

# beINSPIRED!

THE 4TH EDITION OF THE ONLY DEDICATED EVENT FOR CHEFS, PASTRY CHEFS,  
BAKERS, COOKS, STUDENTS AND HORECA PROFESSIONALS

## 2022 SPONSORSHIP BROCHURE



## EXPO *Culinaire*

FOOD & EQUIPMENT FOR CHEFS | PASTRY CHEFS | BAKERS | HORECA PROFESSIONALS  
FEATURING THE 25TH EMIRATES INTERNATIONAL SALON CULINAIRE  
30 MAY-2 JUN 2022 | ADNEC, ABU DHABI, UAE

PART OF



CONVENTION  
& EXHIBITION  
BUREAU

**WORLD CHEFS  
CONGRESS & EXPO  
ABU DHABI  
UAE  
30 MAY-2 JUN 2022**

IN ASSOCIATION WITH



WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES

DESTINATION PARTNER



Abu Dhabi

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ORGANISED BY

**PURPLE**kitchen  
EVENTS



@expoculinaire

[www.expoculinaire.com](http://www.expoculinaire.com)



@worldchefs2022

[www.worldchefscongress.org](http://www.worldchefscongress.org)



@emiratesculinary

[www.emiratesculinaryguild.net](http://www.emiratesculinaryguild.net)

# EXPOCULINAIRE 2020 SPONSORSHIP OPPORTUNITIES

Get your brand in front of thousands of Chefs, Pastry Chefs, Baker, Cooks, Students and professionals from the HoReCa sector - the largest gathering in UAE! Professionals attend ExpoCulinaire to make informative purchasing decisions by actually using and seeing first hand the products, supplies and services on offer.

Sponsorships at ExpoCulinaire offer a variety of opportunities that guarantee exposure, recognition and usage by end users.

SPONSORSHIP PACKAGES	HEADLINE US\$ 20,000	DIAMOND US\$ 15,000	PLATINUM US\$ 12,000	GOLD US\$ 10,000
Logo on Digital/Print Collateral	√	√	√	√
Designated Email Campaign	√ (1)	√ (1)	√ (mention)	
Dedicated Social Media Posts	√ (4)	√ (3)	√ (2)	√ (1)
Logo Branding Onsite	√	√	√	√
Advertising Show Magazine	√ (full page)	√ (full page)	√ (half page)	√ (half page)
VIP Lunch Reserved with Logo	√ (6)	√ (4)	√ (2)	√ (2)
Evening Networking Events	√ (welcome - 3 gala - 2)	√ (welcome - 2)		

## EDUCATION & TRAINING AREA SPONSORSHIP US\$ 10,000



Your company name will be mentioned in any communications that cover training & education in ExpoCulinaire.

Unique to ExpoCulinaire, daily sessions provided by the Regions top education and training Academies and Institutions, attracts junior and senior professionals alike. This is an excellent opportunity to get your brand in front of the future Culinary Professionals as well as those industry experts looking to improve quality and skills with new innovations.

# ON-SITE BRANDING OPPORTUNITIES



There are a range of individual sponsorships offering high visibility brand positioning during ExpoCuliniare 2022. Since the show will move for one year only to Abu Dhabi to run as part of Worldchefs Congress & Expo 2022, a new range of onsite branding is possible.

**CONCOURSE  
HANGING BANNERS**  
US\$ 4,000  
FOR 8 PIECES



**LAMP POSTS**  
US\$ 5,000  
FOR 8 PIECES



**MEGA PANEL  
INTERNAL**  
US\$ 7,500



**SINGLE DOOR  
CAPSULES**  
US\$ 6,500

**SLIDING  
DOORS**  
US\$ 5,000





# IN-HALL BRANDING OPPORTUNITIES

## SHOW MAGAZINE

DOUBLE SPREAD US\$ 2,500  
BACK COVER US\$ 2,500  
INNER FRONT COVER US\$ 1,875  
INNER BANK COVER US\$ 1,875  
FULL PAGE US\$ 1,250

HANGING BANNER  
ABOVE STAND  
US\$ 1,000

GIVEAWAYS  
BASED ON  
REQUIREMENTS

BADGES &  
LANYARDS  
US\$ 7,500

REGISTRATION  
DESKS  
US\$ 5,000

VISITOR  
BAGS  
US\$ 2,500

Not only will sponsorship enhance your participation at ExpoCulinaire, there will be the additional senior audience of the WorldChefs Congress 2022 delegates. It will be the first time in 4 years that the global association will meet and ExpoCulinaire will be at the heart of the gathering.

ATTENDEES

8,000+

SQM

16,000

COMPANIES

550



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WWW.WORLDCHIEFSCONGRESS.ORG



## WHY SHOULD YOU TAKE A SPONSORSHIP OPPORTUNITY AT EXPOCULINAIRE?

These sponsorship packages will place your products, supplies and services directly in front of the purchaser - the professionals who specify what products they want to use! This is your platform to gain maximum impact for your brand, offering unique marketing opportunities pre, post and for the duration of the event.

Sponsorships are not limited to those listed here. We can create tailored packages to capitalise on your commercial objectives and fit your budget.

SPONSORSHIPS ARE RESTRICTED TO EXPOCULINAIRE EXHIBITORS ONLY  
ALL SPONSORSHIPS WILL BE INVOICED AND PAID TO PURPLE KITCHEN EVENTS LLC  
ALL ARTWORK IS SUBJECT TO ORGANISER'S APPROVAL

FOR 2022 PARTICIPATION ENQUIRIES  
AT EXPOCULINAIRE AND WORLDCHIEFS CONGRESS  
SPONSORSHIP:

E: [info@expoculinaire.com](mailto:info@expoculinaire.com)  
T: +971 4 2460 165

FOR 2022 EMIRATES INTERNATIONAL  
SALON CULINAIRE ENQUIRIES:

T: +971 56 801 4089  
E: [emiratesculinaryguild@gmail.com](mailto:emiratesculinaryguild@gmail.com)



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