



Under the Patronage of H.E. The Minister of Tourism and Antiquities

7<sup>th</sup> Edition

# HORECA JORDAN 2021

The 7<sup>th</sup> International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

**7<sup>th</sup> - 9<sup>th</sup> December | 3:00 - 9:00 PM**  
**Zara Expo Center | Amman - Jordan**

Meet the entire food service industry face to face at the region's annual hospitality and food event



ДОКУМЕНТ СЕД МЗС АСКОД

Підписувач ЩЕРБАТЮК МИРОСЛАВА ДМИТРІВНА  
Сертифікат 2B6C7DF9A3891DA1040000006791300B54BA801  
Дійсний з 30.07.2020 12:43:47 по 30.07.2021 23:59:59

Департамент економічного розвитку та  
зовнішньоекономічної діяльності Луганської обласної  
державної адміністрації

№ 05-05/03039 від 28.07.2021



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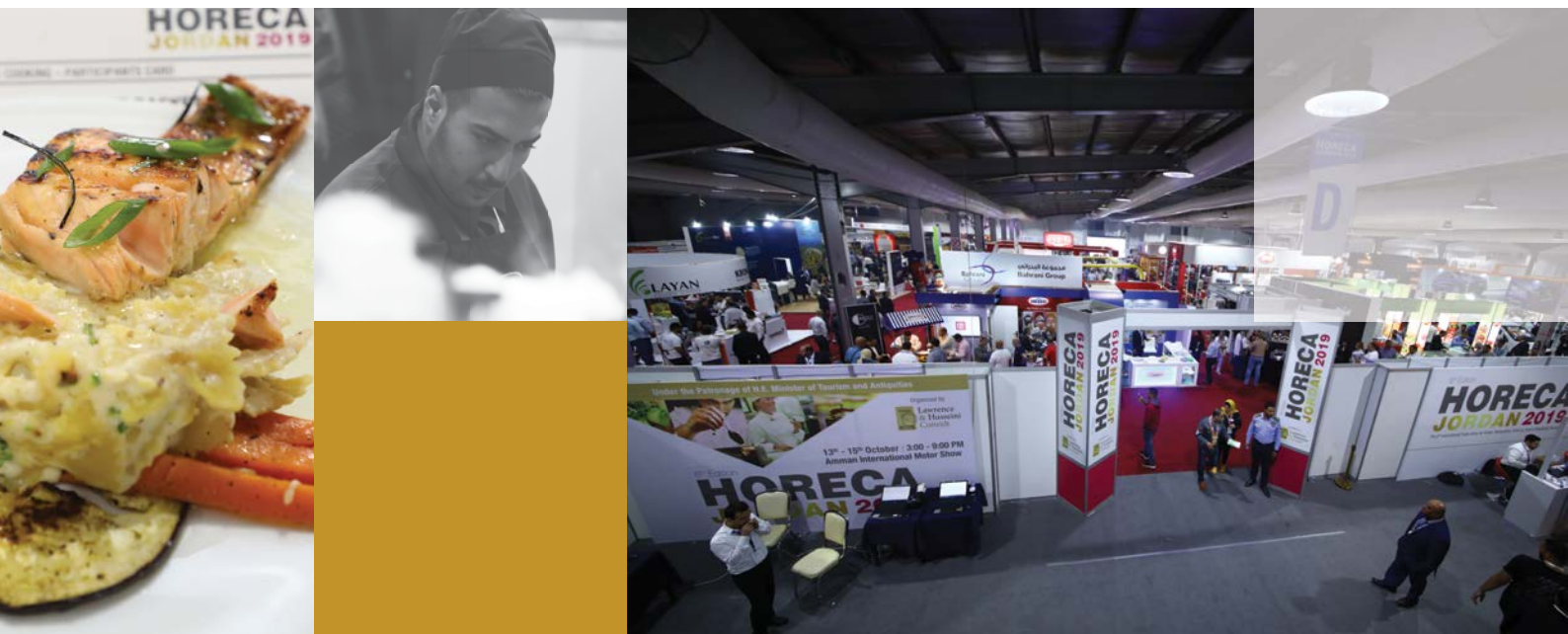
## About **HORECA Jordan**

We are proud to announce the Seventh Edition of **HORECA JORDAN** which will attract more visitors especially from regional countries and will be the largest exhibition for the Hospitality and Food & Beverages Service industry in the area. It will take place on the 7 - 9 December, 2021 at Amman/Jordan.

The annual exhibition will cover: food & beverage services and hospitality sectors from Jordan and the region, including Palestine, Iraq and Egypt. Various other regional and international countries will be present with large pavilions.

Business networking opportunities will be supplemented with different attractions, awards, and competitions, availing participants with exposure to new and innovative business ideas.

International & Business Delegations will be part of this unique even.



# HORECA Lebanon

**HORECA** is the Levant's largest annual exhibition for the foodservice and hospitality industry. It is the ideal place for industry-specific exhibitors and visitors to converge.

Business networking opportunities are supplemented with different attractions, awards, and competitions, availing participants with exposure to new and innovative business ideas.



# Experience HORECA

## Exhibition Profile & Participating Sectors

- Hotels, restaurants & cafes
- Catering, supermarkets, kitchen and other equipment
- Furniture, fixtures & designs
- Tableware, uniforms, linens & guest amenities
- Specialized technology
- Government offices
- Packaging
- Consultant, recruiting & franchise
- Cleaning & maintenance
- Delicatessen, cured meats & cold cuts
- Eggs and dairy products
- Seafood dried fruits, fresh fruits & vegetables
- Fresh meat
- Fresh poultry
- Frozen products
- Grocery products
- Health foods & diet products
- Organic products
- Preserved & canned foods
- Ethnic food
- Confectionery, biscuits, pastries & chocolate
- Bakery and pastry products
- Coffee & tea Stand



## Stand Participation

Participants can display their products, services and technologies:

### Space rental:

- US\$ 270.00 per square meter - **(Minimum area 18 sqm)**  
*Prices above exclude 16% tax*

- JD 192 per square meter - **(Minimum area 18 sqm)**  
*Prices above exclude 16% tax*

### Special Custom Stand:

Includes Wooden laminated Panels, Name panel, 2 chairs, 1 table, built in shelves, electricity Outlet:

- US\$ 335 per square meter - **(Minimum area 12 sqm)**  
*Prices above exclude 16% tax*

- JD 238 per square meter - **(Minimum area 12 sqm)**  
*Prices above exclude 16% tax*

### SPECIAL DESIGN:

For an additional charge, participants can upgrade their stand and get a customized booth designed. For special designs please contact the Organizers:  
Nuran: [admin2@lawrenceconferences.com](mailto:admin2@lawrenceconferences.com)



## Sponsorship Opportunities

HORECA JORDAN is one of the leading exhibitions in the Middle East - sponsorship opportunities will raise companies' brand awareness and media exposure.

HORECA JORDAN'S team will work efficiently to define each company's objectives to provide a specialized package that strikes each organization's main goals. Interested companies may seize the opportunity to be one of HORECA's JORDAN sponsors in order to promote and advertise their company.

Sponsorship categories are: Strategic Partner (one package available only), Platinum, Telecom Partner, Gold, Silver, Bronze, Official Bank, Corporate sponsor

Accordingly, please Check HORECA JORDAN website for Sponsorship packages. For more information kindly check the website [www.horeca-jordan.com](http://www.horeca-jordan.com) or contact us on [sales@horeca-jordan.com](mailto:sales@horeca-jordan.com) Tel: +962 6 4642501/2/3

## Sponsorship Categories

I Strategic Partner <i>Exclusive - One Partner Only</i>	\$100,000	VIII Telecom Partner	\$30,000
I Diamond Sponsor <i>(One Diamond Only)</i>	\$70,000	Friends of HORECA Jordan	\$10000
II Platinum Sponsor	\$50,000	Lanyard Sponsorship	\$10000
III Gold Sponsor	\$35,000	Official HORECA Bags Sponsor	\$15000
IV Silver Sponsor	\$20,000	Beverage Sponsor	\$15000
V Bronze Sponsor	\$10,000	Ushers sponsorship	\$8000
VI Corporate sponsor	\$7000	Cleaning Staff	\$5000
VII Official Bank	\$25,000	Garbage bags	\$ 5000
		Elevator sponsorship for 8 elevators /	\$10 000

Please add 16% sales taxes

- For Sponsorship Benefits, Please Check out HORECA JORDAN Website or Contact The Organizer.



## Events Sponsorship

The sponsorship program offers you an excellent opportunity to promote your brands and services to the hospitality and foodservice industry. For specialized exposure take the opportunity to sponsor our events

### Salon Culinaire: (Live Cooking and Display Competitions)

- Exclusive Salon Culinary Sponsorship (One only)	\$30,000
- Salon Culinary Corporate Sponsorship	\$12000
- Beef Competition	\$15,000
- Official Hygiene of the Salon Culinary	\$15,000
- Burger Competition	\$10,000
- Pastry Cup Competition	\$7,000
- Contemporary Jordanian Cuisine	\$5000
- Contemporary Jordanian Cuisine Ingredients	\$3000
- Official Chocolate	\$7,000
- Official Nuts	\$5,000
- Official Cream	\$5,000
- Official Frozen Fruits	\$5,000
- Official Sea Food	\$5,000
- Official Chicken	\$5,000
- Official Bread	\$5,000
- Official Pasta	\$5,000

### Other Competitions:

<b>Bed Making Competition Sponsor</b>	<b>\$5,000</b>
<b>Barista Main Gold Sponsor</b>	<b>\$15,000</b>
<b>Barista Sponsor</b>	<b>\$12,000</b>
<b>Mocktail competition</b>	<b>\$7,000</b>
<b>Beverage Sponsor</b>	<b>\$15,000</b>
<b>Art of Service Competition</b>	<b>\$15,000</b>

Please add 16% sales tax

\*\*Other competition to be announced later

For Sponsorship Benefits and more information Kindly check the website

[www.horeca-jordan.com](http://www.horeca-jordan.com) or contact us on: [sales@horeca-jordan.com](mailto:sales@horeca-jordan.com)

Tel: +962 6 4642501/2/3



## Effective Advertisement

Official Visitors Show Bags	\$15,000
Flyer distribution in Visitors Bags	\$5,000
Banner on official Horeca Jordan 2021 website homepage	\$2,000
Logo printed at the Press Lounge (with other sponsor logos)	\$2,000
Logo printed at the Press Lounge (Exclusive with the Telecom partner)	\$4,000
Logo printed at the VIP Lounge (with other sponsor logos)	\$3,000
Logo at the VIP Lounge (Exclusive)	\$5,000
Logo printed at the Registration Desks (with other sponsor logos)	\$3,000
Logo printed on Long Banner between Floors (with other sponsors logo)	\$4000
Ushers T-shirt branding	\$8,000
Elevator doors branding (per elevator)	\$2,000
Elevator doors branding (Package for all eight elevators)	\$10,000
Book Marker of the Official Catalogue	\$4,000
Logo printed on Visitors Lanyards	\$10,000
Special Newsletter sent to database (Each/per one)	\$2,000
Logo printed on Floor Plan (To be distributed to all visitors)	\$3,000
Official IT Company	\$5,000
VIP Lounge	\$12000
Registration area branding	\$12000
Valet area /hall entrance	\$12000

### Advertisement at HORECA JORDAN Catalogue

#### Catalogue distributed during HORECA Jordan 2021 exhibition dates:

Outside Back Cover (Colored)	\$3,000
Inside Back Cover (Colored)	\$2,000
Inside page (Colored)	\$1,000

#### Advertisement at Hospitality News Magazine – Special HORECA Magazine distributed in the Region:

JORDAN issue	\$1,090 - \$2,475 (depending on the location)
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## Visitors include buyers, decision makers & professionals from:

- Hotels, resorts/spa and furnished apartments
- Restaurants and similar establishments
- Franchise and management companies
- Bakery and pastry shops
- Independent and/or retail chains
- Independent and/or supermarket chains
- Institutional and independent caterers
- Hospitals
- Engineers, architects, designers, and consultants
- Hotel management schools and universities
- Private and public institutions
- Suppliers
- Services

## Hosted Buyers Program (HBP)

The organizers will create a hosting buyers program and invite potential companies from Iraq, Palestine and Egypt.





## Media Coverage

This event will be widely covered by both local and regional media: including newspapers, magazines, social media, electronic sites and TV stations. The coverage will offer sponsors regional exposure on Jordan's TV, Ro'ya TV as well as satellite regional stations such as Dubai TV, LBC, MBC, Al Arabiya, ANB, Kuwait TV, Nile TV, Morocco TV, Saudi TV, Palestine TV, Iraq TV and others.

Adverts and press releases will be published in the local newspapers, regional newspapers and electronic websites.

## The Exhibition is endorsed by:

- Ministry of Tourism & Antiquities
- Jordan Tourism Board
- Jordan Hotels Association
- Jordan Restaurants Association
- The Jordanian Chefs Association





## About the Organizer



Lawrence  
& Husseini  
Consult

Lawrence & Husseini Consult is an event management and marketing consultation company with more than 17 years of expertise in the organization of local and international conferences, seminars, corporate events and exhibitions that cover an array of sectors and industries.

[www.lawrenceconferences.com](http://www.lawrenceconferences.com)  
facebook: LawrenceHusseiniConsult

It is the most  
effective way to  
showcase your  
products.





## Venue

Zara Expo Center  
Grand Hyatt Amman Hotel  
Amman, Jordan

Discover the 5-stars luxury hotel experience that awaits you – located just two kilometers away from the city centre, in the heart of the business and diplomatic district of Jabal Amman.

As the preferred Amman hotel for the discerning corporate traveler with first-class services and amenities.

Allow our exceptionally appointed rooms and suites to be your relaxing retreat when travelling for conventions and sales meetings.

Enjoy the full range of facilities at our 5-star Amman hotel – including a health centre, spa, enticing restaurants and dining, chic bars and lounges, and unparalleled meeting and event planning.

Horeca JORDAN is organized by Modern for Conferences & Exhibitions, based on a license agreement with Hospitality Services SARL; a Lebanese company organizer of Horeca long established international exhibition and event.





**Accommodation discounted rates:**

For Hotel discounted booking rates, use our 5 Stars Hotel partner,  
Amman Grand Hyatt - Main Venue hotel

For Special Rates & booking kindly contact us on Horeca website;

Email: [hotel@horeca-jordan.com](mailto:hotel@horeca-jordan.com)

**Last date for hotel booking 25<sup>th</sup> of November 2021.**

**Organized by:**



**Lawrence  
& Husseini  
Consult**

**For more information kindly check the website**  
[www.horeca-jordan.com](http://www.horeca-jordan.com) or contact us on [sales@horeca-jordan.com](mailto:sales@horeca-jordan.com)  
Tel: +962 6 4642501, 2, 3 Fax: +962 6 4642506  
[www.facebook.com/horecajo](http://www.facebook.com/horecajo)







8<sup>th</sup> Edition

# HORECA JORDAN 2022

The 8<sup>th</sup> International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

Organized by



Lawrence  
& Hussein  
Consult

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