

GAI

PRESENTS

12th FOOD & BEVERAGE AND HOSPITALITY

2027

13th - 15th May 2027

30th, 31st Baisakh / 1st Jestha 2084
Bhrikutimandap, Kathmandu

SPONSORSHIP PROSPECTUS



Supported By



Exhibition Partners



Event overview

The 12th GAI Food & Beverage and Hospitality Exhibition (FBH) 2027 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 12th GAI Food & Beverage and Hospitality Exhibition (FBH) 2027 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 12th GAI Food & Beverage and Hospitality Exhibition (FBH) attracts more than 45,000 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 12th GAI FBH 2027 visitor promotion will be reaching out beyond Nepalese southern borders to Uttar Pradesh and Bihar.

The 12thGAI 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



**MASTER BAKER
CHAMPIONSHIP**



**MASTER CHEF
CHALLENGE**



**BEST BARTENDER
CONTEST**



**BEST BARISTA
CHAMPIONSHIP**



**WINE TASTING
WORKSHOP**

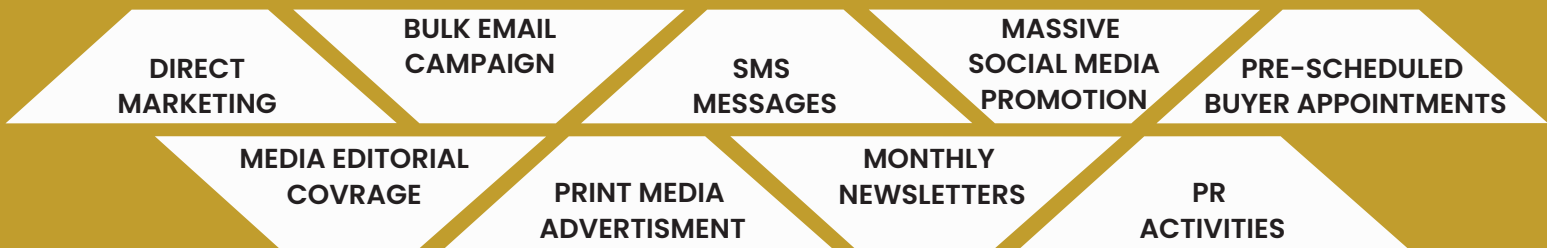
Exhibitors Profile

- 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
- Institutional Canteen: 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



- **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 12th GAI Food & Beverage and Hospitality Exhibition (FBH) 2027 offers a variety of following sponsorship packages to suit your objectives and budget.

SPONSORSHIPS	FEEs	NO. OF SPONSORS
EVENT TITLE	NPR 19,50,000	ALREADY BOOKED
PLATINUM	NPR 8,00,000	2
DIAMOND	NPR 6,50,000	3
GOLD	NPR 5,20,000	4
SILVER	NPR 3,90,000	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.
- Allow 02 walls next to the 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 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.
- Allow outdoor branding space for a big signage approx. signage 8ft X 10ft near entry and exit for on-site 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

- 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.
- Allow outdoor branding space for a big signage approx. signage 8ft X 10ft near entry and exit for on-site 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.

DIAMOND

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.
- Allow outdoor branding space for a big signage approx. signage 8ft X 10ft near entry and exit for on-site 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.

- 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.

SILVER

STILL OTHER WAYS TO GETTING INVOLVED

There are other opportunities of getting involved with the mega event of "12th GAI Food & Beverage and Hospitality Exhibition (FBH) 2027" besides regular sponsorship packages such as the following.

A. Special Event Sponsorships

Live special events are planned during the three days of 12th GAI Food & Beverage and Hospitality Exhibition (FBH) 2027 to not only to attract the visitors but also enliven the atmosphere of the exhibition.

Best Bartender Contest	– NPR 5,00,000/-
Master Chef Challenge	– NPR 4,50,000/-
Master Baker Challenge	– NPR 4,50,000/-
Best Barista Contest	– NPR 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.

B. Opening Reception Sponsor @ NPR 7,50,000/-

- 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.

Note: The above rates are subject to applicable taxes.

Please, request full details of the sponsorships by directly contacting us.

Please, call Meenu Rajkarnicar at info@fbhnepal.com or M/ WhatsApp: +977 9766389019



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 Nepal, 2027 is in very promising hands.