

# FOOD AND BEVERAGE FOR TOURISM



2023: BLUE SUMMER

## WORKING DOCUMENTS

**19.04.2023**

International Hotel, Golden Sands Resort

**27.04.2023**

Dreams Sunny Beach and Spa Hotel, Sunny Beach Resort

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

2023

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## GENERAL CONDITIONS FOR PARTICIPATION

### I. Request-agreement and conditions for participation

Every company wishing to participate in **Food and Beverage for Tourism & HOST Industry - Summer 2023** submits a contract application. The document is submitted electronically, in a scanned file, in which a wet stamp and signature of the company representative with their name and position are visible, or in original (paper copy) at the address 9000 Varna, Slivnitsa Blvd. 45, floor 4, Patchwork Ltd. The contract application can also be submitted with an electronic signature of a person representing the company and entered in the Commercial Register as such at the e-mail address [office@patchwork-bg.com](mailto:office@patchwork-bg.com).

An integral part of the contract application, for each exhibitor who brings in their equipment or constructions, poles, showcases and others, is a technical diagram/scheme (exact dimensions and description in free writing form), as well as a technical specification of the electrical appliances with their maximum power in kW.

If there is a request to change the originally requested equipment and construction of stands, it must be agreed with the organizer no later than 10 working days before the date of the forum.

Only one company can participate at one stand. In cases where the organizer finds a violation of this rule, the organizer has the right to remove the company that does not have a contract application.

### II. Equipment and layout of the stands

The dimensions of each position are indicated on the hall diagrams/schemes. The area can vary from 5.5 to 8 square meters for a type of stand. For specific positions (show cooking and others) non-standard sizes are possible.

Each type of stand\* consists of two parts - a table/top for placing the company's products and a side table. The table for products has the dimensions d./w. 180-220 x 80-100 cm, covered with a tablecloth. The side table is located behind the product counter. In the absence of sufficient tables, each participant is provided with another aid.

Exhibitors can rent a specialized exhibition stand with the possibility of branding (only for Sunny Beach) and showcases. See file OBORUDVANE.

*\*The term stand is used conditionally and denotes an undeveloped area with the specified dimensions and adjacent equipment.*

**The selection of the stand is made in the order of the requests! Requests for participation are accepted until all free stands are booked!**

### III. Bringing in food products and using kitchen equipment and utensils

Each exhibitor has the right to bring their own food products into the territory of the exhibition halls and into the kitchens. Each product must be within the expiration date and with the necessary certificates. In case of deviation from the specified norms, representatives of the organizer and the host hotel have the right to refuse the importation of the products.

For the use of kitchen equipment, dishes, utensils and refrigerators, the exhibitor submits a request no later than 15 working days before the date of the event. The request shall specify in detail the type and quantity of the requested dishes and utensils, schedule for use of kitchen equipment, sizes and number of packages to be stored in refrigerators.

## GENERAL CONDITIONS FOR PARTICIPATION

In the event that an exhibitor does not submit their request within the specified period, the organizer has the right to refuse the use of kitchen equipment, dishes, utensils and refrigerators, or the exhibitor will use the specified in free time intervals.

Any representative of an exhibiting company who wants access to the kitchen must be in work clothes and have a valid health certificate. In the event that the specified requirements are not met, the organizer has the right to refuse access to the kitchen premises.

### IV. Work time

Each exhibitor is obliged to observe the program and working hours of the forum.

In case of violation of the time intervals for bringing in equipment and products on the day preceding the day of the event, the exhibitor owes a **penalty in the amount of BGN 100 excluding VAT** for each hour started beyond the specified ones.

**Exhibitors are not allowed to leave the forum, as well as to take out equipment and products before 4.15 pm on the day of the event. In the event that an exhibitor violates this rule, the same shall owe a penalty in the amount of the paid participation fee.**

### V. Deadlines

The deadline for applying for participation is until the vacancies are exhausted and all spots are booked. The application contract is considered accepted from the moment of receipt of the document by e-mail or by courier at the office of Patchwork Ltd.

Requested stands are paid within 10 working days from the date of the issued invoice, but no later than 5 working days before the date of the event.

After this period, if a payment is not made, the stands will be given to another participant.

**In case of refusal to participate up to 60 days (19.02.2023 / 27.02.2023) before the date of the forum, the APPLICANT owes a penalty in the amount of 50% of the application completed by them. In case of refusal to participate up to 30 days (19.03.2023 / 27.03.2023) before the date of the forum, the APPLICANT owes a penalty in the amount of the entire amount of the application completed by them.**

### VI. Payment

The payment of participation fees is made by bank transfer. To make the payment, Patchwork Ltd. issues a tax invoice. Regardless of the date of submission of the application contract, if payment is not made before the start of the forum, the exhibitor is not allowed to participate.

### VII. Anti-epidemic measures and conditions

The forum is held in compliance with the current anti-epidemic measures. Responsibility for violation of the mentioned measures is personal and cannot lead to financial sanctions for the organizer. The absence of a green certificate or illness of the representatives of an exhibiting company is not a force majeure circumstance and is not a reason for the cancellation of a penalty due in case of refusal to participate.

Any refusal to participate, based on force majeure circumstances, is considered justified only and solely on the basis of a force majeure certificate issued by the BCCI (Bulgarian Chamber of Commerce and Industry).

## AGENDA

### International Hotel, Golden Sands Resort

#### 18.04.2023

13.00 - 17.00 - preparation of participants, laying the presentational tables

#### 19.04.2023

08.00 - 11.00 - preparation of participants, laying the presentational tables  
11.00 - 17.00 - free admission for the guests of the meeting  
16.00 - 16.15 - presentation of Awards  
17.00 - 19.00 - Participants and guests leave the room

### Dreams Sunny Beach, Sunny Beach Resort

#### 26.04.2023

13.00 - 17.00 - preparation of participants, laying the presentational tables

#### 27.04.2023

08.00 - 11.00 - preparation of participants, laying the presentational tables  
11.00 - 17.00 - free admission for the guests of the meeting  
16.00 - 16.15 - presentation of Awards  
17.00 - 19.00 - Participants and guests leave the room

## PRICE OFFER

Stand and equipment	Цена	Услуга - маркетинг и реклама	Цена
Stand A (green color on the schemes)	695.00	Product presentation on Facebook	40.00
Stand B (blue color on the schemes)	655.00	Interview in Facebook	60.00
Stand C (orange color on the schemes)	595.00	Roll banner in the entrance spaces	60.00
Stand S1 (Sunny Beach)	850.00	New products area	80.00
Stand S2, S3, S4 (Sunny Beach)	750.00	QR HoReCa Library	50.00
Stand D1, D2 (Sunny Beach)	990.00	Position for a promoter	60.00
Stand D3, D4 (Sunny Beach)	800.00	Promoter (until 6 hours)	100.00
		Logo placement in advertising materials	60.00
Specialized exhibition stand*	90.00	A page in Catalog of new products	80.00
Front branding*	75.00	Presentation set (free for exhibitors)	60.00
Header branding*	40.00		
Glass exhibition showcase	90.00	E-mail campaign before the forum	60.00
		E-mail campaign after the forum	70.00
Kitchen equipment and dishes	70.00		
Power supply until 200 W	30.00	Marketing package Standard	125.00
Power supply over 200 W	50.00	Marketing package Plus	195.00
Refrigerator + / -	30.00	Marketing package Premium	295.00

All prices are without VAT.

PATCHWORK LTD, IBAN: BG46 UNCR 7000 1521 7368 91, BIC: UNCRBGSF, Unicredit Bulbank AD

\*Available only for Sunny Beach. See the OBORUDVANE.pdf file or on the forum website, in the Documents section.

## **ADDITIONAL SERVICES (Free for all exhibitors)**

With the goal to provide more opportunities for full participation of all exhibitors, as well as to make the event available to those companies that did not manage to order stands, we offer the following options for participation and additional attendance at the forum **Foods and Beverages for the Tourism and XOCT Industry - summer 2023**.

<b>ADDITIONAL SERVICES (Free for all exhibitors)</b>	<b>Price (BGN, VAT excluded)</b>	
	<b>EXHIBITORS</b>	<b>OTHERS</b>
1. Preparation of an event invitation design <sup>1</sup>	0.00	-
2. Presentation of the forum participants on the Facebook <sup>2</sup>	0.00	-
3. Badges for the participants in the forum <sup>3</sup>	0.00	-
4. Cardboard plate with the name of the company and a QR code <sup>4</sup>	0.00	-
5. Presentation kit <sup>5</sup>	0.00	60.00
6. A report about the number and type of visitors <sup>6</sup>	0.00	15.00

<sup>1</sup> Preparation of an event invitation design for clients, partners and contractors. The project is made for the web /for sending by email/. Each participant can invite their clients and partners to visit their stand. If you wish to receive this service, please contact us no later than March 20, 2023.

<sup>2</sup> Presentation of the forum participants on the Facebook page of the event. If you wish, you can send specific information - text (up to 300 words) and photos (up to 5 photos) by March 20, 2023. The Facebook presentation of the companies will be held in the period March 27 - April 27.

<sup>3</sup> Badges for the participants in the forum - 3 pieces for a company for each location. Each additional badge is requested in free text at the addresses of Patchwork Ltd. by 20.03.2023.

<sup>4</sup> On each stand there will be a cardboard plate with the name of the company and a QR code with a link to your website. If you want the link to lead to another Internet link, please send the exact address by March 20, 2023.

<sup>5</sup> Each guest-visitor receives a presentation kit/advertising bag, including catalogs, brochures, flyers, offers of interested companies. The presentation materials should be sent to Patchwork's office by April 10, 2023 in a circulation of 300 copies for each event venue.

<sup>6</sup> The report contains accurate information about the number and type of visitors, indication by name of the sites and the visiting companies, graphs.

## 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.

## MARKETING AND ADVERTISING

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.



## MARKETING AND ADVERTISING

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.

## MARKETING AND ADVERTISING

### 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)**

## ACCOMPANYING SERVICES

Preferential prices for accommodation for exhibitors, for the days of the forum:

### **International Hotel, Golden Sands Resort**

- Superior/Deluxe room, two accommodated - 160 BGN/night with VAT
- Superior/Deluxe room, one accommodated - BGN 136/night with VAT

The price includes: bed and breakfast, indoor parking, indoor pool, gym.

Coordinates for reservations: Reservations Department, 0896 666 111, e-mail: [reservations@interhc.com](mailto:reservations@interhc.com)

### **Dreams Sunny Beach and Spa Hotel , Sunny Beach Resort**

- Double room, two accommodated - 134 BGN/night with VAT
- Double room, one accommodated - 77 BGN/night with VAT

The offer is valid for the period April 26-28. Free parking.

Coordinates for reservations: Milena Kehayova, tel .: 0885 111 081, e-mail: [saleshelios@tts.bg](mailto:saleshelios@tts.bg)

In order to use the preferential prices for accommodation, it is necessary to make a reservation at the indicated coordinates by presenting yourself as an exhibitor or a guest of the forum. Patchwork Ltd. does not mediate in the process of booking and accommodation.

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**19.04.2023**

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