

EXPOCULINAIRE 2023 SPONSORSHIP OPPORTUNITIES



EXPO *Culinaire*

FOOD & EQUIPMENT FOR CHEFS | PASTRY CHEFS | BAKERS | HORECA PROFESSIONALS
FEATURING THE 26TH EMIRATES INTERNATIONAL SALON CULINAIRE
29-31 MAY 2023 | EXPO CENTRE SHARJAH, UAE



@expoculinaire

www.expoculinaire.com

IN ASSOCIATION WITH



ORGANISED BY

PURPLEkitchen
EVENTS

Organiser | Management | Consultancy



Get your company and brand in front of thousands of Chefs, Pastry Chefs, Baker, Cooks, Students, and Professionals from the HoReCa sector - the largest and exclusive gathering in UAE! Qualified trade visitors attend ExpoCulinaire to make informative purchasing decisions. The Sponsorship Packages offer an expansive presence both preshow and on-site. Ensure your company and brand is recognised while demonstrating your commitment to the market. Two of our Packages offer a select opportunity to get your products directly in front of those end users allowing them to touch and taste.

SPONSORSHIP PACKAGES	HEADLINE US\$ 20,000	DIAMOND US\$ 15,000	PLATINUM US\$ 12,000	GOLD US\$ 10,000
Logo on Digital/ Print Collateral	✓	✓	✓	✓
Website Lightbox	✓			
Website Space Banner		✓		
EDM [Dedicated Electronic Mailings]	✓ (2)	✓ (1)		
Dedicated Social Media Posts across all channels	✓ (3)	✓ (2)	✓ (1)	✓ (1)
VIP Lunch Sponsor	✓			
VIP Networking Dinner Sponsor	✓			
Visitor Bag Giveaway (Logo on Bag + Flyer / Product Insert)	✓	✓	✓	✓

Print (including but not limited to): Official Show Guide, Registration area, Directional signage, Photo board

Digital (including but not limited to): Website, Generic EDM and Social Media campaign (across all channels – Facebook, LinkedIn & Instagram), Official Show Guide, Digital hall board



DIRECT TO THE VISITORS

BADGES & LANYARDS
US\$ 7,500

LOGO ON ALL TOEBAGS
US\$ 2,500

GENERAL ATTENDEE TOTE BAGS INSERT
(3,500 PCS)
US\$ 1,500

GIVEAWAYS BASED ON REQUIREMENTS

VIP TOTE BAGS INSERT
(250 PCS)
US\$ 600

PRODUCT DEMONSTRATIONS & TRAINING SLOTS US\$1,500

Exclusive to ExpoCulinaire 2023, these Presentations will highlight latest innovations and products available in the market. An opportunity to demonstrate professional practices and answer questions during these interactive sessions.



EDUCATION & TRAINING AREA SPONSORSHIP US\$10,000

It's crucial to target the next generation of Chefs and this is the perfect chance to get your brand in front of the future! Young Chefs attend ExpoCulinaire for our well-established Education and Training Programmes delivered by renowned Culinary Institutes.

EDUCATION PARTNERS

EDUCATION & TRAINING



DIGITAL SPONSORSHIP OPPORTUNITIES

SOCIAL MEDIA

ExpoCulinaire together with our Partner Emirates Culinary Guild has an extensive and rapidly growing social media presence, reaching a wide audience through LinkedIn, Instagram, and Facebook. All platforms provide regular trade industry updates targeting specifically the HoReCa industry sector. Industry professionals are encouraged to network and make connections via these portals providing an ideal opportunity to promote your participation and ensure those key industry players know about your presence.



**AUDIENCE REACH IN EXCESS OF
> 45,000 SOCIAL MEDIA POST
ACROSS ALL CHANNELS**

COST: US\$800 PER POST

EMAIL MARKETING CAMPAIGN

ExpoCulinaire boasts a qualified growing database, regularly updated with both local and international HoReCa trade professionals in excess of 40,000.

A dedicated EDM campaign is a cost-effective way to directly reach this trade audience on mass with your company and brand message at the forefront.



**AUDIENCE REACH IN EXCESS OF
> 40,000 EDM**

**COST: US\$1,200 PER EMAIL
CAMPAIGN DELIVERED**

ON-SITE BRANDING OPPORTUNITIES

EXTERNAL VENUE FLAGS

AL TARWUN & AL MAMZAR US\$ 1,000 EACH
AL TARWUN - 1M X 6M
AL MAMZAR - 1M X 4M



GLASS FAÇADE VINYL

AL MAMZAR ENTRANCE AREA US\$ 2,000 EACH PANEL
7M X 2.5M

FAÇADE VINYL

AL TARWUN SIDE US\$ 15,000
40M X 10M



WALL GRAPHICS

AL TRAWUN ENTRANCE **US\$ 3,000 EACH WALL**
WEST / EAST WALL 8.4M X 7M



OVERHEAD HALL BANNERS

PVC DOUBLE-SIDED BANNERS **US\$ 1,000 EACH**
1M X 2.5M



GRAPHIC POSTERS

HALL ENTRANCE **US\$ 3,000 PER WALL**
9.52M X 2.63M



BOULEVARD LED SCREENS

INSIDE VENUE **US\$ 2,500 PER SCREEN**



OVERHEAD MAIN ENTRANCE (INDOOR BACKLIT)

AL TRAWUN & AL MAMZAR **US\$ 1,500 EACH PANEL**
AL TRAWUN - 9.3M X 1.7M
AL MAMZAR - 1.865M X 1.9M



Note: Materials to be created, printed and supplied by client. Digital files to be created by client.
All artwork to be approved by Organiser



ENTRANCE SCREEN BOARD



REGISTRATION DESK GIVEAWAYS



ENTRANCE PHOTOBOARD



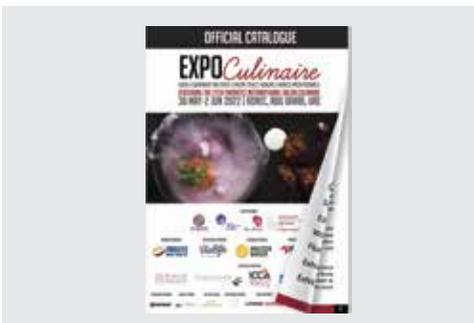
REGISTRATION DESK



MARKETING COLLATERAL DISTRIBUTION POINT



ROLL-UP BANNERS



SHOW GUIDE



HANGING BANNERS

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SHOULD YOU HAVE ANY QUESTIONS, PLEASE DO NOT HESITATE TO CONTACT US



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