

THE WORLD'S LARGEST CHOCOLATE SHOW PRESENTS

3RD EDITION

SALON DU CHOCOLAT^{CHOCOLAND®} BEIRUT



17 - 19 NOVEMBER 2016

11am to 9pm - BIEL, BEIRUT

SALONDUCHOCOLATBEIRUT.COM

 [SalonDuChocolatBeirut](https://www.facebook.com/SalonDuChocolatBeirut)

 [@SDChocolatBei](https://twitter.com/SDChocolatBei)

 [SalonDuChocolatBeirut](https://www.instagram.com/SalonDuChocolatBeirut)

A CHOCOLATE & COCOA LOVERS PARADISE



WELCOME TO THE WORLD OF CHOCOLATE

SALON DU CHOCOLAT is dedicated to those who share a passion for chocolate, bringing together professional chocolate tasters, chocolatiers, chocolate enthusiasts, authors and top pastry chefs.

The internationally renowned must-attend event continues to entertain audiences in major global cities from Paris to Tokyo and New York to Beirut.



SALON DU CHOCOLAT opens the door to a glorious world inspired by chocolate.

Visitors can enjoy browsing sweet stands and participate in a series of gourmet workshops and demonstrations, with more than **20 pastry chefs** and over **50 exhibitors** across **2,000 square meters** of exhibition space.

The show is held alongside the sixth annual **Beirut Cooking Festival and Gourmet Week**.



EVENTS AT THE SHOW

The exhibition features the renowned chocolate Fashion Show and the Choco Demo, with famous pastry chefs and chocolatiers, in addition to 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



VISITORS' PROFILE

SALON DU CHOCOLAT is attended by more than **+15,000** visitors who can enjoy the live presentations and fill their baskets with scrumptious treats and promotional sweet items.

EXHIBITORS' PROFILE

- Chocolatiers
- Pastry shops (Lebanese and international)
- Ice cream makers
- Chocolate importers and producers
- Sweet manufacturers and suppliers

Book your stand

9m² @ 1,980 USD

SPECIAL OFFER

9m² + 1 full page ad in
Taste & Flavors magazine @ 2,750 USD

- Prices are subject to 10% VAT



MEDIA PARTNER

Taste
& flavors

A PROUD PARTNER OF



Beirut
Capital
TASTE

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 Sponsor Opportunities		
Gold sponsor		7,000
Silver sponsor		4,000
Bronze sponsor		2,500
Effective Advertising		
Official show bags		4,500
Exhibitors' lanyards (excluding production)		3,000
Banner at entrance		3,000
Hostesses and ushers uniform branding		2,500
"Invitation brought to you by"		2,500
Entrance door logos		2,000
Flyer distribution in visitors' bags (excluding production and logistics expenses)		2,000
Banner on website homepage		1,500
Shuttle bus/cart branding (per shuttle)		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 giant floor plan at the entrances		500
Ad in the pocket guide		500



THE VENUE

Beirut International Exhibition and Leisure Center (BIEL) is ideally located in the heart of Downtown Beirut and on the waterfront of the Mediterranean Sea. The venue consists of 82,000m² of multi-functional areas of international standards: 10,000m² of indoor column-free exhibition space, 25,000m² of outdoor exhibition space, a state of the art conference center, a grand ballroom and ample parking.

A DYNAMIC ADVERTISING CAMPAIGN

From stand space to sponsorship, there are exciting opportunities throughout the show to suit your individual requirements. Benefit from effective marketing and PR activities to maximize your visibility.

- Nationwide billboard campaign
- Light boxes at Beirut International Airport
- Radio campaign on leading radio stations
- Advertisements and articles in general interest magazines
- Advertising campaigns in major 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
- 45,000 e-mails
- 15,000 targeted newsletters
- Banners on leading Lebanese entertainment and news websites
- Social media campaign



THE ORGANIZER

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