

SALON DU CHOCOLAT^{CHOCOLAND®} BEIRUT



2nd edition



12 - 14 NOVEMBER 2015

11 am to 8 pm - BIEL



INFORMATION

SALONDUCHOCOLATBEIRUT.COM

**THE WORLD'S LARGEST EVENT
DEDICATED TO CHOCOLATE**

THE ANNUAL
EVENT IS A
MUST VISIT FOR
CHOCOLATE &
COCOA LOVERS



SALON DU CHOCOLAT is entirely dedicated to those who share a passion for chocolate. The show will be held along with the 5th annual Beirut Cooking Festival and Gourmet Week.



THE MUST-ATTEND GATHERING
OF CHOCOLATE LOVERS



SALON DU CHOCOLAT comprises several happenings such as gourmet workshops and demonstrations with more than 20 pastry chefs and over 50 exhibitors gathered in celebration of chocolate.

Professional chocolate tasters, sweets specialists, well-known chocolate brands, chocolatiers, chocolate adventurers, authors and pastry chefs demonstrate their expertise in using chocolate.

The exhibition features the renowned chocolate Fashion Show in addition to the Choco Demo with famous pastry chefs and chocolatiers and also Chocoland, the tasting area for kids.

fashion  show

choco
demo 

choco
Land

CHOCOLATE, THE MOST
powerful medium
FOR THE ULTIMATE IN GOURMET
INDULGENCE AND PLEASURE

Exhibitors profile

- Chocolatiers
- Pastry shops (Lebanese & international)
- Ice cream makers
- Chocolate importers and producers
- Sweets

Stand participation

9 sqm @ 1650 USD + 10% VAT

Special offer: 9 sqm + 1 full page ad in
Taste & Flavors magazine @ 2500 USD + 10% VAT

- Special artisan's price



Visitors' profile

SALON DU CHOCOLAT is attended by more than **+14,000** visitors. They enjoy the live presentations and leave the exhibition with baskets loaded with scrumptious treats and promotional sweet items.

+2,000 sqm dedicated to pastry shops,
chocolate producers and distributors
+100 participants: **50** exhibitors - **20** chefs
+12 fashion designers at the fashion show
+20 animations at Choco Demo

MEDIA PARTNER

Taste
& flavors

PROUDLY A PARTNER OF



Beirut
Capital
TASTE

SPONSORSHIP OPPORTUNITIES

| Salon Du Chocolat | USD + 10%VAT |
|-------------------|--------------|
| Platinum Sponsor | 15,000 |
| Gold Sponsor | 12,000 |
| Silver Sponsor | 10,000 |

| Special Events Sponsor Opportunities | |
|--------------------------------------|-------|
| Gold Sponsor | 7,000 |
| Silver Sponsor | 4,000 |
| Bronze Sponsor | 2,500 |

| Effective Advertising | |
|--|-------|
| Official show bags | 3,000 |
| Banner at entrance | 3,000 |
| Hostesses and ushers uniform branding | 2,500 |
| Entrance door logos | 2,000 |
| Flyer distribution in visitors' bags | 2,000 |
| Banner on website homepage | 1,500 |
| Logo and stand number on the aisle floors (for 10 floor tiles) | 1,500 |
| Side banner on website | 750 |
| Live mascot circulating in the exhibition aisles (per day) | 500 |
| Logo on the entrances giant floor plan | 500 |
| Ad in the pocket guide | 500 |

| Advertisement in Taste & Flavors Magazine | |
|---|-------|
| Full page | 1,730 |
| Half page | 1,100 |
| Quarter page | 785 |



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 sqm of multi-functional areas of international standards: 10,000 sqm 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.

A DYNAMIC ADVERTISING CAMPAIGN

Outdoor National scale billboard campaign

Radio National scale radio campaign on leading local radio stations

TV Features in talk shows of local and Pan Arab TV stations

Online Social media network campaign on Facebook & Instagram
Banners on leading Lebanese entertainment and news websites

Print Advertising and editorial campaign in general interest and social magazines
Advertising and editorial campaign in major leading newspapers
Mentions in weekly newsletters targeting more than **30,000** addresses
+12,000 invitations distributed directly and via social magazines to their readers
3,000 posters

Mobile 50,000 SMS



AN EVENT BY

Hospitality
SERVICES sazi

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afaq
ISO 9001
Quality
Standard Certificate