



## **SPONSORSHIP PROSPECTUS**

**10<sup>th</sup> GAI Food & Beverage and Hospitality 2024**  
**September 12<sup>th</sup> - 15<sup>th</sup>, 2024**

## **EVENT OVERVIEW**

The 10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) 2024 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 10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) 2024 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 10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) attracts more than 30,000 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, the 10<sup>th</sup> GAI FBH 2024 visitor promotion will be reaching out beyond Nepalese southern borders to Uttar Pradesh and Bihar.

The 10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) clearly defines and demonstrates the power of live marketing. A TV, FM commercial or Social Media 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 the 10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) 2024 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

## **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 2024.

## **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

The 10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) 2024 offers a variety of following sponsorship packages to suit your objectives and budget.

Sponsorships	Fees	No. of Sponsors
Event Title	NRs. 16,00,000	1
Platinum	NRs. 6,50,000	2
Diamond	NRs. 5,00,000	3
Gold	NRs. 4,00,000	4
Silver	NRs. 2,50,000	5

## SPONSORSHIP MILEAGE

### Event Title:

- Shall carry company logo as the Title Sponsor preceding the name of the Exhibition in all the advertisements (consisting of print media, social media, and electronic media), signage and promotional materials to be printed.
- Shall feature a short interview in the designated TV channel during the event.
- Verbal acknowledge in the Opening Ceremony cum Press Conference
- Prominent placement of company name and logo in the event website and company logo to be hyperlinked to company website
- Allow 15 company banners in the Exhibition venue for all days for onsite branding.
- Allow 02 walls next to entry and exit for onsite branding
- 15 Paid dedicated Social Media posts pre and during event
- Logo in the badge lanyards for the visitors
- Pre event feature ( a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 72 sq. m to use as a corporate stand to promote products and services.

### Platinum:

- Prominent placement of company logo as Platinum Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledge in the Opening Ceremony cum Press Conference
- Prominent placement of company logo in the event website hyperlinked to company website
- Allow 8 company banners in the Exhibition venue for all days for onsite branding.
- Allow 01 wall near entry and exit for onsite branding
- 08 Paid dedicated Social Media posts pre and during event
- Pre event feature ( a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 36 sq. m to use as a kiosk to promote the products and its services.

### Diamond:

- Prominent placement of company logo as Diamond Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledge in the Opening Ceremony cum Press Conference
- Prominent placement of company logo in the event website hyperlinked to company website
- Allow 06 company banners in the Exhibition venue for all days for onsite branding.
- Allow 01 wall near entry and exit for onsite branding
- 06 Paid dedicated Social Media posts pre and during event
- Pre event feature ( a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 27 sq. m to use as a kiosk to promote the products and its services.

### Gold:

- Prominent placement of company logo as Gold Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledge in the Opening Ceremony cum Press Conference
- Prominent placement of company logo in the event website hyperlinked to company website
- Allow 04 company banners in the Exhibition venue for all days for onsite branding.
- Allow 01 wall near entry and exit for onsite branding
- 04 Paid dedicated Social Media posts pre and during event
- Pre event feature ( a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 18 sq. m to use as a kiosk to promote the products and its services.

## Silver:

- Prominent placement of company logo as Silver Sponsor in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Verbal acknowledge in the Opening Ceremony cum Press Conference
- Prominent placement of company logo in the event website hyperlinked to company website
- Allow 02 company banners in the Exhibition venue for all days for onsite branding.
- 01 Paid dedicated Social Media post pre or during event
- Pre event feature ( a dedicated section) in a bi weekly e newsletter of the event
- Shall provide a complimentary space of 06 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 “10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) 2024” besides regular sponsorship packages such as the following.

### A. Special Event Sponsorships

Live special events are planned during the three days of 10<sup>th</sup> GAI Food & Beverage and Hospitality Exhibition (FBH) 2024 to not only to attract the visitors but also enliven the atmosphere of the exhibition.

- Best Bartender Contest – NRs. 4,50,000
- Master Chef Challenge – NRs. 4,00,000
- Master Baker Challenge – NRs. 4,00,000
- Best Barista Contest – NRs. 3,50,000

- The special event sponsor’s logo will be placed in the advertisements (consisting of print media, social media, electronic media), event signage including the backdrop in the special events hall during the respective special event, participants and winners’ certificates and promotional materials to be printed henceforth, preceding the name of the respective special event.
- Verbal acknowledge in the Opening Ceremony cum Press Conference and during the respective special event.
- Prominent placement of company logo in the event website hyperlinked to company website
- Allow 04 company banners in the Exhibition venue for all days for onsite branding.
- Company or brand logo display on the screen at the special events hall during the respective special event
- 04 Paid dedicated Social Media posts pre and during event
- Pre event feature in a bi weekly e newsletter of the event
- Shall be allowed to do the branding and promotion in the special events hall on the day of the respective special event.
- Shall provide a complimentary space of 09 sq. m to use as a kiosk to promote the products and its services.

### B. Opening Reception Sponsor @ NRs. 600,000

- Prominent placement of company logo as hospitality partner in all the advertisements (consisting of print media, social media, electronic media), signage and promotional materials to be printed.
- Company name and logo in the Opening Ceremony Reception Invitation.
- Verbal acknowledge in the Opening Ceremony cum Press Conference
- Opportunity to welcome attendees to the reception
- Prominent placement of company logo in the event website hyperlinked to company website
- Allow 8 company banners in the Exhibition venue for all days for onsite branding.
- Allow 01 wall near entry and exit for onsite branding
- 08 Paid dedicated Social Media posts pre and during event
- Pre event feature in a bi weekly e newsletter of the event
- Shall be allowed to do the branding and promotion in the Opening Reception area on the day of the Opening Ceremony Reception.
- Shall provide a complimentary space of 36 sq. m to use as a kiosk to promote the products and its services.

Please, request full details of the sponsorships by directly contact us. Please, call Meenu Rajkarnicar at [meenu@rajkarnicar.com](mailto:meenu@rajkarnicar.com) or +977 9851020528.