



SPONSORSHIP PROSPECTUS
Food & Beverage and Hospitality 2023
October 5th- 8th, 2023

EVENT OVERVIEW

The Food & Beverage and Hospitality Exhibition 2023 is focused exclusively on food, beverage & hospitality, the one and only of its kind in Nepal in recognition of the tremendous growth in the sector. While food and beverage has become big revenue source and profit centers for the hotels, restaurants and “party-palaces” have mushroomed beyond anyone’s expectations in the last ten years. Likewise, take-away food outlets, street food vendors, super-markets and grocery stores have popped up in every neighborhood and markets in large numbers.

The Food & Beverage and Hospitality 2023 will hosts about 200 exhibitors, features 7 interactive live events. And of course, numerous sample tasting counters during the Exhibition to involve and engage the industry buyers and visitors.

The Food & Beverage and Hospitality attracts more than 36,000 business visitors and consumers. While the event is primarily a business-to-business event, consumers are expected to visit in great numbers. Business visitors will be able to check the exhibitors’ list and directly pre-book appointments with the exhibitors for the duration of the exhibition. Starting this year, FBH 2023 visitor promotion will be reaching out beyond Nepalese southern borders to Uttar Pradesh and Bihar.

The Food & Beverage and Hospitality clearly defines and demonstrates the power of live marketing. A TV or FM commercial cannot do what an exhibition can do. What an exhibition can do, a print or bill-board ad cannot do. The Exhibition is a rare event that gives you far more possibilities that even a door-to door sales. The Exhibition has always proven to be the trend setter for all food and beverage lifestyle and festivals – Dashain, Tihar, Christmas, New Year, and the wedding season!

SPECIAL EVENTS

About 7 live special events are planned during the five days of Food & Beverage and Hospitality Exhibition 2023 to not only to attract the visitors but also enliven the atmosphere of the visitors.

- Master Chef Challenge
- Master Baker Challenge
- Best Bartender Contest
- Best Barista Contest
- Wine Tasting Workshop
- Industry- Nite Cocktails Reception
- Retailers Power Breakfast Meet

EXHIBITION PRODUCT PROFILE

- Grains, Pulses and Flours
- Nuts, Fruits and Vegetables
- Dairy Products: Milk, Paneer, Cheese, Ice Creams
- Meat, Poultry and Fish Products
- Processed Foods: Pickles, Snacks and Biscuits
- Frozen Foods
- Alcoholic Beverages: Whiskey, Gin, Rum, Vodka, Brandy, liqueurs, Wines, Beers
- Non-alcoholic Beverages: Syrups, Juices, Carbonated/Non-carbonated Drinks, Coffee, Tea
- Spices and Food Ingredients & Preservatives
- Organic and Health Food Products
- Bakery & Confectionary Products and Equipment
- Kitchen Utensils and Equipment
- Kitchenware: Crockery/Cutlery/Chaffing Dishes
- Food and Beverage Equipment
- Food Processing, Packaging Equipment and Machinery
- Poultry Farm equipment and Supplies
- Restaurant and Hotel Furniture
- Restaurant and Hotel Lighting & Decor
- Restaurant and Hotel Upholstery, Furnishings, Linen
- Hotel Room Toiletries
- Laundry & House Keeping Supplies
- Refrigerating Cabins and Show-cases
- Culinary and Hospitality Educational Institutions
- Hospitality Software

VISITORS PROFILE

- Hoteliers
- Restaurant Owners and Managers
- Clubs and Bar/Pub Owners and Managers
- Party-palace Owners and Managers
- Canteen Operators: Schools, Colleges, Hostels and Hospitals
- Caterers
- Chefs
- Bartenders
- Super-markets and Grocery Store Owners and Managers
- Bakeries
- Snacks and Food Manufacturers
- Trekking Agencies
- Tent Houses
- General Consumers

VISITOR PROMOTION STRATEGY AND CAMPAIGN

No stones shall remain unturned all that can be done, will be done to ensure that the maximum number of business persons and professionals visit the exhibition. Digital media (e-portal banners and GDNs) and social media (Facebook & Instagram, tik tok, LinkedIn) campaigns shall take the dominant share in the FBH overall media promotions in addition to print media advertisements, electronic media and outdoor media. However, direct marketing through our bulk mail, SMS and PR campaigns driven by our 42,000 strong mega-database shall remain the key factor in bringing target visitors to the floor of Food & Beverage and Hospitality 2023.

WHY SPONSOR FOOD & BEVERAGE AND HOSPITALITY EXHIBITION

1. Branding:

You get a chance to associate with an event that is close to your product and niche consumer. The positive impression will last beyond the 3 days of the Exhibition. Catch the media attention and gain effective exposure in the media due to the strong content of our advertisements.

2. Public Relations:

Sponsorship is not looked upon as hard sell like advertising. It creates a positive ethical corporate image as a product that cares for the community. It assures the consumers that the company gives something back to its consumers as a do-gooder.

3. Live Marketing and Sales:

Take full advantage of an exhibition platform which allows you creative face-to-face interaction with your consumers and increase your sales. Given the Exhibition environment, interact with your consumers when at a time they are ready to meet you, willing to listen to you and capable of buying your products.

4. Market Research:

The Exhibition will give a chance to get the feel of your consumers understand their psyche and what turns them on. A live information feedback that no marketing cook-book or reports will give you. Face-to-face moments with your consumers or competitors will give you insights that no marketing data will give you. A rare chance to sharpen your marketing and sales instincts which tend to be far more effective tool than marketing strategies and schemes.

CONSIDERING SPECIFIC SPONSORSHIPS

Food & Beverage and Hospitality Exhibition 2023 offers a variety of following sponsorship packages to suit your objectives and budget.

Sponsorships	Fees	No. of Sponsors
Event Title	NRs. 15,00,000	1
Platinum	NRs. 6,00,000	2
Diamond	NRs. 5,00,000	3
Gold	NRs. 4,00,000	4
Silver	NRs. 3,00,000	5

SPONSORSHIP MILEAGE

Event Title:

- Shall carry company logo as the Title Sponsor preceding the name of the Exhibition in all the advertisements, signage and promotional materials to be printed.
- Allow 10 company banners in the Exhibition venue for all days.
- Shall provide a complimentary space of 54 sq. m to use as a corporate stand to promote products and services.

Platinum:

- Shall carry company logo as Platinum Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 10 company banners in the Exhibition venue for all days.
- Shall provide a complimentary space of 36 sq. m to use as a kiosk to promote the products and its services.

Diamond:

- Shall carry company logo as Diamond Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 8 company banners in the Exhibition venue for all days.
- Shall provide a complimentary space of 27 sq. m to use as a kiosk to promote the products and its services.

Gold:

- Shall carry company logo as Gold Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 6 company banners in the Exhibition venue for all days.
- Shall provide a complimentary space of 18 sq. m to use as a kiosk to promote the products and its services.

Silver:

- Shall carry company logo as Silver Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 4 company banner in the Exhibition venue for all days.
- Shall provide a complimentary space of 9 sq. m to use as a kiosk to promote the products and its services.

STILL OTHER WAYS TO GETTING INVOLVED

There are other opportunities of getting involved with the mega event of “Food & Beverage and Hospitality Exhibition 2023” besides regular sponsorship packages such as the following.

A. Special Event Sponsorships

Live special events are planned during the five days of Food & Beverage and Hospitality Exhibition 2023 to not only to attract the visitors but also enliven the atmosphere and mood of the shoppers.

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|--------------------------|-----------------|
| ○ Best Bartender Contest | – NRs. 4,00,000 |
| ○ Master Chef Challenge | – NRs. 3,75,000 |
| ○ Master Baker Challenge | – NRs. 3,50,000 |
| ○ Best Barista Contest | – NRs. 3,00,000 |
| ○ Wine Tasting Workshop | – NRs. 2,50,000 |

All special events sponsors shall receive one complimentary 9 sq. m booth and 5 company banners in the Exhibition area for all days

B. Exhibition On-premise Banners – Rs 5.000 each

Please, request full details of the sponsorships by directly contact us. Please, call Meenu Rajkarnicar at meenu@rajkarnicar.com or 9851020528.