

YOUR BUSINESS, YOUR EVENT!

22ND EDITION



Your Annual Hospitality & Foodservice Event in the Region

20 TO 23 APRIL 2015

3-9 PM, BIEL-LEBANON

f • horecatradeshow

t • @horecalebanon

i • horecaleb

CREATIVITY-INNOVATION-NETWORKING



- + 20 Daily competitions & workshops
- + 25 International judges, experts and celebrity chefs
- + More than 500 participants



For the 16th edition more than 250 chefs compete in different competitions from the region's latest culinary concepts and trends.

FEATURING:

Army Chef Competition | Cooking Competitions | Pastry Challenge | Best sandwich Challenge | Best burger Challenge



For the 6th consecutive year, students from leading technical schools and hotel management universities demonstrate their skills and share their culinary passion and compete for the title of the best junior chef in Lebanon.



Celebrities and star chefs perform live on stage and share their passion and innovations for reviving our traditions and highlighting tomorrow's culinary trends.



For the first time this year housekeepers and hotel management students are invited to compete and make the perfect bed.



For the 3rd year, foodservice professionals and hotel management students gather to exhibit their service skills, competence, creativity, innovation and showcase their talent.



For the 2nd year the country's most skilled baristas battle for the title of the Best Barista in Lebanon.



Celebrating its 10th anniversary, more than 50 olive oil producers from all over the country present their oil and compete for the best extra virgin olive oil in town. International and local experts join this event and participate in a series of daily tastings and discovery sessions.



For the 13th edition skilled bartenders from Lebanon's top nightlife venues, hotels and restaurants mix it up and present their best alcoholic and non-alcoholic cocktail and compete for the title of the Best Bartender.



Leading experts conduct daily workshops and wine tasting sessions revealing the latest innovations and products in the beverage industry. It is an excellent opportunity for specialists and winemakers to gain insight into the latest Lebanese and international brands and vintages and take away stimulating business focused ideas.

ON GOING EVENTS...



Hospitality and food service leaders gather in a series of conferences and enlightening workshops and cutting edge round tables to discuss hot topics, share knowledge and provide valuable insight on the latest consumer and product trends influencing the industry.



Latest book releases and an array of culinary references are available at the library corner. This event features daily book signings by authors and special guests.



Galleries and designers expose their latest chair designs.



Products, innovations and new ideas that were introduced throughout 2014 and early 2015 exhibited.



Leading florists display their works of art and showcase their latest innovations in flower arrangement.



The latest technological innovations and trends for the industry display to lead restaurateurs and hoteliers into the future for better, quicker and more efficient services.

A BUSINESS PLATFORM, A PLACE FOR DISCOVERY



Connect face to face with HORECA 2015 buyers AND maximize your ROI

HORECA 2015 is the Levant's largest exhibition for the foodservice and hospitality industry. Running annually, it's the ultimate platform for exhibitors and visitors to meet in a business-focused environment!

Business networking opportunities are complemented by an array of attractions, awards, and competitions - all delivering new ideas and innovation to improve your business.

+ 330
exhibitors

90% of exhibitors were
satisfied with the show

3 SHOWS IN 1 EVENT



- Catering, supermarket & laundry equipment
- Furniture, fixtures & design
- Tableware, uniforms, linens & guest amenities
- Consultant, recruiting & franchise pavilion
- Technology pavilion
- Schools & universities
- Cleaning & maintenance
- Packaging & labeling



- Delicatessen, cured meats & cold cuts
- Confectionery, biscuits, pastries & chocolate
- Eggs & dairy products
- Sea food
- Dried fruits, fresh fruits & vegetables
- Fresh meat
- Fresh poultry
- Frozen products
- Grocery products
- Health food & diet products
- Organic products
- Preserved & canned foods
- Ethnic foods
- Bakery products pavilion
- Coffee & tea pavilion

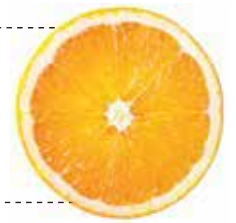


- Importers & producers of alcoholic beverages including: spirits, arak, wine, liquors, beers
- Importers & producers of non-alcoholic beverages including: soft drinks, juices, water



HORECA ATTRACTS

SENIOR INDUSTRY PERSONNEL & BUYERS



Record numbers in attendance

+ 15,000
visitor entries

+ 20.3 %
increase of
attendance

Visitor survey result

80% of visitors
were satisfied
with their visit

79% of visitors
had a purchase
authority

WHO WILL VISIT?

Buyers, decision makers and staff from

- Hotels, resorts, spas & furnished apartments
- Restaurants & similar establishments
- Franchise & management companies
- Bakeries & patisseries
- Independent & retail chains
- Independent & supermarket chains
- Institutional & independent caterers
- Pubs & night-clubs
- Hospitals
- Engineers, architects, designers & consultants
- Hotel management schools & universities
- Private & public institutions
- Suppliers
- Services

THE STAND PARTICIPATION

Fully Equipped US\$ 350 per m² + %10 VAT, carpeting, wall panels, signboard, stand number, lighting

Space Only US\$ 330 per m² + %10 VAT, minimum area 48 m²



SPONSORSHIP OPPORTUNITIES

The sponsorship program offers you an excellent opportunity to promote your brands and services to the hospitality and foodservice industry. No matter what your budget, you can find ways to stand out from the crowd before, during and after the show. There are many marketing opportunities for companies wishing to gain exposure. Simply select from the wide range of sponsorship and advertising options below.

	Price range USD*
I - Platinum Sponsor	40,000
II - Gold Sponsor	25,000
III - Silver Sponsor	15,000
IV - Special Events Sponsor Opportunities	
· HORECA Opening reception	25,000-3,000
· Hospitality Salon Culinare	25,000-3,000
· Live Junior Chefs Competition	15,000-3,000
· Atelier Gourmand	15,000-3,000
· Bed Making Competition	15,000-3,000
· Art of Service Competition	15,000-3,000
· Lebanese Bartenders Competition	15,000-3,000
· Wine & Beverage Lab	15,000-3,000
· Lebanese Barista Competition	15,000-3,000
· National Extra Virgin Olive Oil Contest	15,000-3,000
· Annual Hospitality Forum	15,000-3,000
· Floral Symphonies	3,000
· Chairmania	3,000
· Librairie Gourmande	3,000
· Product of the Year	3,000
· Tech Novation	5,000
· Gold Club Lounge	5,000
· Business Center	5,000
· Customized Event	10,000
· Master class / workshop at one of our events (30 min)	2,500

V - Effective Advertising

	Price range USD*
· Logo on the entrances giant floor plans	750
· Live mascot circulating in the exhibition aisles (per day)	500
· Advertisement in HORECA official catalogue	1,925-1,375
· Advertisement in Hospitality News magazine-Special HORECA issue	2,475-1,090
· Banner website section page	1,000
· Shuttle bus/ cart branding (per bus/cart)	1,500
· You are here floor plan (per station)	1,500
· Banner on website homepage	2,000
· Giant banner between halls	2,000
· Visual in the press lounge	2,000
· Logo and stand number on the aisle floors (for 10 floor tiles)	2,500
· Flyer distribution in visitors bags	2,500
· Banner at registration area (per registration)	3,000
· Product display (3 stations)	3,000
· Entrance door logos	4,000
· Social media wall (re-charging lounge/station)	5,000
· Logo on show badge including online confirmation	5,000
· "Invitation brought to you by"	5,000
· Hostesses and ushers dress branding	5,000
· Water cooler station (2 stations)	6,000
· Badge lanyard branding (excluding production fees)	6,000
· Official show bags	6,000
· Stairs decals (excluding production fees)	6,000
· Break station	TBA
· Pillars (2 pillars)	TBA
· Entrance Glass Branding	TBA
· Drop Banners on entrance	TBA
· Spider Poles	TBA
· Flags	TBA
· Digital Media	TBA

(VAT Excluded)

*TBA, To be announced

VISITOR MARKETING...EXTENSIVE PUBLICITY...PROMOTION...

VISITORS' PROGRAM

Special visitor programs have been designed to attract a diverse audience and offer attendees a most productive and interesting experience:

- **The Hosted Buyer Program** brings influential buyers from the region to stay in Beirut and meet with exhibitors.
- **The Student Program** is designed especially for hotel management students and dietetics allowing them to visit and discover the industry.



A wide range of local and Pan Arab trade magazines and newspapers support HORECA with coverage ranging from editorial features, show previews and reviews to product highlights and exhibitors' news, as well as regular updates on social media. HORECA is also online through its app.

By participating in HORECA 2015, exhibitors will be part of a far reaching all inclusive publicity campaign (billboards, sms, ets) to maximize business opportunities offered by the exhibition.

The show is promoted extensively across Lebanon and the region to trade buyers from Egypt, Iraq, Jordan, KSA, Kuwait, Syria, UAE and other Gulf States.

Weekly updates will reach trade buyers from our up to date database containing more than 100,000 trade contacts.

More than 45,000 invitations are sent to the region's hospitality and foodservice industry key decision makers.

HORECA Strategic Partners





THE ORGANIZERS

Hospitality Services specializes in the organization of trade fairs and events. The company has, over the years, established itself as a leader in the regional market. Hospitality Services ISO9001- certification emphasizes the company's dedication to professionalism and excellence.

From planning, organization and design, to logistics, branding and promotion, Hospitality Services' area of expertise lies in all aspects of corporate events, conventions, conferences and forum management. Our extensive portfolio of regional hospitality and foodservice industry exhibitions confirms our reputation as a leader of event management in the Middle East.

Hospitality Services is also the publisher of magazines and directories focused on the hospitality sector.

THE VENUE

BIEL which is ideally located at the heart of downtown Beirut and on the waterfront of the Mediterranean Sea, consists of 82,000 square meters of multi functional areas of international standards: 10,000 square meters of indoor column-free exhibition space, 25,000 sqm of outdoor exhibition space, a state of the art conference center, a grand ballroom and ample parking.

Hospitality
SERVICES s.a.r.l



[For more information or to book your stand now contact](#)

Hospitality Services s.a.r.l. Dekwaneh, Beirut - Lebanon

P.O.Box 90155, Jdeidet El Metn 12022020, Beirut - Lebanon

T 480081 1 961+ | **F** 482876 1 961+ | **E** info@hospitalityservices.com.lb

W hospitalityservices.com.lb | For regular updates horecashow.com

