

THE ANNUAL BUSINESS MEETING PLACE FOR  
THE HOSPITALITY AND FOODSERVICE INDUSTRIES

*Years*

FROM LEBANON  
TO THE WORLD



**20 - 23 March 2018**

3 - 10 pm, Seaside Arena, Lebanon

(Previously known as BIEL area)

## EXHIBITOR MANUAL

[horecashow.com](http://horecashow.com)  [horecatradeshow](#)  [horecaleb](#)  [horecalebanon](#)



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> THIS IS  
YOUR  
SHOW



## HORECA 2018 TIMETABLE

DAY	DATE	DETAILS	TIMING
<b>BUILD-UP OF STANDS</b>			
Friday	16 March	Setting up for stands on "space only"	8:30 am - 6 pm
Saturday	17 March	Setting up for stands on equipped spaces	8:30 am - 6 pm
Sunday	18 March	Setting up for stands on equipped spaces	8:30 am - 6 pm
Monday	19 March	Setting up for stands on equipped spaces	8:30 am - 9 pm
Tuesday	20 March	No entrance into SEASIDE ARENA is allowed before 1 pm	1 pm
<b>SHOW OPENING &amp; CLOSING HOURS</b>			
Tuesday	20 March	Show official opening 1:30 pm Chefs Culinary Celebration, Hospitality Salon Culinaire 2:15 pm Speeches   2:30 pm Ribbon cutting	1 pm (for exhibitors) 3 pm (for visitors)
Wednesday, Thursday, Friday	21-22 & 23 March	<b>No entrance into SEASIDE ARENA is allowed before 1:00 pm</b> Please note that 10 pm is the official closing hour	3 pm - 10 pm
<b>DISMANTLING OF STANDS</b>			
Friday	23 March	All exhibitors & sponsors are required to be present at their stands on Friday 23 March, at 10 pm sharp for dismantling. Once halls cleared of all visitors, dismantling can begin at 10:30 pm sharp and not before. <b>The security personnel will not be responsible for any stands left unattended on Friday 23 March after 3 pm</b>	10:30 pm - 12 am
Saturday	24 March	All exhibitors & sponsors are required to be present at their stands at 9 am for the rest of the dismantling	9 am - 11 am

### IMPORTANT NOTE TO EXHIBITORS & SPONSORS

- Entrance Hours: 2 pm for Exhibitors & Sponsors & 3 pm for Visitors.
- Our organizers' office will be operating at SEASIDE ARENA starting 16 March, 2018. You can call us on +961 1 997797.

**NEW!** The opening hours of the show are from 3 - 10 pm.



## APPROVED STAND CONSTRUCTION

### **MAT s.a.l**

Beirut, Lebanon  
Tel: +961 1 492460  
Fax: +961 1 492461  
Contact: Karen Saboundjian  
ksaboundjian@ma-t.net

## FORWARDER

### **Beirut Express**

Sourati street, Chartouni Bldg.  
Beirut, Lebanon  
Tel: +961 1 341400  
Fax: +961 1 350622  
Contacts: Fred Seikaly +961 3 309995  
fred@beirutexpress.com  
Dina Hanania +961 3 344209  
customersupport@beirutexpress.com

## INSURANCE

### **Continental Trust**

Beirut Central District  
Tel: +961 1 999 250  
Contact : Hicham Ghazzawy  
hghazzawy@continentaltrust.lb.com

## SOUND & LIGHT

### **Smart Event s.a.r.l.**

Tel : +961 3 263023  
Contact : Wissam Chartouni  
w.chartouni@smartevent-lb.com

## DIGITAL PRINTINGS AND STAND FABRICATION

### **Print Works s.a.l.**

Karantina  
Tel: +961 1 577772  
Fax: +961 1 577772, ext 335  
Contacts: Chadi Sawaya, ext 444, +961 3 327076  
chadisawaya@printw.com  
Alex Homsy, ext 440, +961 3 303603  
alexhomsy@printw.com

## YOUR CONTACTS

## CARRIER

### **Middle East Airlines (M.E.A.)**

Beirut International Airport  
Tel: +961 1 622652  
Fax: +961 1 623291  
Contact: Amale Abi Nader  
abinadera@mea.com.lb

## FLORIST

### **Rosa Flowers**

New Jdeideh  
Beirut, Lebanon  
Tel: +961 1 880199  
Contact: Jean Mikhael +961 3 778076  
rosaflores.lb@gmail.com

## PR AGENCY

### **Porter Novelli**

Badaro Bureaux bldg., sami el solh  
Beirut, Lebanon  
Tel: +961 1 384622  
Contact: Celina Bou Saab  
celina.aa@ipnbeirut.com.lb  
961 1 384633

## PHOTOGRAPHER

### **Souwar Production**

Dekwaneh  
Beirut, Lebanon  
Tel : +961 1 687811  
Contact : Dominique Akoury +961 3 337545  
info@souwarproduction.com

## TRAVEL & HOTEL ACCOMMODATION

### **CTS Travel & Tourism**

Adlieh  
Tel: +961 1 395 600  
Fax: +961 1 383 542  
Contact: Tedros Gabriel  
tedros.gabriel@cts.com.lb

## OFFICIAL AIR EXPRESS

### **Aramex Lebanon s.a.l.**

Beirut, Lebanon  
Tel +961 1 517012  
Contact : Carol Abi Abdallah  
carol.abiabdallah@aramex.com



## VERY IMPORTANT

By signing the application form, the exhibitor is committed to respect and ensure respect from everyone (designers, installers etc.) to all the clauses of the architectural regulations of the stands, fire safety regulations, and the general regulations for exhibiting by Hospitality Services, Lebanon.

The organizer reserves the right to modify or dismantle all the installations that may bother the exhibitors around him or the public.

**IMPORTANT** In reference to the Lebanese Law number 174 relating to smoking ban, exhibitors are committed to respect all the provisions of the Law and the penalties that the organizers of the show may incur in the show of breach of the said provisions, and hence undertake to make sure that the provisions of the Law are complied with during the show.

## GENERAL INFORMATION: RULES & REGULATIONS

### 1.1 DATE & PLACE

The 25<sup>TH</sup> edition of HORECA will be held from 20 to 23 March 2018, at SEASIDE ARENA, Beirut Central District, Lebanon.

### 1.2 OPENING & CLOSING HOURS; ADMISSION POLICY

The exhibition will be opened to exhibitors & sponsors starting 1 pm & to visitors starting 3 pm, to close at 10 pm. 3 entrances are available (entrances A, B & C), exit is from Hall A only.

A member of your personnel should be present at the stand one hour prior to the official opening hours of the exhibition. In case of failure to comply, the insurance company could refuse any subsequent claim.

Please make sure to have qualified and trained personnel on your stand.

**IMPORTANT!**

**On the opening day, Tuesday 20 March, exhibitors are not allowed to enter to the show before 1 pm. All stands must be finalized on Monday 19 March, at 9 pm.**

An entrance fee of LBP 50,000 will be paid for nonprofessional visitors and / or those not holding an invitation with a business card or a proof showing their affiliation to the industry or their company's ID.

### 1.3 SECURITY

The organizers & Seaside Arena are not held responsible for any loss or theft or damage to exhibits at the exhibition hall during the build-up and the exhibition's opening hours & dismantling period. **It is strongly recommended that you do not leave any valuable item at your stand, especially during the dismantling of the stands.** In case of any loss or theft, inform the security department and the organizers immediately. Any delay in reporting may cause a dispute with the insurance company. Don't hesitate to call the organizers' offices for any further advice concerning this important issue.

It is recommended that a member of your personnel be present at the stand at least one hour before the exhibition opens and until all visitors have left the halls. Under no circumstances should the stand be unmanned during the open period of the exhibition. Whilst the organizers will make all reasonable arrangements for security coverage, they are not responsible for any loss or damage which may occur; and exhibitors & sponsors will be responsible for the security of their stands and their exhibits and contents, including personal property. Appropriate insurance coverage should be arranged.

**P.S: For security purposes, the exhibition halls are equipped with cameras.**



## 1.4 INSURANCE

The stands, installations, exhibitors & sponsors are insured by Continental Trust. It covers exhibitors & sponsors against fire and burglary following forcible entry. If you need to increase the amount or to add cover for other risks, just call Continental Trust.

### **Important!**

It is recommended that valuables, particularly of a portable nature, not be left unattended on your stand, especially during setting up and dismantling the stands. **Any incident involving the loss of property is to be reported in writing to the security office within 24 hours** and in any case before the dismantling takes place. In case of failure to comply, the insurance company could refuse any subsequent claim.

### **Continental Trust**

Beirut Central District  
Contact: Hicham Ghazzawi  
Tel: +961 1 999 250

## 1.5 FIRE PREVENTION

A fire extinguisher can be delivered free of charge. Make sure that the person responsible for your stand knows how to use it. If you require any specific extinguisher related to your product, please inform the organizers in advance.

## 1.6 EMERGENCY EXITS

Emergency exits are provided during the opening hours. Refer to the floor plan to check their location. There are specific regulations concerning exits and means of escape. For further clarification, please contact SEASIDE ARENA.

## 1.7 LOST & FOUND

To report any lost or stolen property, please go to the organizers' office situated on site at the main entrance. Whilst every precaution is taken to protect your property during the event, the organizers are not responsible for any loss of or damage to your property.

## 1.8 RESTRICTIONS

### **1.8.1 GENERAL RESTRICTIONS**

- It is strictly forbidden to shout in order to attract clients or to solicit support.
- Any distribution of documents or advertising material is strictly prohibited outside the limits of the stand.
- Stands should always be kept very clean. They should never be left without competent personnel during the opening hours of the exhibition. Cleaning staff at the exhibition are not allowed to clean or enter any stand without special permission.
- No direct or retail sales are permitted at any time. The exchange of payment and delivery of product to the buyer on the show floor is strictly prohibited.
- Exhibitors & sponsors providing their own displays must ensure that they are ready before delivery to the site. This includes pre-mounting of samples, exhibits, lettering, photographs etc. on suitable board.
- Maintenance of stands and delivery of stock, catalogues, etc. should not be carried out during the exhibition opening times.
- It is strictly forbidden to use cotillions or confetti during the show.



### **1.8.2 SOUND TRANSMISSION**

All types of sound reproductions, whether mechanical or live, will be monitored & approved by the organizers. Noise levels should be set so as not to cause a disturbance to any of your neighboring exhibitors. The acceptable level of sound will be at the sole discretion of the exhibition management.

The music should not exceed 60 decibels.

### **1.8.3 FOOD & BEVERAGE / ALCOHOLIC-BEVERAGE SAMPLING**

Commercial requests and distribution of samples and promotional items are allowed only within exhibitors & sponsors own stand. Sampling to visitors standing in the aisle or sampling that causes lines interfering with neighboring exhibits or aisle traffic is prohibited; and the organizers in their sole discretion, have the right to demand that such sampling cease.

Alcoholic beverages should be served in small quantities to avoid the possibility of abuse by trade visitors.

#### **IMPORTANT!**

Portions are to be of normal tasting size.

- Non-alcoholic beverage samples should be no larger than 100 ml.
- Wine and beer samples are to be no larger than 50 ml.
- Spirit samples are to be no more than 20 ml.

### **1.8.4 LIVE COOKING, ANIMATIONS, & DEMONSTRATIONS REGULATIONS**

Preparing and tasting dishes within the stand or food demonstration can be done after agreement with the organizers and provided they don't create any smell or smoke.

For Safety reason, exhibitors & sponsors are kindly requested to inform the organizers **in written** for the use or display of inflammable liquids, oils and gases.

Exhibitors wishing to organize demonstrations on their stand must provide sufficient space to accommodate spectators. These demonstrations should not interfere with other exhibitors or obstruct aisles.

The audio demonstrations should not bear any prejudice bothering to neighboring stands.

### **1.8.5 BRAND PIRACY**

Hospitality Services s.a.r.l. has signed an agreement with the Ministry of Economy & Commerce to guarantee that none of the exhibitors & sponsors will exhibit pirated or imitated goods. You are requested not to sell, display, or promote any of such merchandise.



# STAND LAYOUT & REGULATIONS; BANNERS & CUBIC STRUCTURES

## 2.1 STAND LAYOUT & FITTING

### 2.1.1 SHELL SCHEME:

The standard shell scheme includes the following:

- White partition wall panels; the panels are supported by aluminum uprights (chrome color) and finished top and bottom with aluminum cross rails. Dimensions of a single panel are (h) 250 cm\*(w) 100 cm.
- A double-faced signboard (1 color) is already installed for every equipped stand. Each is fitted at 215 cm & at 90 degrees from the open corner of every stand. The dimensions are (h) 80 cm \* (w) 35 cm. The exhibitors & sponsors name and stand number will be (in capital letters) fixed directly to the signboard back and front. The same letter font is used for all signboards.
- 300 - watt spotlights are installed with every 9 sqm stand.
- An electrical connection of 0.5 amps /1 sqm is provided.
- A track of 3 electricity sockets is already installed to every stand.
- The standard color of carpeting is dark grey. Various colors for carpeting are available upon prior request (light grey, red, beige, brown, black, royal blue, dark blue, green). **[Form 2]**

### **IMPORTANT!**

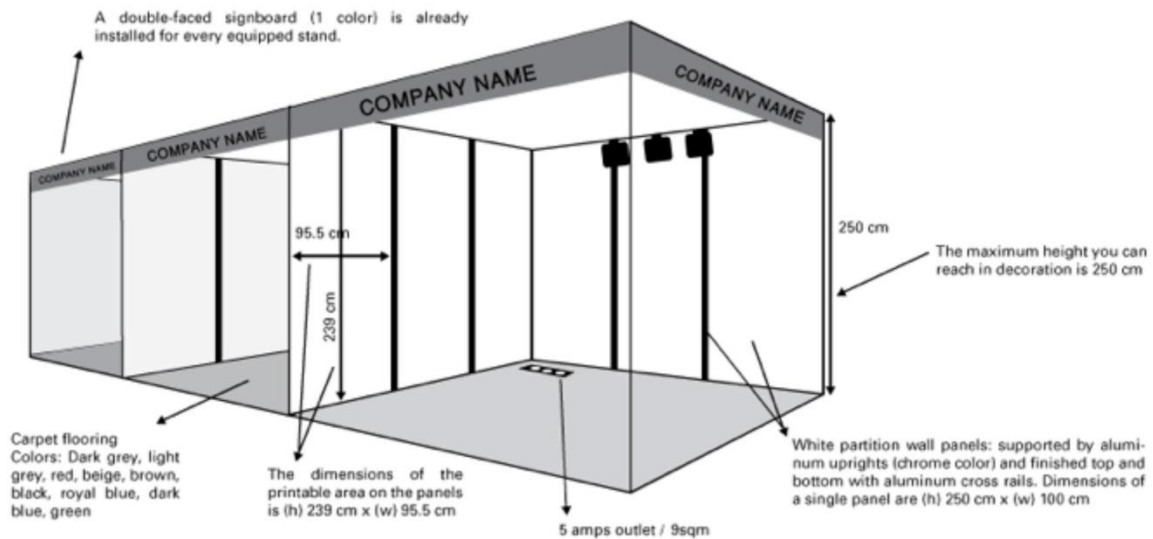
Kindly remove the nylon installed on your stand's carpet on the 1<sup>st</sup> day of the show (Tuesday, 20 March ONLY) and not before.

- The maximum height you can reach in decoration is 2,5 m (except for island stands).
- Exhibitors & sponsors may affix lightweight photos directly to the wall panels with double-sided adhesive tape, provided that such material can be removed after the exhibition without damage to the wall panels. It is strictly prohibited to use screws, nails, hooks, or similar devices. The site contractor has the right to charge for every damaged panel USD 80.
- No part of the stand or exhibit, including the signboard, lighting, or other fittings, should project into or overhang any aisle or adjacent stands or exit signs, or be suspended from the roof.
- For security and courtesy purposes, all alleys should be kept free of obstacles such as furniture, displays, or advertising material.





## SHELL SCHEME STAND WITH PANEL DIMENSIONS



### 2.1.2 SPACE ONLY

• Exhibitors & sponsors booking space only should note that the area applied for will not include any fixtures, furniture, or electricity connections. Specially designed stands are encouraged at HORECA.

• **Exhibitors & sponsors taking space only stands must provide the organizers with a drawing showing details of their proposed design for approval prior to implementation.** This should be done before Friday 16 February 2018, and should be accompanied by **Form 9**. The Organizers reserve the right to reject a design likely to unreasonably obscure or affect nearby exhibitor sites in any way.

The details required are, where applicable:

1. The form and dimensions of every structural part of the construction
2. The materials to be used in the construction
3. The provision made in the construction of the stand for protection against fire and spread of flame

• Each side of an island stand can be half closed with a maximum height of 4m (see examples below)  
For more than 4m, please get the approval from the organizers.



or



- In order to respect all the exhibitors, the stands must be widely opened on the alleys, in a way not to bother the neighbors and allow a wide visibility of the show through the stands.
- It is the responsibility of exhibitors & sponsors to make their own arrangements for the provision of a suitable floor covering for the total stand area.

**IMPORTANT!**

- The height of a platform on must be included in the total height of the stand which is 2.5 m
- The maximum weight permitted inside the hall is 300 kg/sqm
- The largest goods entrance door for inside exhibits measures (5.0 m wide x 3.9 m high)
- **The official site contractor, as well as Hospitality Services does not ensure workers for exhibitors & sponsors during the setting up of stands.**

It is mandatory to have one of your staff on the stand to receive goods since we cannot accept delivery on behalf of exhibitors & sponsors.

We strongly recommend stand designs. The official stand construction company MAT s.a.l is at your disposal to suggest a proposal.

**MAT s.a.l**

Beirut, Lebanon  
 Tel: +961 1 492460  
 Fax: +961 1 492461  
 Contact: Karen Saboundjian  
 ksaboundjian@ma-t.net



9 sqm stand closed from 2 sides



12 sqm stand closed from 2 sides



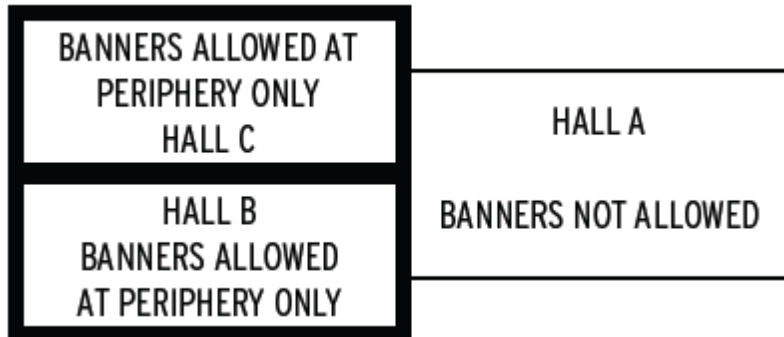
12 sqm stand closed from 3 sides





## 2.2 HANGING BANNERS & CUBIC STRUCTURES

**2.2.1 Hanging Banners** is STRICTLY prohibited except at peripheral stands in hall B & C only, in which case they must not overhang any aisle or adjacent stands or obscure any other signs (as shown in figure below), the size of the banner having been approved by the organizers:



**2.2.2 Cubic structures** are only allowed on island stands in Hall B & C only, in which case stand layout is needed from the participant indicating where the structure will be suspended; **hanging of cubes should be approved by the organizers at least 30 days prior to the exhibition**, and a plan is needed to indicate the location of the cables. Extra cost of USD 200 should be taken into consideration for 4 cables and suspension for each cube (i.e. 4 cables per cube, USD 50 for every cable). **[Form 11]**

The proposed dimensions of each cube must be 1.5m (width) x 1.5m (height). You can install structure from your stand and not hanged from ceiling (see picture above).

**IMPORTANT!** Hanging cubes / banners is not allowed in hall A.





## 2.3 SETTING UP OF STANDS

### BUILD-UP

Day	Date	Time
Friday	16 March	8:30 am - 6 pm
Saturday	17 March	8:30 am - 6 pm
Sunday	18 March	8:30 am - 6 pm
Monday	19 March	8:30 am - 9 pm
Tuesday	20 March	1 pm

**Setting up of all stands must be completed by 9 pm on Monday, 19 March 2018.**

Under no circumstances will exhibitors & sponsors be allowed to work beyond this time. **On Tuesday 20 March, exhibitors are allowed to enter to the show at 1 pm.**

In exceptional circumstances, kindly write to the organizers to clients@hospitalityservices.com.lb

### **IMPORTANT!**

In case you need a trolley to carry your goods, kindly refer to the organizers office at the main entrance of the show (free service upon availability).

For any on site enquiries, kindly refer to the organizers' office whom will coordinate your issue with the site contractor.

## 2.4 SPACE CONSOLIDATION

It may be necessary to re-assign the allocated space of some exhibitors due to the floor consolidation requirements. Every effort will be made to maximize this occurrence. However the organizers reserve the right to re-allocate exhibition areas and position of exhibition space in accordance with the general interest of HORECA. The exhibitor shall accept such new allotment of space.

## 2.5 ELECTRICAL INSTALLATIONS

The main supplies at the exhibition halls are single-phase main, 220 volts, 50Hz & three-phase main, 380 volts, 50Hz. The provision of a single-phase main supply terminal is included in the "shell-scheme" contract as 0.5 amps for every sqm. Three-phase supplies and connection will be charged extra. **[Form 9]**

All on-site electrical work must be undertaken and approved by the official site contractor.

## 2.6 WATER SUPPLY

The water supply consists of: water point, drainage & sink.

Water can be installed only at specific areas in the exhibition halls that are usually indicated on the floor plan. Please note that this is non-drinkable water.

However, if water is needed in a non-specified area for water supply, a special water pump has to be ordered ahead of time at an extra cost. **[Form 9]**

Raised flooring or a platform might be needed to be installed above the water installations for aesthetical reasons.

## 2.7 SOUND AND LIGHT

General lighting is provided in the halls and outside areas of the exhibition. Basic electricity (one 300-watt spot-light and 4.5 amp sockets per 9 sqm) is provided for "shell-scheme" stands only, and "space-only" exhibitors & sponsors are advised that specific illumination of their stands is considered essential in order to achieve an effective display. Different options for lighting your stand area are available.



## 2.8 RENTAL OF FURNITURE & AUDIO VISUAL EQUIPMENTS

The official site contractor is at your disposal to enhance your stand from the simplest to the most elaborate, adapted for all budgets. The furniture is offered on a rental basis for the duration of the exhibition. As supplies may be limited, it is advisable to book early. **[Form 10]**

Rented material is the responsibility of the exhibitor until collected by the site contractor.

## 2.9 RENTAL OF FREEZERS AND REFRIGERATORS

Feel free to contact the below companies which are at your disposal to rent freezers or refrigerated displays:

### **ARMOBEL for industry and trade**

Mkalles 2001 center  
P.O.Box 175091  
Lebanon  
Telephone: +961 1 688735  
Fax: +961 1 688354  
Mobile: +961 3 250997  
Contact: Karim Mougharbel - karim@armobel.net

### **TOMADO**

Adonis  
Lebanon  
Telephone: +961 9 222853  
Fax: +961 1 581775  
Mobile: + 961 70 464400  
Contact: Jessica Ayoub- jessica@tomado.net

## 2.10 ON-SITE REGULATIONS

- Exhibitors & sponsors are not permitted to connect or otherwise interfere with the electrical, gas, or water fittings of the halls, and shall not introduce into or use in the halls any supplementary equipment for the generation and supply of electricity or for other means of artificial lighting and generating power. If you need such services, please refer to the site contractor.
- The use of paint sprayers in the halls is not permitted.

### **IMPORTANT!**

Lighting structures including those suspended from ceiling trusses are permitted for island and peripheral stands provided they do not exceed the allowable load of the structure and are subject to Seaside Developments S.A.L approval. Such details must be submitted with the structural design detail when applicable.

## 2.11 DISMANTLING OF STANDS

All exhibitors & sponsors are required to be present at their stands on **Friday 23 March at 10 pm** sharp. Once halls cleared of all visitors, dismantling can begin at 10:30 pm sharp and not before. Vans, trucks, cars... are not allowed to enter and should wait at SEASIDE ARENA's entrance till 10:30 pm and not before, for dismantling.

**The security personnel will not be responsible for any stands left unattended on Friday 23 March after 3 pm.** In addition, on Saturday 24 March, all exhibitors & sponsors are required to be present at their stands at 9 am for the dismantling.

On Saturday 24 March, do not forget to hand each of your workers the dismantling card (with the company stamp).



## PASSES, INVITATIONS, BADGES, PARKING AND SERVICES RELATED

### 3.1 DELIVERY HOURS

Delivery hours (especially exhibitors / event participants preparing live cooking) during the exhibition are permitted daily **from 9 am to 11 am ONLY** (no one is allowed to enter before or after that time).

**N.B: The delivery will be through the back door of Hall A only.**

**The security personnel will be responsible to prohibit everyone trying to enter merchandise after 3 pm.**

### 3.2 AUTHORIZED PASSES FOR DISMANTLING

These passes are not valid during the exhibition and will be issued to all helpers involved in the dismantling of your stand. The cards will be given during the dismantling days in the exhibitors/sponsors pack. The security guards have strict orders to deny entry to any person not showing the correct pass. In your own interest, your cooperation is requested in helping to maintain security.

### 3.3 FREE SAMPLE STICKERS

These stickers are used on giveaway samples to avoid any misunderstanding with the security personnel at the exit gate of the exhibition halls.

If you are launching any new product during the show, kindly refer to the onsite organizers' office and take the **"NEW AT HORECA 2018"** card to place it on your stand to attract visitors' attention.

### 3.4 EXHIBITORS & SPONSORS PARKING CARDS

**Each company is entitled with a parking card for each day and for 1 car use only.** The cards will be given during the dismantling days in the exhibitors/sponsors pack.

Shuttle carts and valet parking services are available starting the 1<sup>st</sup> day of the show (20 March) at 2 pm.

### 3.5 INVITATIONS

#### 3.5.1 HARD COPY

The exhibition is open to professionals. Only senior students above 18 years old in the field of hotel management, nutrition & dietetics will only be allowed to enter the show by showing their student ID.

Personalized invitation cards will be printed and sent to professionals in Lebanon, Syria, Jordan, & GCC. Exhibitors & sponsors can benefit from free invitations.

These invitation cards will be given to you during the exhibitors gathering on Wednesday, 7 February, 2018 (tentative date) or sent to you.

Every 9 sqm stand is entitled to 25 invitations. Event participants are entitled to 10 invitations / company.

**Every additional invitation requested from exhibitors, is charged for LBP 15,000 each.**

It is extremely important that you send your invitation cards to the appropriate people working in the hospitality and food industries to ensure quality visitors.

**Kindly send us a hard copy if you intend to print personalized invitation cards 2 weeks before the show.** This will facilitate the entrance of your customers through the security personnel and hostesses.



### 3.5.2 E-BADGE INVITATIONS

One month prior to the show, you will receive an email (with username and password) that enables you to send an e-badge invitation to all your clients.

**NEW!** Invited clients from exhibitors not holding an invitation with a business card in the hospitality and foodservice industries will have to pay an entrance fee of 50,000 LBP

#### **Important!**

Exhibitors' children are able to enter only on the last day of the show, Friday 23 March at 7 pm and not before that time.

### 3.6 EXHIBITORS BADGES

In order to have the staff badges, you can fill in the **Form 3**.

Every exhibitor will receive a specific number of badges depending on his stand's size, as below:

- 9 to 12 sqm: 5 badges
- +12 to 24 sqm: 10 badges
- +24 to 48 sqm: 15 badges
- +48 sqm: 20 badges

**IMPORTANT!** Every additional badge requested exceeding the above mentioned, will be charged for LBP 15,000.

Make sure to have your badge with you throughout the duration of the exhibition to avoid any inconvenience with security (no need to have it during mantling of stands). During show days, all cleaners, workers... in each company should have badges. **Make sure not to transfer your personal badge to somebody else.** No exhibitor badge will be issued on the first day of the show, Tuesday 20 March 2018; you will have to fill in a registration form at the entrance of the exhibition and enter as a visitor.

### 3.7 VISITOR PROFILE REPORT

Visitor registration is computerized. The visitors' list will be ready 30 days after the end of the show and will be sent to you upon request.

### 3.8 INSTANT CATALOG SHARING NETWORK AND APPLICATION

**NEW!** EasyCat is the official catalog sharing partner of HORECA 2018.

Exhibitors and visitors can enjoy privileged access to the EasyCat catalog sharing network at this year's HORECA. Exhibitors can create their own profiles and upload catalogs on EasyCat. Contact details of stand visitors can also be captured from the QR codes located on their name tags, streamlining the process of sending catalogs to potential clients.

Each catalog shared on EasyCat grants exhibitors valuable insight into tracking circulation and sharing during and after HORECA 2018.

Exhibitors will receive an email with specific instructions on how to use EasyCat in order to benefit from the free and premium services on offer.

For further information, please visit [myeasycat.com](http://myeasycat.com)



STAY AHEAD WITH THE  
HORECA LEBANON APP!



[horecashow.com](http://horecashow.com)



## ONLINE CATALOGUE, SPONSORSHIP OPPORTUNITIES AND PR

### 4.1 OFFICIAL ONLINE CATALOGUE & MOBILE APPLICATION

All exhibitors will get a free entry on website, mobile application and official online catalogue, please refer to **Form 4**. The online catalogue is a comprehensive guide to the exhibition and will contain the list of exhibitors & sponsors, a description of the companies exhibiting and their products and services, and the floor plan of the show.

The mobile application has an added feature of accessibility and immediate scheduling of B2B meetings synced to your phone.

You can also illustrate your company presentation by placing advertisements online. **[Form 7]**

You can also advertise in Hospitality News Middle East magazine (FEB/MAR Issue) and special supplement which will be distributed at HORECA for the special rate of USD 1,299 +VAT instead of USD 2,475 +VAT for a full page ad.

### 4.2 HORECA 2018 PREVIEW

“HORECA 2018 Preview” publication will be published in the Hospitality News magazine and will be distributed during the exhibition to trade visitors.

If you are planning to launch new product(s), organize a tasting or special activity at your stand; please send us a 100-word paragraph with a 300 dpi picture to [clients@hospitalityservices.com.lb](mailto:clients@hospitalityservices.com.lb) **[Form 5]**

### 4.3 HORECA 2018 HOMEPAGE ([horecashow.com](http://horecashow.com))

All exhibitors & sponsors will have their names on the HORECA home page. If you are interested in linking your web site to the exhibition homepage, please do call us.

### 4.4 SPONSORSHIP OPPORTUNITIES & EFFECTIVE ADVERTISEMENTS

The sponsorship program of HORECA 2018 affords strategic opportunities to effectively promote products and services. The program presents an expanded menu of sponsorship options and effective advertisement designed to target your audience.

The benefits of sponsorship begin well in advance prior to the show. Sponsors will receive acknowledgement in a direct mail reaching more than 45,000 hospitality professionals.

In addition, on-site recognition in the official show catalogue, signage, and announcements will enhance the sponsors' exposure. Wherever possible, company logos and related corporate identity are employed to reinforce the sponsors' message.

For more information contact Ms. Randa Dammous-Pharaon, project manager; [randa@hospitalityservices.com.lb](mailto:randa@hospitalityservices.com.lb)





## 4.5 PROMOTE YOUR BRANDS AND PRODUCTS

HORECA will be broadcasted on digital screens during the event using Beabloo Software provided by MaliaTec Digital Solutions.

Beabloo is an interactive digital marketing solution that promises to display “Your Message Everywhere” on a network of digital screens installed in all the event locations.

Beabloo is the right tool for getting visitors attention in the right place and at the right time. HORECA Digital Network is ideal for exhibitors to reach audience everywhere during the event, to promote your products, offers, services, and try to guide visitors to your stand.

During the event, Beabloo will broadcast Social Media activities such as Facebook Pictures and Tweets of the event in real-time on the screens.

Ad specifications:

- Spot: 15 Seconds
- Type: Picture, Video, Text, Customized Layout (Facebook, Twitter, etc...)

For more information about the rate card and bookings, please contact Mr. Cedric Saber: +961 1 900100 Ext 811; cedricsaber@maliagroup.com



## 4.6 PUBLIC RELATIONS

In the months leading up to the show, one of your top priorities should be garnering attention of your company and new products to the attending editors of the key trade publications. This opportunity is often overlooked, but can result in great visibility for your company.

**First**, send press kits to editors in advance of the show. A pre-registered attending press list is available 1 week prior to the show.

**Second**, be sure to deliver a supply of approximately 40 press kits to the onsite Press Center on Monday, 19 March. All editors, reporters, freelance journalists, camera crews, bloggers and others seeking a press badge must check in at the main entrance for credential verification and to pick up their press badge. This affords you an exclusive opportunity to supply them with press materials about your product and/or service.

**Third**, post-show follow up is essential! Be sure to collect business cards from press who stop by your booth. To receive a list of attending press or for any additional information, please contact Ms. Josette Hikri-Nohra, Advertising & Public Relations manager, josette@hospitalityservices.com.lb

**As part of our social media campaign (Facebook, Twitter and Instagram), a draw will be done on our pages and gifts will be distributed.**

**For extra visibility, every exhibitor can offer gift(s) for a value of minimum USD 50 to winners.**

If you are interested in participating, please send an email to josette@hospitalityservices.com.lb before Friday, 16 February, 2018.



## ADDITIONAL SERVICES

### 5.1 CLEANING SERVICES

Public alleys will be cleaned daily. A cleaning service for your stand is also available upon request. The organizers are responsible for general cleaning in the hall; this includes aisles and refuse disposable only. Cleaning of exhibits and exhibitors furniture is not included. Exhibitors are responsible for cleaning their own exhibits, furniture and stand. Please note all rubble is to be put in the aisle, this will in turn be removed by the cleaners. **[Form 2]**

### 5.2 HOSTESS AND TRANSLATOR

Hospitality Services provides bilingual and trilingual qualified hostesses and translators capable of assisting you with the visitors. **[Form 6]**  
If you have any hostess or temporary personnel that will be present on your stand, kindly add their names in **Form 3** so we can print their badges.

### 5.3 TELEPHONE LINES & TELECOMMUNICATIONS

Local and international telephone lines, faxes & internet connection can be installed at your stand. Please refer to the price list by contacting:

**SEASIDE DEVELOPMENTS S.A.L**  
Tel: +961 1 997797

### 5.4 CONFERENCE HALL BOOKING

A conference hall, furnished with chairs, audio and projection equipment, upon request, (35mm slide projector, video/media projector and overhead projector) will be available from 20 to 23 March, 3 to 10 pm daily to exhibitors who wish to hold a seminar during the exhibition.

- Capacity – 250 people
  - A charge of USD 250 per presentation (maximum time 120 minutes)
  - Reservations will be accepted on a first come, first served basis
  - Exhibitors should be prepared to submit slides and written text, approximately five days in advance, for approval by Lebanese Authorities.
  - The subject of the presentation should be in line and within the scope of the products on exhibit by the exhibitor.
- If you would like to make use of the conference hall, please complete Conference Hall Booking in **Form 12**.

### 5.5 BUSINESS CENTER AND CLOAK ROOM

A business center at the main entrance of the show will be available to all exhibitors, equipped with internet access, photocopy and fax facilities. The business center will be opened during show hours. Cloak room is available at the entrance B.



## FOREIGN EXHIBITORS

### 6.1 VISA & PASSPORT

A-Citizens from countries below can obtain their visas at the Beirut International Airport:

Andorra	Croatia	Liechtenstein	San Marino
Antigua and Barbuda	Cyprus	Lithuania	Singapore
Argentina	Denmark	Luxembourg	Slovakia
Armenia	Estonia	Macedonia	Slovenia
Australia	Finland	Malaysia	South Korea
Austria	France	Malta	Spain
Azerbaijan	Georgia	Mexico	St. Vincent & The Grenadines
Bahamas	Germany	Moldova	
Barbados	Great Britain	Monaco	Sweden
Belarus	Greece	New Zealand	Switzerland
Belgium	Holland	Norway	Tajikistan
Belize	Hungary	Panama	Turkey
Bhutan	Iceland	Peru	Turkmenistan
Brazil	Ireland	Poland	U.S.A.
Bulgaria	Italy	Portugal	Ukraine
Canada	Japan	Romania	Uzbekistan
Chile	Kazakhstan	Russia	Venezuela
China (Peoples Republic)	Kirgizstan	Samoa	Yugoslavia
Costa Rica	Latvia		

B- For the other countries not mentioned, should apply for their visa at the Lebanese Embassy in their country at least 3 weeks prior to traveling, as a Visit/Business visa process takes 15-20 days.

#### **IMPORTANT!**

By resolution of the Arab League, entry to Lebanon will be denied to any holder of a passport containing an Israeli stamp. The organizers cannot be held responsible for any exhibitor who fails to obtain his/her visa in time for the show.

**Hospitality Services is not responsible of issuing any visa, each foreign exhibitor must personally apply for his own visa.**



## 6.2 TRANSPORTATION, CUSTOMS FACILITIES & INSTALLATION OF EXHIBITS

The organizers have appointed “BEIRUT EXPRESS” as the official forwarding agent.

### BEIRUT EXPRESS

Sourati street, Chartouni Bldg. Beirut, Lebanon

Tel: +961 1 341400 - Fax: +961 1 350622

Contacts: Fred Seikaly +961 3 309995;

fred@beirutexpress.com

Dina Hanania +961 3 344209;

customersupport@beirutexpress.com

**ARRIVAL DATES:** Goods should arrive in Beirut as below:

Sea Freight: Twelve (12) working days before exhibition opening day / Air Freight: Seven (7) working days before exhibition opening day.

We suggest the use of DIRECT SERVICES to Beirut, in order to avoid the risk of delays in transit. All shipments must be sent freight prepaid.

### SHIPPING & MARKING INSTRUCTIONS:

The shipping marks for all cases must clearly show as follows:

#### Consignee:

Ocean Air International

C/O Beirut Express

**For: (HORECA 2018: name of company and stand number)**

Sourati Street - Chartouni Building

Beirut, Lebanon

Tel: +961 1 341400 - Fax: +961 1 350622 or +961 1 341405

Case (piece) No \_\_\_\_\_ of (Total) \_\_\_\_\_ Cases (pieces)

Gross weight: \_\_\_\_\_ Kg Net weight: \_\_\_\_\_ Kg

Dimensions: Length x Width x Height in centimeters.

Total Volume \_\_\_\_\_ cubic meters.

### PACKING:

The highest possible standard of packing should be used to provide the best protection. We recommend the use of bolted re-usable cases, for temporary admission shipments.

### PRE-ADVICE:

**Shipping details by email/fax to Beirut Express should include the following:**

Name of Vessel and/or Flight Number and/or Truck Number -

Estimated Date of Arrival in Beirut - Container Number

and/or Airway Bill Number - Volume, Weight, Number of

Cases in Shipment - Detailed Description and Value of

Goods

### CUSTOMS CLEARANCE:

Lebanese customs authorities will only accept invoices on exhibitors' original headed paper.

Forwarders' invoices are not acceptable. Pro-forma invoices are not acceptable.

All items of printed matter and brochures are tax-exempt if their value is not over USD 200.00 and weight up to 300- kgs. Videotapes, films and giveaways are cleared on a “Payment upon Importation” basis. Taxes/duties are payable upon arrival in Lebanon. It is highly recommended that those items be packed separately as well as be itemized separately on the invoice(s).

Videotapes, films and slides are subject to censorship: These items should be sent by courier two (2) weeks prior to an exhibition, for viewing. There will be a USD 50.00 extra charge for handling and delivery to exhibition site. We recommend that video tapes and slides are hand carried by the exhibitor.

### CLASSIFICATION OF CARGO:

There are two classifications of cargo and two types of customs clearance in Lebanon:

1. Permanent admission

2. Temporary admission

If a shipment includes goods of both types of cargo, it is essential that items are PACKED AND INVOICED SEPARATELY, for each type of admission, i.e. BOTH CATEGORIES MUST NOT BE MENTIONED IN THE SAME INVOICE.

### DOCUMENTATION FOR PERMANENT ADMISSION GOODS:

This applies to all commodities intended to remain in Beirut, including consumed, destroyed, given away and/or sold. (I.e. Brochures, Catalogues, Giveaways, Display Materials).

The documents required are:

1. Commercial invoice (one original and two copies)

2. Detailed packing list

The following should be annotated on the commercial invoices:

“We hereby certify the present invoice is authentic; that it is the only one issued by us for the goods mentioned therein; that it gives the exact value(s) without deduction of any payment on account and that the origin is \_\_\_\_\_ (country of origin) and the items have been manufactured by \_\_\_\_\_ (name of company).”

A full description of goods, weights, and number of packages must be shown on each invoice. Chemicals, which are non-hazardous, must be so described on invoices. All items shown separately on an invoice must have separate values.

All required documents must accompany air shipments attached to the air waybill, or must reach us by speed courier for sea shipments prior to vessel's ETA Beirut.



### **TRANSMITTAL OF DOCUMENTS:**

Original Ocean Bill of Lading for shipments by sea together with all required and listed documents must reach us at least five (5) days prior to vessel arrival.

### **OVER-SIZE AND/OR OVER-WEIGHT FREIGHT:**

It is extremely important to alert us of any single piece or package in excess of 500 kilos (gross) or 200 centimeters in length, width or height. This information is required for floor loading and access, as well as for the site planning and handling arrangements.

### **GENERAL INFORMATION:**

“Per shipment” means one exhibitor with one set of documents. Each set of documents entails a separate customs clearance procedure/formality.

Rates are based on a volume/weight ratio of 6 to 1. In excess of this ratio, volumetric weight will apply.

Shipments together with documents arriving after the deadline will incur a surcharge of 25% on charges.

Inbound rates will also apply for re-export of exhibit materials. Rates are based on shipments under 2000 kilos gross and measuring 3.20 x 1.5 x 2 meters.

Additional charges will apply for any excess.

Additional charges will apply on over-size and over-weight pieces. Rates exclude cartage for grounding containers, Lebanese customs fines for incorrect or incomplete documentation, demurrage, and detention of containers, duties, taxes, expert fees and import licenses, if required. (Cost up to USD 200 per license per ministry and USD 100 per expert/assignment). Bank guarantees are the responsibility of the exhibitors.

### **DOCUMENTATION FOR TEMPORARY ADMISSION GOODS:**

This applies to all commodities intended to be re-exported to origin at the end of the exhibition.

The documents required are:

Commercial invoice (one original and two copies)

Detailed packing list

One of the following is required for items intended for re-export:

1. Bank Guarantee issued by a local approved financial institution in the amount of the CIF VALUE + 11%
2. ATA Carnet.

The following should be annotated on the commercial invoices:

“We hereby certify the present invoice is authentic; that it is the only one issued by us for the goods mentioned therein; that it gives the exact value(s) without deduction of any payment on account and that the origin is \_\_\_\_\_ (country of origin) and the items have

been manufactured by \_\_\_\_\_ (name of company).”

A full description of goods, weights, and number of packages must be shown on each invoice. Chemicals, which are non-hazardous, must be so described on invoices. All items shown separately on an invoice must have separate values.

The documents should also bear the following declaration: “Goods are for re-export, after the exhibition” (For shipments on Temporary admission).

All required documents must accompany air shipments attached to the air waybill, or must reach us by speed courier for sea shipments prior to vessel’s

#### **Important notes for temporary entry goods:**

1. Admission against bank guarantee for 110% of the shipment’s CIF Value does not allow for disposal, (i.e. sell, donate and destroy) without the prior permission of customs and payment of duties: This guarantee must be in place prior to the arrival of the shipment(s), as security against settlement of all duties and taxes, which may occur if all items imported, are not accounted for upon export. To determine the amount of the guarantee, it is necessary for you to provide us with an invoice copy, prior to shipment.

2. Admission on an ATA carnet basis does not allow for disposal, with or without permission.

3. Every item imported on temporary admission should be serially numbered.

Serial numbers should be annotated next to each item on each exhibition inventory and packing list. This is used for customs identification of the (same) merchandise cleared (inbound) on temporary admission against the (same) items, upon export.

4. Should material be sold, new customs formalities must be processed to convert temporary admission to permanent entry. Duty must be paid before approval.

5. Exhibitors who sell part of their exhibit and re-export the remaining part, require two formalities to be processed:

Convert status of sold exhibits to permanent entry, pay the duty, and process an additional re-export formality for the unsold part of the exhibit. Charges will be twice the amount of the normal import charges.

6. Exhibitors who have a shipment arriving in Lebanon, by sea or air, on a temporary admission must return the freight in the same manner: Shipments arriving by sea, should return by sea and shipments arriving by air, and should return by air.

#### **OVER-SIZE AND/OR OVER-WEIGHT FREIGHT:**

It is extremely important to alert us of any single piece or package in excess of 500 kilos (gross) or 200 centimeters in length, width or height. This information is required for floor loading and access, as well as for the site planning and handling arrangements.

#### **GENERAL INFORMATION:**

1. Per shipment means, one exhibitor with one set of documents. Each set of documents entails a separate customs clearance procedure/formality.



2. Rates are based on a volume/weight ratio of 6 to 1. In excess of this ratio, volumetric weight will apply.
3. Shipments together with documents arriving after the deadline will incur a surcharge of 25% on charges.
4. Inbound rates will also apply for re-export of exhibit materials. Rates are based on shipments under 2000 kilos gross and measuring 3.20 x 1.5 x 2 meters. Additional charges will apply for any excess.
5. Additional charges will apply on over-size and over-weight pieces. Rates exclude cartage for grounding containers, Lebanese customs fines for incorrect or incomplete documentation, demurrage, and detention of containers, duties, taxes, expert fees and import licenses, if required. (Cost up to USD 200 per license per ministry and USD 100 per expert/assignment). Bank guarantees are the responsibility of the exhibitors.

**IMPORTANT NOTICE:**

Kindly ask for a written offer before proceeding with your shipment order.

> **THE RIGHT ATTENDEE  
COULD MAKE YOUR YEAR**

THE INTERNATIONAL TRADE SHOW FOR THE  
**HOSPITALITY &  
FOODSERVICE**  
I N D U S T R Y



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INDUSTRY**