

FOOD & BEVERAGE
AND
HOSPITALITY
2026

September 4th - 6th, 2026
Deendayal Hastakal Sankul, Varanasi



SPONSORSHIP PROSPECTUS

Supported By



in association with



EVENT OVERVIEW

The Food & Beverage and Hospitality Exhibition (FBH) Varanasi 2026 is focused exclusively on food, beverage & hospitality, the one and only of its kind in Varanasi and Uttar Pradesh in recognition of the tremendous growth in the sector. Varanasi and UP has taken all other destinations in India on the combined number of domestic and foreign tourists.

The Food & Beverage and Hospitality Exhibition (FBH) Varanasi 2026 will hosts about 250 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 Exhibition (FBH) Varanasi attracts more than 18,000 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.

The Food & Beverage and Hospitality Exhibition (FBH) Varanasi 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!

WHY VARANASI FOR FOOD & BEVERAGE AND HOSPITALITY?

1. UP and Varanasi's huge hospitality market driven by rocket growth in domestic and international tourism. Almost 100 million tourists annually to make UP the No. 1 tourist destination in India.
2. UP can boost of over 58,000 hotels and other accommodations as per CEIC data
3. UP is the largest producer of food grain in India.
4. Varanasi is the origin and heart of India's culinary arts, a gastronomic tradition still alive and kicking in Varanasi, Lucknow and other cultural destinations of UP
5. Varanasi – ties in the states that are at the heart and center of India – Uttar Pradesh, Bihar and Madhya Pradesh. Equi-distance between Luckhnow, Patna, Godh Gaya, it ties in the major tourism destinations of mid-India such as Sarnath, Agra, Ayodhya, Khajurao.
6. Unprecedented state and central government investment in tourism infrastructure in UP such as Luxury steamships, Ram Mandir and mushrooming new private sector hotels.
7. UP is the second largest state economy after Maharashtra in India.

SPECIAL EVENTS



**MASTER BAKER
CHAMPIONSHIP**



**MASTER CHEF
CHALLENGE**



**BEST BARTENDER
CONTEST**



**BEST BARISTA
CHAMPIONSHIP**



**WINE TASTING
WORKSHOP**

EXHIBITORS PROFILE

- Hospitality Software
- Grains
- Nuts, Fruits and Vegetables
- Dairy Products: Milk, Paneer, Cheese, Ice Creams
- Meat, Poultry and Fish Products
- Processed Foods: Pickles, Snacks and Biscuits
- Frozen Foods
- Hard Liquors, Wines, Beers
- Non-alcoholic Beverages: 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 Equipments
- Kitchenware: Crockery/Cutlery/Chaffing Dishes
- Food Processing, Packaging Machinery
- Poultry Farm Equipments and Supplies
- Restaurant and Hotel Furniture
- Restaurant and Hotel Lightening & Decor
- Restaurant and Hotel Upholstery, Furnishings, Linen
- Restaurant and Hotel Uniforms
- Hotel Room Toiletries
- Laundry and House Keeping
- Refrigerating Cabins and Show-cases
- Culinary and Hospitality Education institutions
- Food and Packaging Products

VISITORS PROFILE

- Hoteliers
- Restaurant Owners and Managers
- Clubs and Bar/Pub Owners and Managers
- Party-palace Owners and Managers
- Canteen Operators: Schools, Colleges
- Institutional Canteen: Hospitals
- Caterers
- Cafe Owners and Managers
- Chefs
- Bartenders
- Farmers
- Food Packaging Machinery Companies
- Food Processing Machinery Companies
- Grocery Store Owners and Managers
- Hotel and Restaurant Architects
- Hotel and Restaurant Interior Designers
- Liquor Retailers
- Super-markets Owners and Managers
- Snacks and Food Manufacturers
- Bakers
- Bakery Owners and Managers

VISITOR PROMOTION STRATEGY AND CAMPAIGN

DIRECT
MARKETING

BULK EMAIL
CAMPAIGN

SMS
MESSAGES

MASSIVE
SOCIAL MEDIA
PROMOTION

PRE-SCHEDULED
BUYER APPOINTMENTS

MEDIA EDITORIAL
COVERAGE

PRINT MEDIA
ADVERTISEMENT

MONTHLY
NEWSLETTERS

PR
ACTIVITIES

- **Massive Social Media Promotion:** Facebook, LinkedIn, Instagram ad boosts, social media influencer, and digital banners in Google, major news e-portals and relevant websites.
- **Print Media Advertisements:** Major daily news media and food & beverage and hospitality magazines.
- **Media Editorial Coverage:** Press releases, press conferences and media interviews in major print and digital news media.
- **PR Activities:** Industry Nite Cocktail Reception, VIP Visitor Program, Best Bartender Contest, Master Baker Challenge, Master Chef Challenge, Wine Tasting Class, Best Barista Contest, Retailers Power Breakfast Meet, and Talk Programs.

WHY SPONSOR FOOD & BEVERAGE AND HOSPITALITY EXHIBITION?

- 1. 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.
- 2. 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.
- 3. 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.
- 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 Food & Beverage and Hospitality Exhibition (FBH) Varanasi 2026 offers a variety of following sponsorship packages to suit your objectives and budget.

SPONSORSHIPS	FEES	NO. OF SPONSORS
EVENT TITLE	INR. 9,00,000	1
PLATINUM	INR. 5,00,000	2
DIAMOND	INR. 4,00,000	3
GOLD	INR. 3,00,000	4
SILVER	INR. 2,00,000	5

SPONSORSHIP MILEAGE

- 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 acknowledgment 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 the company website
- Allow 15 company banners in the Exhibition venue for all days for onsite branding.
- 15 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 **72 sq. m** to use as a corporate stand to promote products and services.



TITLE

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 acknowledgment in the Opening Ceremony cum Press Conference
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Allow 08 company banners in the Exhibition venue for all days 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 acknowledgment in the Opening Ceremony cum Press Conference
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Allow 06 company banners in the Exhibition venue for all days 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 acknowledgment in the Opening Ceremony cum Press Conference
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Allow 04 company banners in the Exhibition venue for all days 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 acknowledgment in the Opening Ceremony cum Press Conference
- Prominent placement of the company logo in the event website hyperlinked to a company website
- Allow 02 company banners in the Exhibition venue for all days for onsite branding.
- 01 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 **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 “Food & Beverage and Hospitality Exhibition (FBH) Varanasi 2026” besides regular sponsorship packages such as the following.

A. Lanyard Sponsorship: – INR.4,00,000/-

Logo in the badge lanyard for the visitors plus complimentary space of **09 sq. m**

B. Special Event Sponsorships

Live special events are planned during the three days of Food & Beverage and Hospitality Exhibition (FBH) Varanasi 2026 to not only to attract the visitors but also enliven the atmosphere of the exhibition.

Best Bartender Contest	– INR. 5,00,000/-
Master Chef Challenge	– INR. 4,00,000/-
Master Baker Challenge	– INR. 4,00,000/-
Best Barista Contest	– INR. 4,00,000/-

- 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.

Note: The above rates are subject to applicable taxes.

Please, request full details of the sponsorships by directly contacting us.
Please, call Neha Raya at info@fbhnepal.com or M/ WhatsApp: +977 9861814147.

organized by:



House of Rajkarnicar has pioneered the concept of trade exhibition, conference and event management in Nepal since 1991. After starting with Himalayan Expo in 1991, House of Rajkarnicar has gone on to organize numerous exhibitions, events and conferences in Nepal, India, Thailand, Singapore and Italy, some of which are its own while others are managed for clients. As of today, House of Rajkarnicar has organized and successfully executed more than 150 exhibitions, conferences and events.

Armed with 34 years of experience, a real understanding of the Nepalese business environment and an insider network of contacts within the local business community and media. House of Rajkarnicar has been successfully operating Food & Beverage and Hospitality which is the biggest and the only one of its kind in Nepal for ten years. Once again, Food & Drinks and Hospitality Varanasi, 2026 is in very promising hands.