

FOOD AND BEVERAGE FOR TOURISM



2023: BLUE SUMMER

MARKETING AND ADVERTISING

19.04.2023

International Hotel, Golden Sands Resort

27.04.2023

Dreams Sunny Beach and Spa Hotel, Sunny Beach Resort

www.hnt-bg.com

2023

MARKETING AND ADVERTISING

I. SOCIAL NETWORKS

General performance

Presentation of the participants on the Facebook and Instagram pages of the event (a kind of business card of the company - activity, brands, portfolio, advantages, etc.).

The company sends specific information - text (up to 300 words) and photos (up to 5) by 20.03.2023 (materials will not be accepted after this deadline).

The presentation of the companies takes place in the period 27.03.2023 - 27.04.2023

(The service is free of charge)

Product presentation

Includes 2 additional (outside of the general presentation) product-specific posts on the event's Facebook and Instagram pages.

For each of the publications, the company sends specific information - text (up to 500 words) and photos (up to 10) by March 20, 2023 (materials will not be accepted after the specified deadline).

The product presentation takes place in the period 04/03/2023 - 04/27/2023 (This service is additionally paid)

Online interview

Online interview in video or text format, which is published on the Facebook and Instagram pages of the event. Questions are prepared by the editorial team of the forum, individually for each company. The interview is additionally published on the forum's website - Media section, promoted to professionals from the tourism industry.

The company sends the answers in text or video format, as well as a short business card - name and position of the interviewee. It is recommended to also send a photo of the interviewee (except in the case of video format). Other options are allowed - publishing articles, materials from media kits, video materials or others at the discretion of the company.

Deadline for preparation of materials - 27.03.2023 (This service is additionally paid)

II. ENTRANCE SPACES

Banner position

Possibility to participate with an advertising banner in the entrance spaces of the forum. Positions are limited and are filled on a first-come, first-served basis.

Each company positions its own banner on the day of the forum and under the control of a person from the Organizer's team.

New products area

A New Products Zone will be created for the second year in a row during the summer editions of **Food and Beverage for Tourism and the XOCT industry**, in Golden Sands and Sunny Beach. Up to 15 new HORECA products will be presented in a special space, with which every visitor to the forum will be introduced as a matter of priority.

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Each exhibiting company can present up to 3 products/product groups in the New Products Zone, which must meet the following requirements:

- Product created or adapted specifically for the HORECA sector;
- Newly created product - available for the first time for the new season.

QR HoReCa library

QR HoReCa library is a new technological product presented for the first time in the event industry of Bulgaria. Each exhibitor can provide an unlimited amount of information - portfolio, offers, presentations and others, which are positioned on the Internet, and when visiting the forum, each guest with one click can download all data to their phone. How the system works step by step:

1. An exhibiting company sends to Patchwork (office@patchwork-bg.com) the information it wishes to reach professionals, visitors to Food and Beverage for Tourism and the HOST industry. The information is provided in a pdf file up to 50 MB in size. It is also desirable to provide a company logo. Deadline for receiving the information - 04.03.2023.

2. The Patchwork team positions the data on the Internet and prepares a banner with QR codes of the companies that applied for the service. The banner is positioned in the entrance spaces of the forum.

3. Each visitor, with his phone, can download the data available in the QR HoReCa library for each exhibiting company.

4. If requested by the exhibiting company, Patchwork can provide information on how many times the data available in the QR HoReCa library has been downloaded.

Promoter position

An opportunity for each company to position its promoter in the entrance spaces of the forum. The promoter can distribute advertising materials, direct visitors' attention to the relevant stand, without violating the general rules of the forum. Positions are limited and are filled on a first-come, first-served basis. Each company positions the promoter on the day of the forum and under the control of a person from the Organizer's team.

Promoter provided by the organizer

The organizer of the forum offers prepared and suitable promoters to help the exhibitors. Promoters may take up a position in the entrance spaces or at the exhibitor's stand.

Deadline for promoter application - 04.03.2023

III. TOP PRODUCTS CATALOG, LOGO ADVERTISING, MAILING CAMPAIGNS

Catalog Top products and technologies

The catalog is aimed at hoteliers and restaurateurs and contains a presentation of new products of the exhibiting companies and the stand where they can be found. The catalog is provided in advance of the event, at each site, together with the invitations to the forum.

The catalog enables the exhibitors to announce in advance all the most interesting moments of their presentation during the exhibition - presentations, demonstrations, show cooking and others.

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Each page contains: a photo of a product, a company logo, a brief description of the product/technology. To see a sample page, click [HERE](#).

Technical requirements: It is necessary to send a photo of the product in pdf, tif or jpg, company logo in the same formats and a description of the product up to 50 words. Product photo size - 60 x 90 mm with a resolution of 300 dpi.

Circulation: The document will be printed in a circulation of 2,000 copies, at a volume of 16 pages.

Deadline for receiving the files - 20.03.2023. Each page will be sent to the exhibiting company for approval.

Mailing campaigns

E-mail campaign to 4 and 5 star category hotels to introduce exhibiting companies and their products before the forum.

The campaign will have two editions, ten days before the date of implementation - for the Northern Black Sea coast and for the Southern Black Sea coast. The addressees will receive a presentation with visions of the companies that applied for the service. For this purpose, each participating company must send a file (jpg, png, pdf) with A4 size and 100 dpi resolution, until 1.04.2023

Northern Black Sea coast - hotels and complexes 4 / 5 stars - 55 / 15 - 70 sites in total

Southern Black Sea coast - hotels and complexes 4 / 5 stars - 75 / 25 - 100 sites in total

E-mail campaign to 4- and 5-star category hotels to present offers, after the forum, within the season.

The campaign will have three editions - June 1, July 1 and August 1 - for the Northern Black Sea coast and the Southern Black Sea coast. The addressees will receive a catalog with offers of the companies that requested the service. For this purpose, each company that applied for participation must send a file (jpg, png, pdf) with A4 size and 100 dpi resolution, up to 10 days before each of the dates.

Northern Black Sea coast - hotels and complexes 4 / 5 stars - 55 / 15 - 70 sites in total

Southern Black Sea coast - hotels and complexes 4 / 5 stars - 75 / 25 - 100 sites in total

Logo advertising

Publishing the company logo in the following key forum communication materials:

1. Invitation / Catalog Top products and technologies - circulation 2000 copies;
2. Presentation wall - located in the entrance spaces, in both locations of the forum. Visible to all visitors and a favorite photo spot;
3. Mailing campaigns - 5 pieces.

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IV. Marketing packages

For a better and effective presentation during, before and after the forum, each participant can request the use of a marketing package. Each service can be ordered separately, and when using these packages, exhibitors receive a significant price advantage.

STANDARD

Product presentation on Facebook - BGN 40.
Entrance banner - BGN 60.
Position for a promoter - BGN 60

Individual prices - BGN 160

Package - BGN 125 (22% TD)

PLUS

Product presentation on Facebook - BGN 40.
Entrance banner - BGN 60.
Position for a promoter - BGN 60

Online interview/Facebook - BGN 60
Email campaign before the forum - BGN 60

Individual prices - BGN 280

Package - BGN 195 (30% TD)

PREMIUM

Product presentation on Facebook - BGN 40.
Entrance banner - BGN 60.
Position for a promoter - BGN 60

Online interview/Facebook - BGN 60
Email campaign before the forum - BGN 60

Logo placement in advertising materials - BGN 60
Top products catalog - BGN 80
Email campaign after the forum - BGN 70

Individual prices - BGN 490

Package - BGN 295 (40% TD)

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