

THE WORLD'S LARGEST CHOCOLATE SHOW PRESENTS

4TH EDITION

SALON DU
CHOCOLAT^{CHOCOLAND®}
BEIRUT



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

SALONDUCHOCOLATBEIRUT.COM

WELCOME TO THE WORLD OF CHOCOLATE

Salon Du Chocolat Beirut is a show dedicated to those passionate about chocolate.

Bringing together professional chocolate tasters, chocolatiers and enthusiasts, Salon Du Chocolat showcases the products of more than 60 exhibitors and comprises several events, including gourmet workshops with over 30 pastry chefs.

The show will be held alongside the seventh annual Beirut Cooking Festival and will be part of Gourmet Week.



“The internationally renowned event continues to entertain audiences in major global cities, from Paris to Tokyo and New York to Beirut”.

EVENTS AT THE SHOW

Fashion Show – a unique runway with chocolate dresses made by well-known chefs and fashion designers

Choco Démo – workshops with leading pastry chefs

Salon Du Chocolat Junior – the chocolate tasting paradise for kids



The annual exhibition for
chocoholics
looking for the latest trends and new
products from around the world

VISITORS' PROFILE

Salon Du Chocolat Beirut is attended by more than **15,000+** chocolate enthusiasts, with medium to high purchasing power. It is popular with professionals and home bakers seeking the latest trends and products.

EXHIBITORS' PROFILE

- Chocolatiers
- Confectioners
- Pastry shops (Lebanese and international)
- Ice cream makers (corporate and artisanal)
- Chocolate importers and producers
- Suppliers of ingredients, equipment and materials



Book your stand

9m² stand for 1,980 USD

Special offer 9m² stand + 1 full page ad
in Taste & Flavors magazine for 2,750 USD

- Prices are subject to 10% VAT

- 2,000m²+ dedicated to pastry shops, chocolate producers and distributors
- 100+ participants:
 - 60+ exhibitors
 - 30+ chefs
 - 12 fashion designers
- 20+ workshops and demonstrations

MEDIA PARTNER

Taste
& flavors

A PROUD PARTNER OF

13-17 NOV
Gourmet
week 2017

Beirut
Capital
TASTE

SPONSORSHIP OPPORTUNITIES

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

| General Sponsorship | USD + 10%VAT |
|---------------------|--------------|
| Platinum sponsor | 15,000 |
| Gold sponsor | 12,000 |
| Silver sponsor | 10,000 |
| Bronze sponsor | 7,000 |

| Special Events | |
|----------------|-------|
| 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 logistics expenses) | 2,000 |
| Interactive floor tiles (10 including production) | 1,500 |
| Banner on website homepage | 1,500 |
| Side banner on website | 750 |
| Shuttle bus/cart branding (per shuttle) | 1,500 |
| "You are here" floor plan & info booth (per station) | 1,100 |
| 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, on the waterfront of the Mediterranean Sea.

A DYNAMIC ADVERTISING CAMPAIGN

- Nationwide billboard campaign
- LED screen campaign across Beirut
- Radio campaign on leading radio stations
- Advertisements and articles in general interest magazines
- Advertising campaigns in 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
- 62,000 targeted e-newsletters
- Banners on leading websites
- Social media campaign



THE ORGANIZER

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



AN EVENT BY

Hospitality
SERVICES s.a.r.l

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