

HO R BY CA KAZAN

HOSPITALITY & GASTRO
EXPO

IV international hospitality exhibition
in a city with a millennial history



23-25 October 2019





HORECA by Kazan

- Free business education program
- International suppliers
- Daily competition program
- Fancy platform for owners and participants of the HORECA market in Russia!
- Background for young entrepreneurship and the flow of investments in the restaurant and hotel industry of the Republic of Tatarstan

Kazan Expo Center



International exhibition center Kazan Expo is a new world-class venue in the Republic of Tatarstan which is located near the international airport of Kazan city. Its' total area is 75 385 sqm and it will display three exhibition pavilions connected to the airport and the aeroexpress station with a comfortable warm walkway.

Kazan Expo offers a contemporary congress-hall with a capacity of 3,054 delegates, 35 multifunctional conference halls with a capacity from 30 up to 500 delegates, catering and parking areas.

Adress:

1 Vystavochnaya str., selo Bolshiye Kabany,
Kazan

Direct exit from Kazan International Airport

www.kazanexpo.ru

Exhibition Areas



10000
guests

6
contests

50
speakers



Professional visitors

- Restaurateurs, hoteliers, chefs and bar managers
- CEO of distribution companies in the Republic of Tatarstan and the Volga region
- CEO of the companies-importers and manufacturers of Tatarstan and the Volga region
- Investors, franchisors and industry consultants
- Heads of branch departments of Russian regions, heads and participants of professional associations



The concept of 2019. Hospitality is in the air!

6 elements of hospitality development in the region:

- **Impressions** /great design, decorations, show program, diversity of aromas/
- **Authenticity** /unique ambience and local specialities/
- **Comfort** /comfortable bed in a hotel, clarity, ergonomic furniture/
- **Tasty meal** /high quality products, good equipment, great chefs/
- **Care** /empathy, emotional intelligence, high level of service/
- **The secret ingredient - local heroes:**
people who create the hospitality

We are chosen by Partners

International brands and local manufacturers -
partners of the exhibition HORECA by Kazan 2018



Speakers choose us

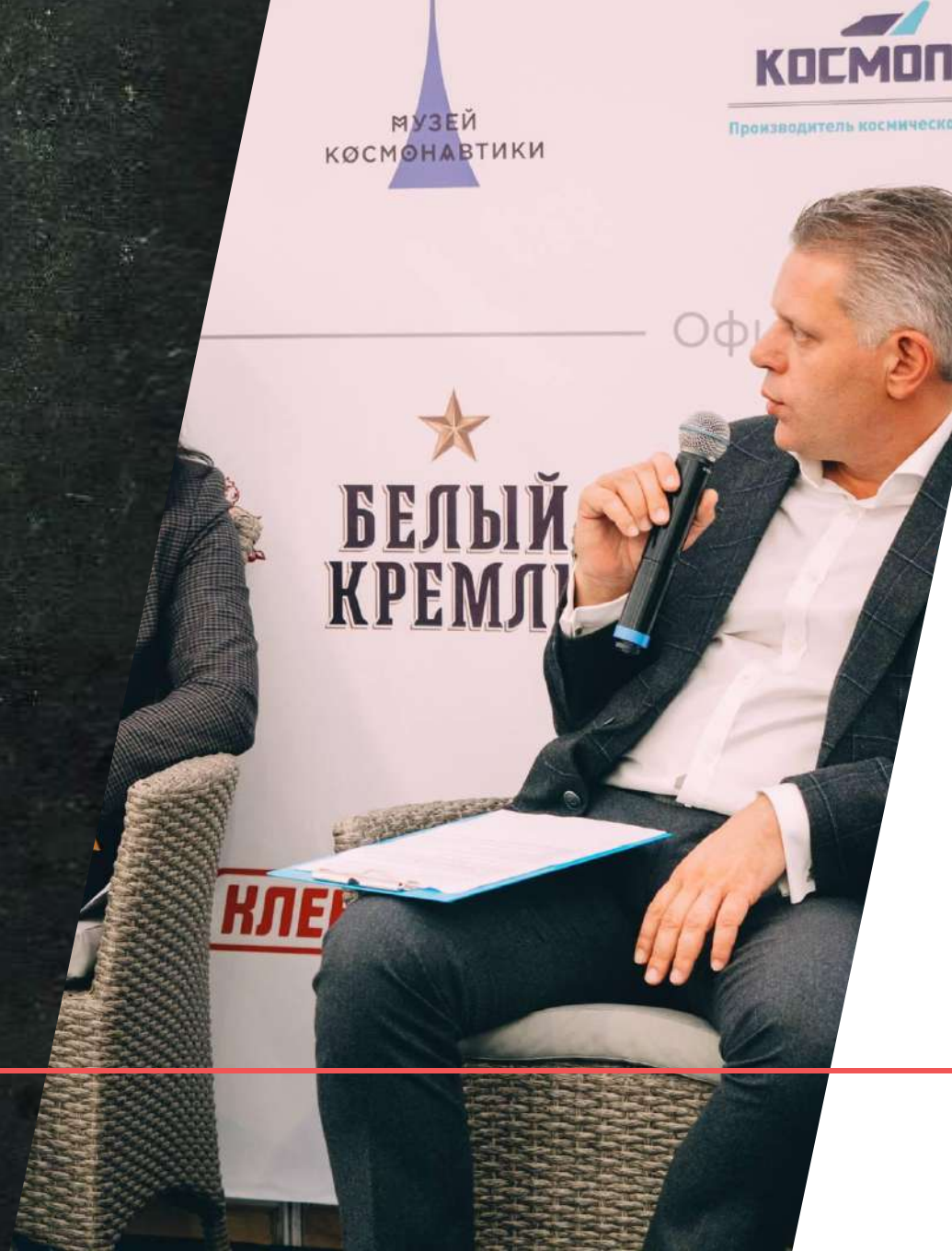
Famous restaurant and hotel experts



and all stars of hospitality

Opportunities

For sponsors and exhibitors





Exhibition Area 2019

Plan of
Plan of the design of
stands and services
by Kazan Expo
Center

Be the Exhibitor

Standart stand

- Wall panels
- Fascia board
- Carpeting
- Hanger
- 2 chairs + 1 table
- Basket

197 \$ /sq m
& the registration fee 320\$

Correspondence participation

- Catalog inclusion
- Distribution of printed products - up to 1000 copies (leaflets)
- Distribution of promotions and company news based on guests

770 \$
for 1 brand

Individual stand

- Several premium standard development options
- The possibility of developing an individual stand by the General developer

from 215 \$ /sq m

Sponsorship & Partnership

	Branding	Video	Adv	Exposition	Additionally
<p>General sponsor.</p> <p>Makes the exhibition with us</p> <p>Cost: 17 500 \$</p>	<p>Creation of an interactive platform for communication with visitors (photo zone, raffle prizes, competitions, etc); branding the rest area, food-zone, or another area of the exhibition</p>	<p>Placing the screen to show only Sponsor's commercials in one of the exhibition areas. Scrolling videos on all media carriers of the exhibition, lasting up to 3 minutes. Introducing a business program in front of all seminars in all conference rooms</p>	<ul style="list-style-type: none"> - Separate e-mail newsletter - Logo on all press walls, banners, invitations, badges - 3 advertising articles in partner media (in the context of the exhibition) - Mention of the Sponsor in all publications about the exhibition in the media - Exchange of audience in advertising offices 	<ul style="list-style-type: none"> - Standard stand 20 sqm - 2 promoters for all days - Placing a banner on the outside and inside wall of the Pavilion - Placing the sponsor's advertising construction on the street - Inclusion of expert presentation in the business program of the exhibition - Interviews with representatives of the company, shooting stand for the final video of the exhibition - Providing Sponsor with a complete list of registered visitors who have given their permission to transfer personal information to the third parties 	<p>20 points more and an unlimited number of possibilities. Personal consultation of the producers of the exhibition</p>

Sponsorship & Partnership

	Branding	Video	Adv	Exposition	Additionally
Official partner. Thematic presentation of the company Cost: 9 350 \$	Branding of the conference hall, placement of additional information and representatives of the Partner	Demonstration of an advertising video in the breaks on all media carriers of the exhibition, lasting up to 1 minute. Turning on before starting one of the seminars in all conference rooms	<ul style="list-style-type: none"> - Electronic dispatch - Logo on all press walls, banners, invitations, badges indicating the subject of the partner - 1 advertising article in partner media (in the context of the exhibition) - Mention of the Sponsor in all publications about the exhibition in the media 	Standard stand 12 sq. m. - 1 promoter for all days of the exhibition - The inclusion of expert performance - Providing a selective list of registered visitors in accordance with the key interests of the partner	another 10 points and a large number of opportunities. Personal consultation of the producers of the exhibition
Partner. Emphasize leader status Cost: 5 200 \$		Demonstration of an advertising video in 1 break on all media of the exhibition lasting up to 30 seconds	<ul style="list-style-type: none"> - Electronic dispatch - Logo on all press walls - Mentioning of the Sponsor in all publications about the exhibition in the media 	- Standard stand 6 sq m - The possibility of inclusion of the expert performance - Providing a selective list of registered visitors, in accordance with the key interests of the partner	Additional features and integration could be discussed!

OUR PRINCIPLES OF PARTNERS INTEGRATION



Individual treatment for each partner



Setting and accomplishing clear integration tasks



We offer a non-standard and creative communication with visitors



We're up to create a new conception of the future but wouldn't handle it without you



You always get more, we have a lot of surprises



After signing the contract we are in the same boat

WE ARE 100% ADDICTIVE!

Organizers:

world@horeca-kazan.ru

+7 905 022 13 93

**GUARD OF TATARSTAN
HOSPITALITY!**

horeca-kazan.ru

