

FOOD AND BEVERAGE FOR TOURISM



2022/3: WHITE WINTER

WORKING DOCUMENTS

17.11.2022

Kempinski Hotel Grand Arena, Bansko

29.11.2022

Perelik Hotel, Congress Center, Pamporovo resort

www.hnt-bg.com

2022

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GENERAL CONDITIONS FOR PARTICIPATION

I. Application-contract and conditions for participation

Every company wishing to participate in the **Foods and Beverages for the Tourism & XOCT industry** - winter 2022/3, submits an application-contract form. The document is submitted electronically, in a scanned file, which shows a wet stamp and signature of the representative of the company with their name and position or in original form at 9000 Varna, 45 Slivnitsa Blvd., 4th floor, Patchwork Ltd.

An integral part of the application-contract, for each exhibitor who imports their own equipment or stands, showcase windows, etc., is a technical scheme (exact dimensions and description in free form), as well as technical specifications of electrical appliances with their maximum power in kW.

If you wish for a change in the originally requested equipment and construction of stands, it is agreed with the organizer, no later than 10 working days before the date of the forum.

Only one company can participate in one stand. In cases where the organizer finds a violation of this rule, the organizer has the right to remove the company that has no application-contract.

II. Equipment and location of the stands

Each position has a certain area on which a presentation table, an auxiliary table, two chairs are located. The size of the positions is as follows: Pamporovo Congress Center - 2.7 x 2.4 m.; Kempinski Hotel Grand Arena - up to 3 m wide and up to 2 m deep. Due to the irregular shape of the halls in the Kempinski Hotel Grand Arena, deviations are possible.

The presentation tables have the following sizes: Pamporovo Congress Center - d./w. 160 x 80 cm.; Kempinski Hotel Grand Arena - d./sh. 180-220 x 80-100 cm. The tables are covered with tablecloths and are suitable for placing both whole packages and individual cuts or sliced products. The side table is located behind the product counter. In the absence of sufficient tables, each participant is provided with another aid.

**The term stand is used conditionally and denotes an undeveloped area with the specified dimensions and adjacent equipment. In the different halls and in the different places, deviations from the specified dimensions or the presence of non-standard size and shape stands are possible.*

The choice of a stand is made according to the order of the participation applications! The latter are accepted until the free stands are exhausted!

III. Import of food and use of kitchen equipment and utensils

Each exhibitor has the right to import their own food products on the territory of the exhibition halls and in the kitchens. Each product must be within the shelf life 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 to import the products.

For the use of kitchen equipment, utensils and refrigerators, the exhibitor submits an application form, no later than 15 working days before the date of the event. The application specifies in detail the type and quantity of the ordered utensils, as well as the schedule for the use of kitchen equipment and the size and number of packages. In case the exhibitor does not submit their application within the specified period, the organizer has the right to refuse the use of kitchen equipment, utensils and refrigerators or the exhibitor to use the specified at free time intervals.

Every representative of an exhibiting company who wants access to the kitchen must have work clothes and a valid health book/document. In case the above requirements are not met, the organizer has the right to refuse access to the kitchen.

IV. Working hours

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

In case of violation of the time intervals for import of equipment and products on the day preceding the day of the event, the exhibitor owes **a penalty of BGN 100 without VAT** for each started hour outside the specified ones.

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

ОБЩИ УСЛОВИЯ ЗА УЧАСТИЕ

V. Deadlines

The deadline for applying is until the vacancies are exhausted. The application-contract is considered accepted from the moment of receipt of the document by e-mail or courier in the office of Patchwork Ltd. The requested stands are paid within 10 working days from the date of the issued invoice, but not later than 5 working days before the date of the event. After this period, in case of non-payment, the stands will be given to another participant.

In case of refusal to participate up to 60 days (17/29.09.2022) before the date of the forum, the APPLICANT owes a penalty of 50% on the application filled in by them. In case of refusal to participate up to 30 days (17/29.10.2022) before the date of the forum, the APPLICANT owes a penalty in the amount of the entire amount of the application filled in by them.

VI. Payment

Payment of participation fees is made by bank transfer. Patchwork Ltd. issues a tax invoice to make the payment.

Regardless of the date of submission of the application-contract, in case of non-payment before the start of the forum, the exhibitor is not allowed to participate.

Bank account

ПАЧУЪРК ООД, IBAN: BG46 UNCR 7000 1521 7368 91, BIC: UNCRBGSF, Уникредит Булбанк АД

VII. Anti-epidemic measures and conditions

The forum is held in compliance with the current anti-epidemic measures. The responsibility for violating these measures is personal and can not lead to financial sanctions for the organizer. The lack of a green certificate or the morbidity of the representatives of an exhibiting company is not a force majeure circumstance and is not a ground for revoking the due penalty in case of refusal to participate.

Any refusal to participate, based on force majeure circumstances, is considered justified only on the basis of a certificate of force majeure issued by the BCCI.

AGENDA

Kempinski Hotel Grand Arena, Bansko

16.11.2022

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

17.11.2022

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

Perelik Hotel, Congress Center, Pamporovo

28.11.2022

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

29.11.2022

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	Price (BGN)	Marketing and advertising	Price (BGN)
Stand A - Bansko (green outline)	595.00	Product presentation on Facebook	20.00
Stand B - Bansko (blue outline)	555.00	Online interview on Facebook	50.00
Stand A - Pamporovo (green outline)	555.00	Roll banner on the entrance spaces*	50.00
Stand B - Pamporovo (blue outline)	515.00	Position for a promoter **	50.00
		QR HORECA Library	30.00
Kitchen and power supply	Price (BGN)	A page in Catalog TOP products***	70.00
Kitchen equipment and dishes	60.00	Logo placement in adv. materials****	50.00
Power supply until 200 W	20.00	Presentation package (free for exhibitors)	50.00
Power supply over 200 W	40.00	Email campaign before the forum	50.00
Refrigerator + / -	20.00	Marketing package STANDARD	95.00
		Marketing package PLUS	155.00
		Marketing package PREMIUM	225.00

All prices are without VAT.

PRICE ADVANTAGE (DISCOUNTS)

Despite the increased costs and inflationary processes in the country, Patchwork Ltd. keeps the prices from the spring edition of the forum. Additionally, in the price for participation in Pamporovo, a 7.5% discount is calculated from the prices in the spring.

1. When participating in both venues - a discount of 5% of the final amount of the requested services

2. When participating in all 4 locations of the forum (Golden Sands, Sunny Beach, Bansko, Pamporovo) - additional discount of 2%

Accountability is managed by Patchwork Ltd. and the discount is charged automatically, without the need for action by the exhibiting company and proof of participation in all locations.

*In the event that an exhibiting company places its advertising banner or other advertising medium outside the exhibition stand without paying for it, the banner will be removed by the organizer.

**Promoters will only be placed in specific positions in the entrance area. Any promoter "circulating" in the exhibition spaces will be escorted out by hotel security.

***See page 7 or MARKETING.pdf file on the forum website, in the Documents section.

****Advertising materials - invitation, folder with schemes of the halls, exhibition wall.

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 - winter 2022/3**.

ADDITIONAL SERVICES (Free for all exhibitors)	Price (BGN, VAT excluded)	
	EXHIBITORS	OTHERS
1. Preparation of an event invitation design ¹	0.00	-
2. Presentation of the forum participants on the Facebook ²	0.00	-
3. Badges for the participants in the forum ³	0.00	-
4. Cardboard plate with the name of the company and a QR code ⁴	0.00	-
5. Presentation kit ⁵	0.00	50.00
6. A report about the number and type of visitors ⁶	0.00	10.00

¹ 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 31.10.2022.

² 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 22.10.2022. The Facebook presentation of the companies will be held in the period November 1-15 2022.

³ 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 31.10.2022.

⁴ 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 31.10.2022.

⁵ 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 31.10.2022 in a circulation of 150 copies for each event venue.

⁶ 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. 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 - 31.10.2022.
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 data on how many times the data available in the **QR HORECA Library** has been downloaded.

II. Catalog of TOP products and technologies

The TOP products and technologies catalog is aimed at hoteliers and restaurateurs and contains a presentation of selected 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. 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. Deadline for receiving the files - 15.10.2022. Each page will be sent to the exhibiting company for approval.

Circulation: The document will be printed in a circulation of 800 copies, at a volume of 16 pages.

III. E-mail campaign to 3-, 4- and 5-star category hotels to introduce exhibitor companies and their products before the forum.

The campaign will have two editions, ten days before the date of implementation - for Bansko and Pamporovo. 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 72 dpi resolution until 15.10.2022

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 20.
Entrance banner - BGN 50.
Position for a promoter - BGN 50

Individual prices - BGN 120

Package - BGN 95 (20% TD)

PLUS

Product presentation on Facebook - BGN 20.
Entrance banner - BGN 50.
Position for a promoter - BGN 50

Online interview/Facebook - BGN 50
Email campaign before the forum - BGN 50

Individual prices - BGN 220

Package - BGN 155 (30% TD)

PREMIUM

Product presentation on Facebook - BGN 20.
Entrance banner - BGN 50.
Position for a promoter - BGN 50

Online interview/Facebook - BGN 50
Email campaign before the forum - BGN 50

Catalog of new products - BGN 70
Catalog TOP products - BGN 70
Logo placement in advertising materials - BGN 50

Individual prices - BGN 220

Package - BGN 225 (40% TD)

ACCOMPANYING SERVICES

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

Kempinski Hotel Grand Arena, Bansko

- Superior/Deluxe room, two accommodated - 89 EUR/night with VAT
- Superior/Deluxe room, one accommodated - 79 EUR/night with VAT

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

Perelik Hotel, Pamporovo Resort

- Double room, two accommodated - 87 EUR/night with VAT
- Double room, one accommodated - 65 EUR/night with VAT

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

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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