

Beirut 17-19 November 2011

Cooking Festival

Pavillon Royal - Biel



“The first
COOKING
Festival
in the region”

In partnership with

Taste
& flavors



Exhibiting at the show...



The Beirut Cooking Festival will take place at the Pavillion Royal Biel for 3 mouth-watering days of food and drink. This event brings together the very best in irresistible cuisine, magnificent wines, beers and spirits, top celebrity chefs and fantastic shopping. The show caters for all businesses in the food and drink sectors, from small producers to big brands. Retailers will be able to exhibit and promote their products and target our discerning food loving audience.

From stand space to sponsorship there are exciting opportunities throughout the show, to suit your individual requirements - with superb marketing and PR activities to maximize your visibility. This is more than just a 3 days event!

50 Exhibitors

- Accessories and utensils
- Tableware
- Kitchen equipment: heavy and small
- Food & beverage
- Restaurants
- Small producers
- Services (kitchen courses, chefs at home, websites etc)

Targeted Visitors

Thousands of visitors will flock to the show to indulge in a celebration of fantastic food, drink and the art of cooking.

- The public interested in the art of cooking with medium to high purchasing power
- Food lovers and homemakers



Look out
for cooking ideas,
recipes
& seasonal treats

The Beirut Cooking Festival will provide the platform from which your business can

- Retail your products to a discerning and new audience
- Meet clients and customers face to face
- Launch new products and test the market
- Demonstrate your products
- Build brand loyalty and test awareness
- Build your customer base
- Drive footfall to your brand's outlet or website

A unique Venue...

Pavillion Royal Biel, which is ideally located at the heart of downtown Beirut and on the waterfront of the Mediterranean Sea, consists of a 2,000 square meters hall with an 8m high ceiling that can accommodate up to 1,500 guests for corporate launchings, conferences, exhibitions and other events.



Events at the show...

The show will be packed with recipes for everyday meals, easy entertaining and dishes from celebrity chefs, cocktail courses, new trends in cooking and ingredients, and equipment on the market. In addition, it will offer useful kitchen tips, designs and new concepts.

Apart from numerous workshops the show will include:

- **Chef's Kitchen** Beirut's top chefs cooking live on stage
- **Cooking Academy** Live and on-going kitchen workshops
- **Children's Kitchen** A full program dedicated to children between 6 to 10 years
- **Live Demonstrations** Professionals offering tips on setting trendy festive tables, with the latest table top accessories along with floral demonstrations and etiquette courses
- **Olive Oil** Tasting sessions and workshops
- **Wine Tasting** Sessions and workshops by professional winemakers
- **Organic and Farmers Corner**
- **Libraire Gourmande** A corner with a wide selection of cookbooks and table art on display, as well as book signing sessions by food writers

Wander into Beirut Cooking Festival to find live demonstrations from top chefs, delicious food & drink products to taste and buy, and great shopping.



A dynamic advertising campaign



The success of the first edition of Beirut Cooking Festival will come from attracting the optimum audience for exhibitors and sponsors. Naturally the support of Hospitality News Middle East and Taste & Flavors gain enormous coverage as a result of a combined circulation of 10,000 readers. Allied to this is the support on the event and magazine websites, dedicated radio and press advertising, poster sites, extensive direct mail and e-CRM, viral marketing, third party promotions and an impressive PR campaign. One thing that is always assured is a packed out exhibition!

Campaign will include

- National scale billboard campaign
- Radio campaigns on leading radio stations
- Presentation of the event through talk shows of local and Pan Arab TV stations
- Advertising and editorial campaign in general interest and social magazines
- Advertising and editorial campaign in major leading newspaper
- Invitations to be distributed directly and via social magazines to their readers
- 3,000 posters
- 27,000 SMS
- Weekly newsletters targeting more than 20,000 addresses
- Social media network campaign
- Banners on leading Lebanese entertainment and news websites
- Interactive website



Partnership & sponsorship opportunities

Rate card



Stand rates

9 sqm

USD + 10%VAT

1,500

Partnership & sponsorship opportunities

The Beirut Cooking Festival Partner	15,000
The Beirut Cooking Festival Supporter	10,000
Event Sponsor	6,000

The Beirut Cooking Festival partnership and sponsorship program offers strategic opportunities to effectively convey your company's vision and positioning strategy, as well as build your image while benefiting from substantial visibility. Various opportunities are available depending on your objectives and needs.

Effective advertising

Visitor bags (2,000 bags)	3,000
VIP lounge	3,000
Brochure distribution at the main entrance (3 days)	1,000
Banner at entrance	2,500
Banner in parking area	2,000
Shuttle carts	2,000
Banner on homepage website	2,000
Side banner on website	1,000

Advertisement in the Taste & Flavors magazine

Double spread gate fold cover	6,000 + 500 production
Double page with ribbon	6,000
1st double	5,500
Center double page spread	5,400
2nd double	5,200
3rd double	4,900
Back cover	4,900
Double page spread	4,500
Hard bound page	3,500 + 500 production
Flyer (up to 250g)	3,500
Inside back cover	3,200
Double page spread-Dining Out	3,000
Double page "Sponsored by" section	3,000
Facing editorial	2,750
Full page ad (27.5 x 23 cm)	2,475
Feature full page advertorial	1,750 + 150 production
½ page ad horizontal (12 x 23 cm)	1,575
¼ page ad horizontal (7 x 21 cm)	1,090
¼ page ad vertical (25.5 x 6 cm)	1,090

Combined package

9 sqm plus 1 full page ad in November issue of Taste & Flavors magazine	3,500
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AN EVENT BY



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

