

7TH BEIRUT COOKING FESTIVAL

16 - 18 November | 3 - 10 pm | BIEL
16 November for professionals | 12 - 3 pm



A MELTING POT OF GREAT FLAVORS

 beirutcookingfestival

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Taste
& flavors

PROUDLY A PARTNER OF

13-17 NOV
Gourmet
week 2017

Beirut
Capital
TASTE

HELD CONCURRENTLY WITH

4TH EDITION
SALON DU
CHOCOLAT
BEIRUT

A MUST FOR FOODIES

The Beirut Cooking Festival is Lebanon's only event to bring together trade professionals and consumers who share a passion for the culinary arts.

The much-awaited festival features more than 100 exhibitors and a jam-packed program of interactive sessions with top celebrity chefs, beverage consultants and lifestyle experts, as well as producers, retailers and restaurants.



SHOW HIGHLIGHTS

Bringing together a rich line-up of innovative and interactive cooking programs, take a look at the exciting features taking place at the 2017 edition of the Beirut Cooking Festival.

•**Chefs' Theater:** Celebrity chefs and food lovers will be cooking live and giving their best recipes, advice and tips.

•**Beverage and lifestyle at the Taste & Flavors stand:** Exciting and informative sessions with etiquette consultants, designers, foodservice experts, dieticians, mixologists and wine experts.

•**Cookery School and Food Lovers' Kitchen:** Participants will learn how to recreate culinary masterpieces in a relaxed environment.

•**Librairie Gourmande:** A wide selection of cookbooks and book signings by famous cooks and authors will be held at the special section.



WHY EXHIBIT

- Promote your products to a new audiences
- Meet clients and customers face-to-face
- Demonstrate your products
- Encourage brand awareness
- Launch new products and test the market

100+ EXHIBITORS

The festival attracts a variety of exhibitors, from food and beverage firms to suppliers seeking to promote their brands and products.

- Food and beverage
- Organic food
- Small producers
- Artisanal food
- Leading restaurants
- Accessories and utensils
- Tableware
- Kitchen equipment: heavy and small
- Services (culinary courses, etc.)

15,000+ VISITORS

The event is a firm favorite among those seeking to indulge in a celebration of fantastic food, drink and the art of cooking.

- The event attracts a public interested in all aspects of cuisine, with medium to high purchasing power
- It is popular with food lovers and homemakers



STAND PARTICIPATION

9m² stand for 1,980 USD

SPECIAL OFFER

9m² stand and a full page ad in Taste & Flavors magazine for 2,750 USD

* Prices are subject to 10% VAT

A DYNAMIC ADVERTISING CAMPAIGN

The Beirut Cooking Festival is communicated through a host of channels:

- Nationwide billboard campaign
- LED screen campaign across Beirut
- Radio campaign on leading radio stations
- Advertisements and articles in general interest magazines
- Advertising campaigns in leading newspapers
- Presentation of the event on all major talk shows on Lebanese and Pan Arab TV stations
- 75,000 invitations
- 20,000 flyers
- 3,000 posters
- 50,000 sms
- 62,000 targeted e-newsletters
- Banners on leading websites
- Social media campaign



SPONSORSHIP OPPORTUNITIES

General Sponsorship	USD + 10% VAT
Platinum sponsor	15,000
Gold sponsor	12,000
Silver sponsor	10,000
Bronze sponsor	7,000

Special Events' Sponsorship	
Gold sponsor	7,000
Silver sponsor	4,000
Bronze sponsor	2,500

Effective Advertising	
Official show bags (including production)	4,500
Exhibitors' lanyards (excluding production)	3,000
Banner at entrance (including production)	3,000
Uniform branding (hostesses and ushers)	2,500
"Invitation brought to you by"	2,500
Entrance door logos	2,000
Flyer distribution in visitors' bags (excluding production and logistic expenses)	2,000
Interactive floor tiles (for 10 floor tiles, including production)	1,750
Advertisement in Taste & Flavors magazine (full page, half page, quarter page)	1,730 / 1,100 / 785
Banner on website homepage	1,500
Side banner on website	750
Shuttle bus /cart branding (per shuttle)	1,500
Logo and stand number on the aisle floors (for 10 floor tiles)	1,500
"You are here" floor plan and info booth (per station)	1,100
Live mascot circulating in the exhibition aisles (per day)	500
Logo on the giant floor plans at the entrances	500
Ad in pocket guide	500



THE ORGANIZER

Hospitality Services specializes in planning, organizing and managing regional hospitality and foodservice exhibitions, conventions, forums and white label events. In addition, the company publishes Hospitality News Middle East, the go-to source for the latest news, trends and industry forecasts throughout the MENA region, Taste & Flavors, the ultimate lifestyle and cooking reference and Lebanon Traveler, a tourism publication unveiling the country's best kept secrets.

THE VENUE

Beirut International Exhibition and Leisure Center (BIEL) is ideally located in the heart of Downtown Beirut, on the waterfront of the Mediterranean Sea.



AN EVENT BY

Hospitality
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