

EXPOCULINAIRE 2021 - VIRTUAL SPONSORSHIP OPPORTUNITIES

Articulated coverage of the event from the ICCA Dubai Studio, along with highlights and interviews of Hero Chefs, Past champions, Worldchefs Leaders, and much more...

WHAT IS EXPOCULINAIRE 2021 - VIRTUAL?

- 4 Full Days of the 24th International Emirates Salon Culinaire
- 22 Competition Classes to See
- 400 Competitors in Action
- 30 International Judges in Attendance
- 16 Sessions of Certified PDP Education to Join

This your opportunity to connect & engage with over **50,000** Foodservice Contacts, **500,000** Worldchefs Members, and also reach a massive Social Media audience of **27,000,000**.



VIRTUAL
EXPOCulinaire
FEATURING THE 24TH EMIRATES
INTERNATIONAL SALON CULINAIRE
4TH-8TH APRIL 2021 | 4TH-5TH APRIL 2021 - RADISSON BLU HOTEL DUBAI DEIRA CREEK
6TH-7TH APRIL 2021 - JUMEIRAH CREEKSIDE DUBAI
8TH APRIL 2021 - ICCA DUBAI (INVITATION BY CHAIRMAN)

IN ASSOCIATION WITH



VENUE PARTNERS



STRATEGIC PARTNER



ORGANISED BY



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FULL SPONSOR PACKAGES

| SPONSORSHIP PACKAGES | HEADLINE US\$ 40,000 | DIAMOND US\$ 30,000 | PLATINUM US\$ 20,000 | GOLD US\$ 15,000 |
|--|-------------------------|------------------------|-------------------------|---------------------|
| Logon on Website and Digital Invitations | ✓(Large) | ✓(Medium) | ✓(Medium) | ✓(Small) |
| Logo on Live Rolling Digital Banner | ✓ | ✓ | ✓ | ✓ |
| Dedicated Social Media Posts | ✓(4) | ✓(3) | ✓(2) | ✓(1) |
| 20-second Daily Advertisement Slot | | ✓ | ✓ | |
| 45-second Daily Advertisement Slot | ✓ | | | |
| 2-min Interview/Product Spotlight | ✓ | ✓ | | |

Sponsoring ExpoCulinaire 2021 Virtual will promote your brand to hundreds of thousands of chefs plus many others in the HoReCa sector. These 5 key numbers show benefits of sponsoring ExpoCulinaire 2021 Virtual in quantitative terms:

- Email campaigns to more than **50,000** foodservice contacts in the UAE and MENA region.
- Direct promotion to all **500,000** members of Worldchefs in 110 countries on LinkedIn, Instagram, Website and Facebook.
- Postings through Chef Social Media Personalities with a combined following in excess of **27,000,000**.
- Brand promotion during the four days of ExpoCulinaire ‘Virtual’ Live Streaming (anticipated audience of **25,000** daily viewers).
- On-site and In-Person physical promotion to all Judges, Marshals and Competitors at the 24th Emirates International Salon Culinaire (**400+** expected).

These opportunities guarantee exposure to the widest audience HoReCa end users in the Middle East. No other event can offer a platform of such depth and strength to this highly focused audience.





ON-SITE BRANDING OPPORTUNITIES

Sponsorships are not limited to the ones listed in the brochure. We can create tailored and bespoke sponsorship opportunities that align with your business objectives and budget.

LANYARDS
US\$ 10,000

FLAGS X4
US\$ 5,000

**BRANDING
BOARD X2**
US\$ 3,000

**TABLETOP WITH
ROLL-UP**
US\$ 4,000

DIGITAL LOGO
US\$ 2,500



EDUCATION & TRAINING - VIRTUAL

US\$ 30,000 EDUCATION SPONSOR

In keeping with our core brand values, Education & Training continues to be a pillar at ExpoCulinaire 2021 Virtual. With 4 daily certified sessions delivered by our partners, there will be 16 culinary classes for students and chefs to develop their skills. Unlike the limited number of attendees in previous years, the nature of virtual sessions will remove the audience capacity and add the opportunity for overseas chefs to join.



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WHY YOU SHOULD TAKE A **SPONSORSHIP OPPORTUNITY** AT EXPOCULINAIRE 2021 - VIRTUAL ACT NOW

Use these sponsorship opportunities to deliver your marketing objectives. Your products or services will be positioned in front of end user HoReCa professionals and students across the world as well as physically in the local market.

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Speak to our team on +971 56 353 2444 or email info@expoculinaire.com mentioning "Sponsorship Enquiry" in the subject line.



**** ALL SPONSORSHIPS WILL BE INVOICED AND PAID TO PURPLE KITCHEN EVENTS LLC**

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