

SALON DU CHOCOLAT BEIRUT



CHOCOLAND®

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.



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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