

9TH BEIRUT COOKING FESTIVAL



14 - 16 November | 3 - 10 pm | Seaside Arena
Special trade access on 14 November | 12 - 3 pm

THE FESTIVAL FOR FOODIES

The Beirut Cooking Festival is the only event in Lebanon to gather trade professionals and consumers who share a passion for the culinary arts.

The festival features more than 100 exhibitors and a jam-packed program of interactive sessions with top celebrity chefs, beverage consultants and lifestyle experts as well as producers, retailers and restaurants.

SHOW HIGHLIGHTS

With a rich line-up of innovative and interactive cooking programs, take a look at what's in store at the ninth edition of the Beirut Cooking Festival.

- **Chefs' Theater** - live cooking demonstrations with celebrity chefs and food lovers
- **Masterclasses** - exciting sessions with bloggers, influencers, foodservice experts, dieticians, mixologists and wine experts for interactive, small group sessions
- **Table Setting** - a magical Christmas setup by Lebanese designers with well-known brands
- **Librairie Gourmande** - a wide selection of cookbooks and book signings by famous cooks and authors



WHY EXHIBIT

- Promote your products to a targeted audience
- Meet clients and customers face-to-face
- Demonstrate your products
- Encourage brand awareness
- Launch new products and test the market

100+ EXHIBITORS

The festival attracts a variety of exhibitors, from food and beverage firms to suppliers seeking to promote their brands and products.

- Food and beverage with a special focus on:
 - Organic food
 - Small producers
 - Artisanal products
- Restaurants and bakeries
- Accessories and utensils
- Tableware
- Kitchen equipment
- Services (culinary courses, etc.)

15,000+ VISITORS

The event attracts an audience interested in all aspects of cuisine with medium to high purchasing power.



STAND PARTICIPATION

- 9m² stand for 1,980 USD
- Special offer: 9m² stand and a full page ad in Taste & Flavors magazine for 2,750 USD

* Prices are subject to 11% VAT

A DYNAMIC ADVERTISING CAMPAIGN

The Beirut Cooking Festival is communicated through a number of channels:

- Nationwide billboard campaign
- 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
- Special invitation/campaign done with social associations

SPONSORSHIP OPPORTUNITIES

General	USD + 11% 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
Friend of the event	1,500
Effective Advertising	
Official show bags (including production)	4,500
Exhibitors' lanyards (excluding production)	3,000
Pillar banner at registration area (including production)	3,000
Uniform branding (hostesses and ushers)	2,500
"Invitation brought to you by"	2,500
Product figure outside registration area (excluding production)	2,500
Entrance door logos	2,000
Flyer distribution in visitors' bags (excluding production and logistic expenses)	2,000
Product display station (for two stations, excluding production)	2,000
Interactive floor tiles (for 10 floor tiles, including production)	1,500
Advertisement in Taste & Flavors magazine (full page, half page, quarter page)	1,730 / 1,100 / 785
Banner on website homepage	1,500
Shuttle bus /cart branding (per shuttle)	1,500
Side banner on website	750
Live mascot circulating in the exhibition aisles (per day)	500
Logo on the giant floor plans at the entrances	500
Ad in pocket guide	500



THE VENUE

Seaside Arena is located in the heart of Downtown, on the Beirut waterfront.

THE ORGANIZER

Founded in 1993, Hospitality Services specializes in planning, organizing and managing regional hospitality and foodservice shows, conventions, forums and bespoke events. The firm's annual events include HORECA Lebanon, The Garden Show & Spring Festival, Travel Lebanon, Beirut Cooking Festival, Salon du Chocolat Beirut and Whisky Live Beirut. It has also franchised-out HORECA to Saudi Arabia, Kuwait and Jordan. In parallel, Hospitality Services produces three publications with dedicated digital platforms: Hospitality News Middle East, a go-to source for the latest news, trends, developments and industry forecasts, Taste & Flavors, a lifestyle and cooking reference, and Lebanon Traveler, a tourism magazine.

AN EVENT BY

Hospitality
SERVICES Saudi

Borghol Bldg. Dekwaneh-Lebanon - **Tel** +961 1 480081 - **Fax** +961 1 482876 - **P.O.Box** 90155 Jdeidet el Metn
1202 2020-Beirut, Lebanon - info@hospitalityservices.com.lb - hospitalityservices.com.lb

