

# MARKETING AND ADVERTISING

2024: MODERN CITY

**20.03.2024**

Sofia, Grand Hotel Millennium

2024: BLUE SUMMER

**17.04.2024**

International Hotel, Golden Sands Resort

**25.04.2024**

Dreams Sunny Beach and Spa Hotel, Sunny Beach Resort

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## MARKETING AND ADVERTISING

### I. SOCIAL NETWORKS

#### Product presentation

Includes 2 product-specific posts on the event's Facebook and Instagram pages.

For each publication, the company sends specific information - text (up to 300 words) and photos (up to 5).

*Deadline for submission of materials:*

*FBT Modern City - Sofia - until 15.02.2024; FBT Blue Summer - Golden Sands and Sunny Beach - until 19.03.2024. (materials will not be accepted after the specified deadlines).*

*The product presentation takes place in the period 19.02. - 19.03.2024 / 22.03. - 24/04/2024*

#### 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 company sends the answers in text or video format, as well as a short business card - name and position/role of the interviewee. It is recommended to also send a photo of the interviewee (except in the case of video format).

The interview is also announced in the Top Products and Technologies catalogue, distributed personally to key representatives of tourist sites as part of the information-and-invitation campaign for the forum. **NEW!**

The interview is additionally published on the forum's website – in the Media section, promoted to professionals from the tourism industry. Other options are allowed - publishing articles, materials from media kits, video materials or others at the discretion of the company.

*Deadline for submission of materials:*

*FBT Modern City - Sofia - until 15.02.2024; the questions are submitted until 6.02.2024. FBT Blue Summer - Golden Sands and Sunny Beach - until 19.03.2024; questions must be submitted by 10.03.2024 (materials will not be accepted after the specified deadlines).*

*The interviews are published in the period 19.02. - 19.03.2024 / 22.03. - 24.04.2024*

#### Chefs present - video column - **NEW!**

The video section gives chefs or technologists of a given company the opportunity to present their recipe and/or technology, suitable for the HORECA branch, to the audience of the forum. The company shoots a video of up to 3 minutes, on the specified topic, and sends it for publication on the Facebook and Instagram pages of FBT.

The video section is also announced in the Top Products and Technologies catalogue, distributed personally to key representatives of tourist sites within the framework of the information-and-invitation campaign for the forum.

*Deadline for submission of materials:*

*FBT Modern City - Sofia - until 15.02.2024; FBT Blue Summer - Golden Sands and Sunny Beach - until 19.03.2024 (materials will not be accepted after the specified dates).*

*The column is broadcast in the period 19.02. - 19.03.2024 / 22.03. - 24.04.2024*

## MARKETING AND ADVERTISING

### II. HALLS AND ENTRANCE SPACES

#### **Broadcasting of advertising clips - *only for Sofia***

The ballroom of Grand Hotel Millennium Sofia has three large video screens, each measuring 350 x 211 cm (16:9). During the event, advertising clips of the participants, as well as of companies that do not have positions/presence in the forum can be broadcast on the screens. The clips will be broadcast without sound, arranged in a playlist, with the number of broadcasts depending on the number of clips and their duration. Minimum number of broadcasts in the interval 11.00 - 17.00 - 36. Clips can be of different duration - up to 60 seconds and up to 180 seconds. The service will be active with a minimum of 10 requested clips.

*Deadline for submission of materials/clips - 03.05.2024 (materials will not be accepted after the specified deadline).*

#### **Banner position in entrance spaces**

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 Zone - *only for Golden Sands and Sunny Beach***

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

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.

#### **Promoter position in entrance spaces**

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: FBT Modern City - Sofia - until 15.02.2024 / FBT Blue Summer - Golden Sands and Sunny Beach - until 19.03.2024 (applications will not be accepted after the specified deadlines).*

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### III. TOP PRODUCTS CATALOGUE, MAILING CAMPAIGN, LOGO ADVERTISING

#### Top Products and Technologies Catalogue

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

The catalogue enables the exhibitors to announce in advance all of the most interesting elements or moments of their presentation during the event - demonstrations, show cooking and others.

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 1500 copies for Sofia and 2500 copies for Golden Sands and Sunny Beach.

*Deadline for receiving the files - 20.02.2024 for Sofia, 15.03.2024 for Golden Sands and Sunny Beach. Each page will be sent to the exhibiting company for approval.*

#### Front cover of the Top Products and Technologies catalogue - **NEW!**

The catalogue of the event will reach more than 1500 HORECA sites in Sofia and more than 2500 sites in Golden Sands and Sunny Beach. The first cover is the visual that each recipient comes "face to face" with. Any exhibiting company that wishes to purchase the most visible part of the catalogue (the front cover) can offer its advertising design vision. If you wish to take advantage of this tool, please contact the organizer. You can see an example cover of the catalogue [HERE](#).

#### I invite you to a meeting - mailing campaign before the forum - **NEW!**

I invite you to a meeting is a **kind of online/e-mail newsletter** that is sent to all 4 and 5 star hotels and top restaurants within the radius of the location of the event, 10 days before the relevant date.

The participation of companies wishing to take part is in video format. A company representative/an exhibitor records a short video - up to 1 minute, in which they inform potential visitors what will be presented during the forum (products, services, attractions, etc.), as well as invites them to specifically visit the company's space.

The received videos are published on the YouTube channel of FBT and sent in the form of a newsletter to the addressees with the specified profile (the newsletter contains the videos of all those who wish to join the e-mail campaign).

*Deadline for submission of materials:*

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### Logo advertising

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

1. Invitation - circulation of 1500 copies for Sofia, 2500 copies for Golden Sands and Sunny Beach;
2. Top Products and Technologies Catalogue - circulation of 1500 copies for Sofia, 2500 copies for Golden Sands and Sunny Beach;
3. Presentation wall - located in the entrance spaces. Visible to all visitors and a favorite photo spot;
4. I invite you to a meeting - a mailing campaign before the forum.

### IV. Marketing packages

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

Requested packages or individual tools apply to one forum location only!

#### STANDARD

Product presentation on Facebook and Instagram - BGN 60.  
Banner at the entrance - BGN 70.  
Promoter position - BGN 70.

**Individual prices - BGN 200.**

**Package - BGN 160 ( - 20% )**

#### PLUS

Product presentation on Facebook and Instagram - BGN 60.  
Banner at the entrance - BGN 70.  
Promoter position - BGN 70.

Online interview on Facebook and Instagram - BGN 70.  
I invite you to a meeting / e-mail campaign before the forum - BGN 75.

**Individual prices - BGN 345.**

**Package - BGN 240 ( - 30% )**

#### PREMIUM

Product presentation on Facebook and Instagram - BGN 60.  
Banner at the entrance - BGN 70.  
Promoter position - BGN 70.

Online interview on Facebook and Instagram - BGN 70.  
I invite you to a meeting / e-mail campaign before the forum - BGN 75.

Logo advertisement - BGN 60.  
Top Products Catalogue page - BGN 100  
Chefs present - BGN 50.

**Individual prices - BGN 555.**

**Package - BGN 335 ( - 40% )**

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Bulgaria, 9000 Varna, 45 Slivnitsa Blvd.  
phone.: 00359 88 8294 162  
office@patchwork-bg.com

[www.hnt-bg.com](http://www.hnt-bg.com)

