

7TH BEIRUT COOKING FESTIVAL

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



SPONSORSHIP OPPORTUNITIES

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OFFICIAL MEDIA PARTNER

Taste
& flavors

PROUDLY A PARTNER OF

13-17 NOV
Gourmet
week 2017

Beirut
Capital
TASTE

HELD CONCURRENTLY WITH

IN PARTNER
SALON DU
CHOCOLAT
BEIRUT

SPONSORSHIP OPPORTUNITIES

The Beirut Cooking Festival offers the ideal platform for bringing your brand to life, exposing your products directly to your target market and creating awareness for new brand lines.

A number of exciting sponsorship opportunities are available

General Sponsorship	USD
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 (10 including production)	1,500
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
"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

VISIBILITY AT THE SHOW

Exclusive coverage within your product category

Platinum sponsor

15,000 USD

Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement at exhibitors' gathering
- Logo on all newsletters
- Free newsletter shot announcing your sponsorship to 50,000 addresses
- 3 posts on social media platforms

Logo on printed materials

- Invitation cards
- Posters
- Entrance tickets
- Exhibitor and sponsor manual cover
- Pocket guide

Advertisements

- 4 full page ads in Taste & Flavors magazine

- Ad in pocket guide
- Special highlight in Taste & Flavors magazine: Recipe section

Web visibility

- Banner on homepage
- Logo on homepage
- Banner on Taste & Flavors website (one month)

On-site visibility

- 15m² stand
- Logo on giant floor plan
- Logo on entrance banners
- Logo on all banners related to the event

Extra visibility

- 150 free invitation cards
- Flyer/brochure in visitors' bags and exhibitors' packs

Gold sponsor

12,000 USD

Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement at exhibitors' gathering
- Logo on all newsletters
- 2 posts on social media platforms

Logo on printed materials

- Invitation cards
- Posters
- Entrance tickets
- Exhibitor and sponsor manual cover
- Pocket guide

Advertisements

- 2 full page ads in Taste & Flavors magazine
- Ad in pocket guide

Web visibility

- Banner on homepage
- Logo on homepage

On-site visibility

- 12m² stand
- Logo on giant floor plan
- Logo on entrance banners
- Logo on all banners related to the event

Extra visibility

- 100 free invitation cards



Silver sponsor

10,000 USD

Media communication

- Logo on magazine ads
- Logo on newspaper ads
- Logo on all newsletters
- 2 posts on social media platforms

Logo on printed materials

- Invitation cards
- Posters
- Entrance tickets
- Exhibitor and sponsor manual cover
- Pocket guide

Advertisements

- 1 full page ad in Taste & Flavors magazine
- Ad in pocket guide

Web visibility

- Logo on homepage

On-site visibility

- 9m² stand
- Logo on giant floor plan
- Logo on entrance banners
- Logo on all banners related to the event

Extra visibility

- 75 free invitation cards

Bronze sponsor

7,000 USD

Media communication

- Logo on all newsletters
- 2 posts on social media platforms

Logo on printed materials

- Invitation cards
- Posters
- Entrance tickets
- Exhibitor and sponsor manual cover
- Pocket guide

Advertisements

- ½ page ad in Taste & Flavors magazine
- Ad in pocket guide

Web visibility

- Logo on homepage

On-site visibility

- 9m² stand
- Logo on giant floor plan
- Logo on entrance banners
- Logo on all banners related to the event

Extra visibility

- 50 free invitation cards

EVENTS AT THE SHOW

Beirut Cooking Festival brings together a rich line-up of innovative and interactive cooking programs. Take a look at the exciting features we have planned for the 2017 edition.

- **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.



Gold sponsor per event

7,000 USD

Media communication

- Logo on magazine ads (if applicable)
- 3 posts on social media platforms
- Logo on newsletters related to the event
- Free newsletter shot announcing your sponsorship to 50,000 addresses

Logo on printed materials

- Invitation cards (45,000) distributed in Lebanon and abroad (in the event section)
- Pocket guide
- Printed materials related to the event (recipes, flyers etc.)

Advertisement

- 1 full page ad in Taste & Flavors magazine

Web visibility

- Banner on section page
- Logo on section page
- Banner on Taste & Flavors website (one month)

On-site visibility

- Logo on chefs' jackets (if applicable)
- 9m² stand (facing the event)
- Logo on giant floor plan
- Logo on main event banner
- Logo on event program
- Product display
- Flyer distribution
- 60-second video on digital screens (if applicable)

Extra visibility

- 75 free invitation cards

Silver sponsor per event

4,000 USD

Media communication

- Logo on newsletters related to the event
- 2 posts on social media platforms

Logo on printed materials

- Invitation cards (45,000) distributed in Lebanon and abroad (in the event section)
- Pocket guide
- Printed materials related to the event (recipes, flyers etc.)

Web visibility

- Logo on section page

Advertisement

- ½ page ad in Taste & Flavors magazine

On-site visibility

- Logo on main event banner
- Logo on event program
- Product display
- Flyer distribution

Extra visibility

- 50 free invitation cards

Bronze sponsor per event

2,500 USD

Media communication

- 1 post on social media platforms
- Logo on newsletters related to the event

Logo on printed materials

- Pocket guide
- Printed materials related to the event (recipes, flyers etc.)

Web visibility

- Logo on section page

On-site visibility

- Logo on main event banner
- Logo on event program

Extra visibility

- 25 free invitation cards

EFFECTIVE ADVERTISING

1. Official show bags

Make an impact the moment visitors arrive to the festival. More than 7,000 bags will be distributed at the entrance. 4,500 USD



2. Exhibitors' lanyards

Lanyards are an essential accessory at any show. Promote your brand by providing all exhibitors (more than 500) with a user-friendly way of displaying their show badge. 3,000 USD (excluding production)



3. Banner at entrance

Capture the attention of visitors as soon as they reach the festival by prominently displaying your company's logo and stand number on a backlit banner. Size: To be advised 3,000 USD (including production)



4. Uniform branding (hostesses and ushers)

Increase your visibility right from the exhibition doors by featuring your logo on the uniforms of the hostesses and ushers. 2,500 USD



5. "Invitation brought to you by"

Increase your visibility by featuring your logo on invitations distributed to our database of over 25,000 names as "This invitation is brought to you by." 2,500 USD



6. Entrance door logos

Make an impact the moment attendees arrive with your visual on the glass doors to welcome all visitors. 2,000 USD



7. Flyer distribution in visitors' bags

Reach visitors as soon as they arrive by handing out your brochures or flyers at main the entrance. Limited to three companies only.

2,000 USD (3 days excluding production and logistics expenses)

8. Interactive floor tiles

Direct the public to your exhibition space by placing your stand number on the aisle floor.

1,500 USD (10 including production)

9. Advertisement in Taste & Flavors magazine

Promote your brand, products and services by booking your page now. The magazine is distributed to all visitors during the exhibition, in addition to local bookshops and subscribers.

1 page 1,730 USD

½ page 1,100 USD

¼ page 785 USD

10. Banner on website homepage

Promote your business with a direct link to your homepage by featuring your banner prior to the show.

1,500 USD

11. Shuttle bus/cart branding

Make sure that your message gets around. Increase your visibility and display your company's visual and stand number on the shuttle buses transporting visitors and exhibitors to and from the parking areas.

1,500 USD per bus/cart (3 days)

12. "You are here" floor plan and info booth

Placed by the exhibition hall entrance, these floor plan stations will help increase brand awareness and drive traffic to your booth. While attendees look at the floor plan for guidance, they can also see your company logo and stand location on the plan.

1,100 USD (per station)

13. Side banner on website

Promote your business with a direct link to your homepage prior to the show.

750 USD

14. Live mascot circulating in exhibition aisles

Make use of the live mascots to generate traffic to your stand.

500 USD per day

15. Logo on the giant floor plans at the entrances

Attract attention to your company and stand by displaying your logo on the main entrance floor plan.

500 USD

16. Ad in pocket guide

The guide is a long-term promotional document introducing all the companies participating and announcing daily activities and programs. More than 10,000 copies will be distributed at the entrance to all visitors.

Size: 10.5 x 15cm

500 USD



AN EVENT BY

Hospitality
SERVICES ساز

Borghol Bldg. Dekwaneh-Lebanon - Tel +961 1 480081 - Fax +961 1 482876 - P.O.Box 90155 Jdeidet el Metn
1202 2020-Beirut, Lebanon - info@hospitalityservices.com.lb - hospitalityservices.com.lb

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ISO 9001
CERTIFIED
QUALITY
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* All prices are subject to 10% VAT

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