top nightlife venues, hotels and restaurants will compete for the title of the best Lebanese Bartender in the presence of an international panel of judges. Food and beverage companies bar equipment and accessories suppliers are invited to sponsor this unique event.

- *Platinum sponsor/Partner* **USD 25,000**
- *Gold sponsor* **USD 15,000**
- *Silver partner* **USD 8,000**
- *Friend of the event* **USD 3,000**



8. The Wine Lab

Promote your brand, products and/or services by sponsoring the 3rd edition of the Wine Lab. This unique event brings together importers and producers of wine and sets the stage to meet genuine winemakers in a professional and hospitable environment. A dedicated area has been arranged for tasting sessions, workshops and competitions.

- *Platinum sponsor/Partner* **USD 15,000**
- *Gold sponsor* **USD 10,000**
- *Silver partner* **USD 5,000**
- *Friend of the event* **USD 3,000**



9. Customized Events **USD 10,000**

Promote your products and/or brand during a customized tailor-made event created specially to your company.

10. Master class or workshop (1 hour)

USD 2,500

Promote your brand, products, restaurant or services by demonstrating live in front of the public with 30 min workshop on one of the events.



11. The Product of the year

Promote your brand, product and/or service by sponsoring the Product of the Year. New ideas and products that came onto the market throughout 2011 and early 2012 will be displayed and awards will be given to the best.

- **Platinum sponsor/Partner** **USD 10,000**
- **Gold sponsor** **USD 8,000**
- **Silver partner** **USD 5,000**
- **Friend of the event** **USD 3,000**



12. The Floral Symphony

Leading florists will mix flowers with fruit creating works of art for display and showcase their latest creations at the exhibition.

- **Platinum sponsor/Partner** **USD 10,000**
- **Gold sponsor** **USD 8,000**
- **Silver partner** **USD 5,000**
- **Friend of the event** **USD 3,000**





13. The Librairie Gourmande

Discover latest book releases and sample the taste of an array of culinary references at the Librairie Gourmande.

- *Platinum sponsor/Partner* *USD 10,000*
- *Gold sponsor* *USD 8,000*
- *Silver partner* *USD 5,000*
- *Friend of the event* *USD 3,000*



14. The Annual Hospitality Forum

Promote your brand, products and/or services by sponsoring the Annual Hospitality Forum. Daily workshops at Hall 3 will gather key hospitality professionals from the region to discuss the latest industry trends.

- *Platinum sponsor/Partner* *USD 15,000*
- *Gold sponsor* *USD 10,000*
- *Silver partner* *USD 5,000*
- *Friend of the event* *USD 3,000*



15. VIP Lounge

USD 10,000

Grab the VIP's attention to your concept, products and/or services by sponsoring the VIP Lounge that welcome's exhibitors and VIP guests. Visibility same as Gold sponsor



V. Effective Advertising

A. Make your stand unmissible

1. Visitors bags branding

Make an impact the moment attendees arrive to the festival! 15, 000 visitor's bags will be distributed to all visitors at the exhibition entrance. Add your company's logo to help direct attendees to your stand.

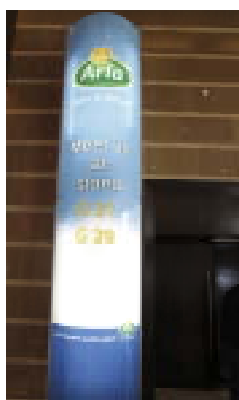
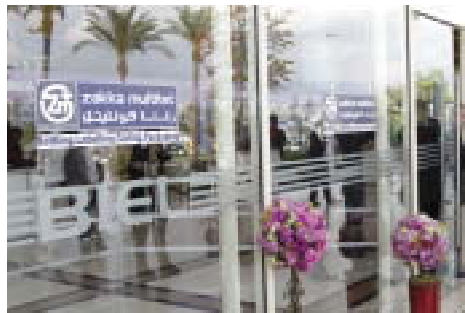
Price: USD 6,000
(including production)



2. Six logos on Horeca's main entrance doors

Make an impact the moment attendees arrive to the show with your visual on the glass doors to welcome them.

Price: USD 4,000



3. Your banner at registration area- backlit

Grab the attention of attendees during registration. Display your company's logo and booth number prominently.
Banner size: 0.98m (w) x 4.8m (h)

Price: USD 3,000
(excluding production)

4. Upright banner outside registration area

Capture the visitor's attention the minute they reach the exhibition by prominently displaying your company's logo and stand number.
Banner size: To be advised.

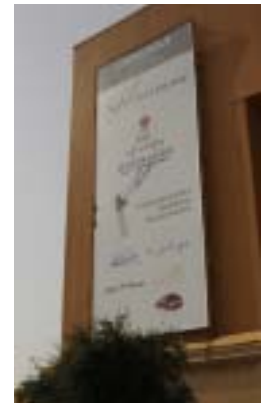
Price: USD 2,500
(excluding production)



5. Giant banner on Biel's façade

Grab the visitor's attention the minute they reach the Biel premises! Display your visual on a large banner displayed on Biel's outdoor façade.
Banner size: To be advised.

Price: Upon request



6. Documents distribution at the main exhibition entrance

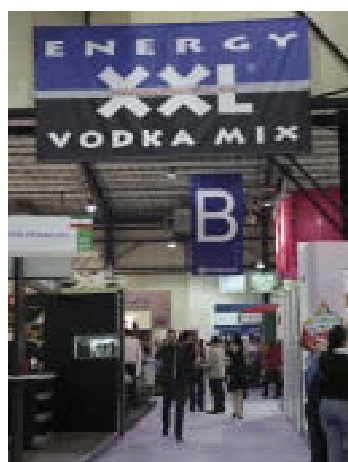
Reach the visitors once they arrive by handing out your brochures or flyers at main the entrance. Limited to three companies only. Limited to two companies per day.

Price: USD 2,000 (4 days)
(excluding logistics expenses)

7. Your banner on website

Feature your banner prior to the show to promote your business with a direct link to your homepage. More than 15,000 people visit yearly horecashow.com

Price: USD 2,000



8. Giant banner between Hall 1 & Hall 2

Grab the attention of visitors in the exhibition area. Display your company's logo and booth number prominently around the peripheries of the halls.
Banner size: To be advised

Price: USD 2,000
(excluding production)



Effective Advertising

9. Your logo and stand number on the aisle floors

An original way to steer visitors to your stand. Limited to 5 companies only

Price: USD 2,000/10 floor tiles



2. "Invitation brought to you by"

Increase your visibility by featuring your logo printed on Horeca's invitations distributed to our 45,000 database as "This invitation is brought to you by"

Price: USD 5,000



10. Live mascot in the exhibition aisles

Make sure that your message gets around! The exhibition aisles promotional staff can draw visitor's attention and generate traffic at your stand. Limited to 3 companies only

Price: USD 500/day



3. Hostesses and ushers dress branding

Increase your visibility starting from the exhibition doors by featuring your logo on 50 hostesses pins and ushers ties.

Price: USD 4,000 (including production)

11. Your logo on the entrance giant floor plan

Grab visitor's attention to your company and stand with your logo on the main entrance floor plan

Price: USD 750/logo



4. Special display at one of the events premises

Promote your product to all Horeca visitors with a special display at one of the events premises.

Price: USD 2,500

5. Neck straps branding

Provide all attendees (approx. 20,000) with a user-friendly way to display their show badge. Neck straps can promote your message, logo, and booth location.

Price: USD 6,000 (excluding production)



6. Your visual in the Press Lounge

Promote your company's logo and booth number at the press lounge where complimentary computer access is available to the press.

Price: USD 2,000

7. Flyer distribution in visitor's bags

Distribute your flyer in 15,000 visitor's bags distributed to all visitors at the show entrances.

Price: USD 2,000 (4 days)

B. Boost your image and prestige

1. Your logo on show badge including visitors' online confirmation

Double the impact of your promotion: Highlight your logo on the online confirmations to the 6,000 buyers (approx.) who will start registering online one month prior to the event. Also, feature your logo on the show badges distributed to 20,000 (approx.) on-site registered visitors.

Price: USD 5,000 (including production)



8. Shuttle bus/cart services branding

Make sure that your message gets around! To increase your visibility display your company's logo or visual and stand number on the shuttle cart provided for transporting attendees and exhibitors to and from parking areas to the main entrance

Price: USD 1,500 per bus/cart (4 days)



9. Your logo on the Annual Forum notepads

Promote your company's logo and booth number by choosing the notepads, which will be distributed during the four days seminar sessions and at the registration area.

Price: USD 1,000
(including production)



10. Special Hospitality News Middle East Horeca issue

Promote your brand, product or services by booking your page now! Hospitality News magazine special Horeca 2012 will be distributed to over 20,000 visitors during the exhibition in addition to the 1,000 copies sold in local bookshops and 2,500 copies delivered door to door to Hospitality News subscribers. Number of copies printed: 7,000

Prices:	
1/4 page	USD 1,090
1/2 page	USD 1,575
1 page	USD 2,475

11. Your advertisement in the official catalogue

Advertise in Horeca 2012 official catalogue. The catalogue is a long-term promotional document widely used by professionals. More than 15,000 copies will be released to all visitors.

Prices:	
1 colored page	USD 1,250
Inside back cover	USD 1,300
Inside front cover	USD 1,500
Back cover	USD 1,750



**TASTEFUL MEETINGS WITH
BLENDS AND TRADITIONS**



Sponsorship Opportunities list for HORECA 2012 Events

	Total USD (VAT excluded)
I - Platinum Sponsor/In partnership with/Presents	40 000
II - Gold Sponsor	25 000
III - Silver Sponsor	15 000
IV - Special Events Sponsor Opportunities	
1. The Annual Awards Ceremony	
Platinum Sponsor/Partner	25 000
Gold Sponsor	15 000
Silver Sponsor	8 000
Bronze Sponsor	5 000
Friend of the event	3 000
2. The Hospitality Salon Culinaire	
Platinum Sponsor/Partner	25 000
Gold Sponsor	15 000
Silver Sponsor/Category	8 000
Bronze Sponsor	5 000
Friend of the event	3 000
3. The Live Junior Chef Competition	
Platinum Sponsor/Partner	15 000
Gold Sponsor	10 000
Silver Sponsor	5 000
Friend of the event	3 000
4. The Atelier Gourmand	
Platinum Sponsor/Partner	15 000
Gold Sponsor	10 000
Silver Sponsor	5 000
Friend of the event	3 000
5. The World Culinary Heritage	
Platinum Sponsor/Partner	15 000
Gold Sponsor	10 000
Silver Sponsor	5 000
Friend of the event	3 000
6. The National Extra Virgin Olive Oil Contest	
Platinum Sponsor/Partner	15 000
Gold Sponsor	10 000
Silver Sponsor	5 000
Friend of the event	3 000
7. The Lebanese Bartenders' Competition	
Platinum Sponsor/Partner	25 000
Gold Sponsor	15 000
Silver Sponsor	8 000
Friend of the event	3 000
8. The Wine Lab	
Platinum Sponsor/Partner	15 000
Gold Sponsor	10 000
Silver Sponsor	5 000
Friend of the event	3 000

Sponsorship Opportunities

	Total USD (VAT excluded)
9. Customized Events	10 000
10. Master class or workshop (1 hour)	2 500
11. The Product of the Year	
Platinum Sponsor/Partner	10 000
Gold Sponsor	8 000
Silver Sponsor	5 000
Friend of the event	3 000
12. The Floral Symphony	
Platinum Sponsor/Partner	10 000
Gold Sponsor	8 000
Silver Sponsor	5 000
Friend of the event	3 000
13. The Librairie Gourmande	
Platinum Sponsor/Partner	10 000
Gold Sponsor	8 000
Silver Sponsor	5 000
Friend of the event	3 000
14. The Annual Hospitality Forum	
Platinum Sponsor/Partner	15 000
Gold Sponsor	10 000
Silver Sponsor	5 000
Friend of the event	3 000
14. VIP Lounge	10 000

V - Effective Advertising

A. Make your stand unmissable

1. Visitors' bags branding	6 000
2. Six logos on the main entrance doors	4 000
3. Your banner at registration area -Backlit	3 000
4. Upright banner outside registration area	2 500
5. Giant banner on Biel's façade upon request	Upon request
6. Documents distribution at the main exhibition entrance	2 000
7. Your banner on Horeca homepage	2 000
8. Giant banner between Hall 1 & Hall 2	2 000
9. Your logo and stand number on the aisle floors (for 10 floor tiles)	2 000
10. Live mascot in the exhibition aisles (per day)	500
11. Your logo on the entrance giant floor plan	750

B - Boost your image and prestige

1. Your logo on show badge including online confirmation	5 000
2. "Invitation brought to you by"	5 000
3. Hostesses and ushers dress branding	4 000
4. Special display at one of the events premises	2 500
5. Neck straps branding (excluding production fees)	6 000
6. Your visual in the press lounge	2 000
7. Flyer distribution in visitors bags	2 000
8. Shuttle bus/cart services branding (per bus/cart)	1 500
9. Your logo on the Annual Forum notepads	1 000
11. Special Hospitality News Magazine Horeca issue	2 475-1 090
10. Advertisement in the official catalogue	1 750-1 250