

# WORKING DOCUMENTS

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

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

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## GENERAL TERMS OF PARTICIPATION

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

Each company wishing to participate in the **Foods and beverages for Tourism & XOCT industry** forum submits a sample request-agreement (contract). 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 at the address 9000 Varna, 45 Slivnitsa Blvd., floor 4, Patchwork Ltd. The request-agreement can also be submitted with an electronic signature of a person representing the company and entered in the Commercial Register as such at office@patchwork-bg.com.

An integral part of the request-agreement, for each exhibitor who brings in their own equipment or structures, poles, showcases and others, is a technical diagram (exact dimensions and description in free form), as well as a technical specification of the electrical appliances with their maximum power in kW.

If there is a desire to change the originally requested equipment and construction of stands, the same shall be agreed upon 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 request-agreement.

### II. Equipment and layout of the stands

The dimensions and specifics of each position are indicated on the hall diagrams/schemes.

Each position consists of: presentation table, conference chairs, side table. The presentation table measures L/W 180-220 x 80-100 cm, and is covered with a tablecloth.

*Only in Sofia, the presentation table consists of two modules, each measuring 120 x 60 cm and is available without a cover.*

If there are not enough support tables, each participant is provided with another type of support.

Exhibitors can rent a specialized exhibition stand with the possibility of branding (**only for Sunny Beach**) and glass showcases (**only for Golden Sands and Sunny Beach**). See page 8.

**The stand position in the forum is selected in order of requests! Requests for participation are accepted until the vacancies are exhausted!**

### III. Import of food products and use of 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 documents. 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 and refrigerators, the exhibitor submits a sample form **no later than 15 working days before the date of the event.** The form specifies in detail the type and quantity of the requested tableware/utensils, a schedule for use of kitchen equipment, sizes and number of packages to be stored in refrigerators.

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

## GENERAL TERMS OF PARTICIPATION

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 and the host hotel have 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, nor to take out equipment and products before 4.15 pm on the day of the event. In case an exhibitor violates this rule, the same shall owe a penalty in the amount of the paid participation fee.**

### V. Terms

The deadline for applying for participation is until the vacancies are exhausted. The request-agreement (contract) is considered accepted from the moment of receipt of the signed document by e-mail or by courier at the office of Patchwork Ltd.

Requested stands are to be 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 the payment is not made, the stands will be given to another participant.

**In case of refusal to participate up to 60 days before the date for the relevant location, the APPLICANT owes a penalty in the amount of 50% of the requested stand fee (and other relevant fees, if applicable). In case of refusal to participate up to 30 days before the date for the relevant location, the APPLICANT owes a penalty in the amount of 100% of the requested stand fee (and other relevant fees, if applicable).**

**A clear statement in written form sent with an explicitly stated date of submission is considered a legitimate form of refusal to participate in the forum.**

### VI. Payment

Payment of the participation fees is done by bank transfer. To make the payment, Patchwork Ltd. issues a pro forma and tax invoice. Regardless of the date of submission of the request-agreement (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, force majeure

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. Illness of the representatives of the exhibiting company is not a force majeure circumstance and is not a reason to waive the 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 BCCC (Bulgarian Construction and Commercial Consortium).

### VII. Organization and logistics

Each exhibitor, up to 10 days before the date of the event, for the respective location, receives information about the forum program, logistics - entrances and exits for importing / exporting products and equipment, parking options and others.

Each exhibitor is obliged to strictly follow the event program and logistics rules.

## AGENDA

### **Sofia**

#### **Grand Hotel Millennium**

##### **19.03.2024, Tuesday**

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

##### **20.03.2024, Wednesday**

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

### **Golden Sands Resort**

#### **International Hotel**

##### **16.04.2024, Tuesday**

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

##### **17.04.2024, Wednesday**

08.00 - 11.00 - preparation of participants, laying the presentational tables

11.00 - 17.00 - free admission for the guests of the meeting

17.00 - 19.00 - Participants and guests leave the room

**16.00 - 17.00 - 20 years of FBT - Official award ceremony for exhibitors and partners**

### **Sunny Beach Resort**

#### **Dreams Sunny Beach Hotel**

##### **24.04.2024, Wednesday**

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

##### **25.04.2024, Thursday**

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 - SOFIA**

Stand and equipment	Price	Marketing and advertising	Price
Stand A (3 x 2 m)	845.00	Product presentation on Facebook / Insta	60.00
Stand A (3 x 3 m - center of the hall)	895.00	Interview in Facebook / Instagram	70.00
Stand B (3 x 2 m - hall lobby)	845.00	Chefs present - video column	50.00
Special stand (hall A)	895.00	I invite you to a meeting - mailing campaign before the forum	75.00
Special stand (hall lobby)	895.00	Roll banner in the entrance spaces	70.00
<b>Kitchen and power supply</b>	<b>Price</b>	Position for a promoter	70.00
Kitchen equipment and dishes	100.00	Promoter (until 6 hours)	150.00
Power supply until 200 W	35.00	Logo placement in advertising materials	60.00
Power supply over 200 W	60.00	A page in Catalog of new products	100.00
Refrigerator + / -	50.00	A first cover of a Catalog of new products	300.00
		Presentation set (free for exhibitors)	100.00
<b>Marketing and advertising</b>	<b>Price</b>	<b>Marketing packages</b>	<b>Price</b>
A commercial clip* - up to 1 minute on screens I hall A	200.00	Marketing package Standard	160.00
A commercial clip* - up to 1 minutes on screens I hall A	300.00	Marketing package Plus	240.00
		Marketing package Premium	335.00

\*Only for Sofia

**PRICE OFFER - GOLDEN SANDS and SUNNY BEACH**

Stand and equipment	Price	Marketing and advertising	Price
Stand A (green color on the schemes)	795.00	Product presentation on Facebook / Insta	60.00
Stand B (blue color on the schemes)	755.00	Interview in Facebook / Instagram	70.00
Stand C (orange color on the schemes)	715.00	Chefs present - video column	50.00
Stand S1 (Sunny Beach)	990.00	I invite you to a meeting - mailing campaign before the forum	75.00
Stand S2, S3, S4 (Sunny Beach)	900.00	Roll banner in the entrance spaces	70.00
Stand D1, D2 (Sunny Beach)	1100.00	New products area	80.00
Stand D3, D4 (Sunny Beach)	900.00	Position for a promoter	70.00
<b>Specialized exhibition stand**/showcase</b>	<b>Price</b>	Promoter (until 6 hours)	100.00
Specialized exhibition stand	120.00	Logo placement in advertising materials	60.00
Front branding	85.00	A page in Catalog of new products	100.00
Header branding	40.00	A first cover of a Catalog of new products	300.00
Glass exhibition showcase	100.00	Presentation set (free for exhibitors)	100.00
<b>Kitchen and power supply</b>	<b>Price</b>	<b>Marketing packages</b>	<b>Price</b>
Kitchen equipment and dishes	80.00	Marketing package Standard	160.00
Power supply until 200 W	30.00	Marketing package Plus	240.00
Power supply over 200 W	50.00	Marketing package Premium	335.00
Refrigerator + / -	50.00		

All prices are in BGN, without VAT

**A trade discount of 3 percent is charged on the total amount when participating in all three locations of the event.**

\*\*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 idea of providing more opportunities for a fulfilling participation to all exhibitors, as well as making the event accessible to those companies that have not been able to claim stands, we offer the following options for participation and additional presence in the meeting negotiation **Foods and beverages for Tourism & XOCT industry - summer 2024**.

ADDITIONAL SERVICES (Free for all exhibitors)	Price (BGN, VAT excluded)	
	EXHIBITORS	OTHERS
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	100.00
6. A report about the number and type of visitors <sup>6</sup>	0.00	50.00

<sup>1</sup> Designing an event invitation for clients, partners and contractors. The project is being developed for web /e-mail/. Each participant can invite their customers and partners to visit their stand. If you wish to receive this service, please contact us no later than 5/03/2024 for the event in Sofia and 1/04/2024 for Golden Sands and Sunny Beach.

<sup>2</sup> Brief general presentation of the participants on the Facebook and Instagram pages of the event. The presentation of each exhibitor is in a group with other participants and includes an announcement about the subject of activity and the presentation of the company during the forum. When wishing to use this tool, the exhibiting company sends specific information - text (up to 50 words) and 1 photo.

Deadlines: FBT Modern City - Sofia - until 15.02.2024; FBT Blue Summer - Golden Sands/Sunny Beach - until 19.03.2024 (materials will not be accepted after the specified deadline)

*The presentation of the companies takes place in the period: 19.02 - 19.03 2024 (for Sofia) and 22.03 - 24.04 (for Golden Sands and Sunny Beach).*

<sup>3</sup> Badges for the participants in the forum - 3 per company for each location. Each additional badge must be requested in free text at the e-mail addresses of Patchwork Ltd. by March 5, 2024.

<sup>4</sup> A small cardboard sign with the name of the company and a QR code with a link to its website will be placed on each stand. If you want the link to lead to another place on the Internet, please send an exact address by March 5, 2024.

<sup>5</sup> Each guest-visitor receives a presentation package/advertising bag, including catalogues, brochures, flyers, offers of interested companies. The presentation materials should be sent to the Patchwork office by March 5, 2024 in a circulation of 300 copies for each venue.

<sup>6</sup> The final report contains accurate information on the number and type of visitors, specifying by name the sites (hotels, restaurants) and companies that visited, as well as graphs and stats.

## 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).*

## MARKETING AND ADVERTISING

### 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:*

*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).*

## MARKETING AND ADVERTISING

### 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% )**

## ACCOMPANYING SERVICES

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

### Grand Hotel Millennium, Sofia

- Exclusive room, two guests - 162 Euro/night, including VAT
- Exclusive room, one guest - 140 Euro/night, including VAT

The price includes: accommodation, breakfast, gym.

Contacts for reservations: Reservations Department, phone 02 445 75 75,  
e-mail: [reservations@ghms.bg](mailto:reservations@ghms.bg)

### Hotel International, Golden Sands resort

- Superior/Deluxe room, two guests - BGN 168/night, including VAT
- Superior/Deluxe room, one guest - BGN 143/night, including VAT

The price includes: accommodation, breakfast, indoor parking, indoor pool, gym.

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

### Dreams Sunny Beach Hotel, Sunny Beach resort

- Double room, two guests - BGN 100/night, including VAT
- Double room, one guest - BGN 80/night, including VAT

The offer is valid for the period April 24 - 26. **The price does not include breakfast!** Free parking.

Contacts for reservations: Velimira Evtimova, phone 0886 196 836,  
e-mail: [Velimira.Evtimova@hyattic.eu](mailto:Velimira.Evtimova@hyattic.eu)

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 event. Patchwork Ltd. does NOT mediate the booking and accommodation process.

ATTENTION! The indicated prices are offered in the month of January 2024 and are subject to change!

# 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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