



ATMOSPHERE VALUE PROPOSAL

› Our Trajectory

After 20 editions, we can affirm that HOSTELCO is a consolidated trade show that has managed to evolve in line with the industry which provides equipment to hotels, restaurants and the catering sector. We are not only leaders, we are benchmarks in Spain for professionals of the sector.

Let's recall the figures for 2018 HOSTELCO and RESTAURAMA:

- **800 exhibiting brands**
- **47,500 visitors to the HORECA channel (30% international)**

› United for excellence



Since last year's edition, HOSTELCO has been held together with Alimentaria, the leading food, beverages & food service trade show in Spain and along the Mediterranean Arch, as much as an international benchmark.

Together, we have reached record figures, with the participation of 4,500 exhibiting companies and 150,000 visitors (30% international, coming from 156 countries).

HOSTELCO 2020 aims to reach **20,000m2 of exhibition**, forming with Restaurama a **30,000m2 platform** for the hospitality, gastronomy and food industry.

› Recognition at a sectoral level

The Spanish Federation of Associations of Manufacturers of Machinery for Hospitality, Catering and related industries (**FELAC** in its Spanish initials) is co-organiser of the event; the Spanish Confederation of Hotels and Tourist Accommodations and the Hotel Technology Institute (**CEHAT-ITH**) are strategic partners.

› Pulling power

A **30%** of the HOSTELCO visitors are receptive to what the Atmosphere sector has to offer, and a **79%** of them have purchasing power.

Nationally, HOSTELCO 2020 places greater focus on attracting 4 key geographical areas for the industry, being them: **Andalucía, Valencia, Madrid, Canary Island** and **Balearic Islands**.



The main countries our visitors come from:

European Union		Rest of the World	
Spain	Germany	Morocco	South Korea
Portugal	United Kingdom	USA	Switzerland
Italy	Belgium	Colombia	Bulgaria
France	The Netherlands	China	Argentina
Poland	Denmark	Mexico	

The top 10 hotel and restaurant chains visit the Alimentaria & HOSTELCO platform. These are the main Spanish companies in the industry that have attended the trade show:

- MELIÁ HOTELS INTERNATIONAL
- RIU HOTELS & RESORTS
- AREAS
- GRUPO VIPS
- TELEPIZZA
- EAT OUT
- ARAMARK
- NEWREST
- SODEXO
- SERHS

At HOSTELCO 2018 the profiles invited were **purchasing and operations managers** of hotel chains, restaurants and collectives. At HOSTELCO 2020 we will also be inviting the **CEOs of these hotel chains, restaurants and collectives**.

We are a platform which eases access to the national and international market. The tourism, gastronomy and catering industry is a real economic force and accounts for 25% of Spain's GDP.

It must be highlighted that the most important companies of the interior, decoration, textile, furniture and wellness sector will be represented in Atmosphere:

- Acristalia
- Calm House
- Flex
- Lumon
- Maisons du Monde
- Vayoil Textil
- Muebles Romero

As much as international companies:

Portugal	Groupe GM-Amenities Exclusivos	England	Flat Tech
	3G Resins	France	Antic Line Creations
	Joluce	United States	Foundations Worldwide
Netherlands	Crown International BV	Canada	Palmex International Inc.
Sweden	Stable Table		



› Media Impact

The great media coverage which HOSTELCO receives is another reason to attend the show. Since the last edition this coverage has **multiplied as a result of Alimentaria's reputation**. In 2018, HOSTELCO had **more than 2,670 news items generated**, of which **191 were specific news about the Live Hotel**.



What's new for 2020?

› Renewed Concept

The trade show has reorganised itself into six thematic areas with the aim of facilitating your visit, improving the experience and promoting the creation of synergy between sectors and visitors.



Greater verticality of the Atmosphere sector which is presented as a specialist trade show with:

- **A grouping of the exhibits:** furniture and lighting, interior design, decoration, textiles and wellness.
- A new brand image (**rebranding**)
- An **exclusive hall**, hall 8.1, with its own entrance (in the last edition 40% of HOSTELCO Visitors entered Hall 8.1).





- 30% higher investment in comparison to 2018 when it comes to attracting the demand of interest for this industry and which focuses on two core features:
 - A buyers' programme with distributors, hotel chains, restaurant chains, communities and importers with purchasing power being invited to the show by the organisation. Additionally, in this edition we have **a buyers' programme for those with a contract hospitality profile**: architects, decorators and interior designers. At a national level, in this edition, our **actions to attract interest have a greater focus outside Catalonia**.
 - Greater investment in **sectoral press** communication as well as in **ATMOSPHERE Newsletters** database of **94,417 registrations**, of which **49.44%** are from the Horeca channel, Accommodation, the Catering and Contract Hospitality Channel; all of which are profiles which are **receptive to the ATMOSPHERE offer**.
- Two new tools to boost business and return on investment:
 - The Recommend Programme
 - the new Matchmaking System
- Specific activities, which among others includes **powerful on-site signlaing** with a **Road2Atmosphere route marking the way from the Southern entrance**, and a **daily events programme** guaranteeing an exciting atmosphere in Hall 8.1



> Business Programme

We seek to ensure the presence of the main players in the value chain of the Atmosphere sector, to include mainly national, but also international participants. In this edition **we will invest 57% more** in bringing in high-level buyers. Of these, **30% are interested** in the exhibition offer from the ATMOSPHERE sector.

The top companies that visited HOSTELCO 2018 as a Hosted Buyer - final customer profile are listed below.

HOTEL CHAINS FROM SPAIN	RESTAURANT GROUPS	CATERING GROUPS
Meliá Hotels International NH Hotel Group Marriot Vacation Club Palladium Hotel Group Be Live Hotels Lopesan Hotel Group Sercotel Hotels Room Mate	Comess Group Compañía del Tópico Café y Té Grupo Zena La Mafia se sienta a la mesa Restalia	Aramark Áreas Compass Group ISS Facility Services Mediterránea de Catering MRM Foodservice Solutions Ucalisa



The main markets from which our national Hosted & VIP Buyers come from:

- Catalonia
- Valencia
- Andalusia
- Madrid
- Canary Islands
- Balearic Islands
- Basque Country
- Aragon
- Galicia

› New Tools

Recommend Programme

As an exhibitor, you will be able to **recommend the Organisation to invite your current and potential clients** through the [RECOMMEND Programme](#) which is available on HOSTELCO's website and on the [Exhibitor's Area](#).

HOSTELCO rewards these recommendations, inviting the buyers **on behalf of the Exhibiting company** (providing that they comply with the criteria defined by the Organisation).

The organisation guarantees the **confidentiality** of all recommendations.

Hostelco Matchmaking System

Online platform available to **schedule B2B meetings with related guest buyers, completely free of charge**.

New this year, **the system will be bidirectional from the outset**; this means that both exhibitors and buyers will be able to request meetings. It is very important for exhibitors to access the platform and personalise their profile: inserting logos and the latest developments that will be presented during the trade show.

Meetings with buyers will take place **at the exhibitors' stands**.

We remind you that in the 2016 edition, exhibitors had to pay to hold meetings with invited buyers. Package of 5 meetings – €1,500 and 10 meetings – €3,000.

Latest developments updates

HOSTELCO works with an agency which will be in charge of contacting the exhibitors to pick up the latest developments that will be presented at the show. These developments will be communicated previously, during and after the celebration of the show, via the HOSTELCO channels (web, e-mail BBDD and social networks).

In 2018, we published approximately 200 news about our exhibitors.



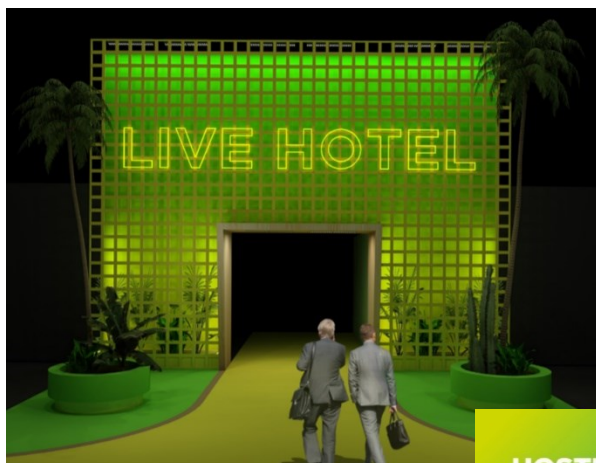
› Activities at Atmosphere

HOSTELCO Live Hotel

HOSTELCO Live Hotel recreates all the areas of a hotel, designed by recognized architecture and design studios, exhibiting solutions in interior design, technology and equipment for the accommodation industry.

A space that offers maximum visibility, including both prescribers in the industry and hotel chains.

The HOSTELCO Live Hotel offers a **unique model**. Its first edition in 2018 generated widespread enthusiasm for both visitors and exhibitors alike.



HOSTELCO
Live Hotel

A renowned jury selects the studios

In this edition we have a renowned jury in the selection process of interior design studies, formed by specialists in interior design, architecture and hospitality.

- **Teresa Casas Cornellà**, President General Council of Official Associations of Decorators and Interior Designers.
- **Ramón Estalella**, General Secretary of the Spanish Confederation of Hotels and Tourist Accommodations
- **Emilio Gallego**, Secretary General of the Spanish Hotels and Catering Business Confederation
- **Agnès Blanch**, member of the Board of Directors of Arquinfad, Interdisciplinary Space Design Association
- **Juan López-Asiain**, manager of the technical Cabinet in the Spanish General Council of Technical Architecture
- **Marcos Toscani**, hotel industry influencer



CONSEJO GENERAL DE
COLEGIOS OFICIALES DE
DECORADORES Y
DISEÑADORES DE INTERIOR





The six interior design studies selected by the jury

DyD Interiorismo

Will be working a suite based on Mediterranean characteristics; a combination of urban concepts, luxury, light and nature.



Egue y Seta

They present us "Happyndie", an own version of "Japandi", a combination of the Nordic and Japanese style.



Carmela Martí

A room which gathers inspiration from the marshlands; the recreation of a comfort space for the traveller with sustainable materials.



Cuesta Studio



Estudio Contract

Smart-Junior Suite represents a multifunctional space adapted to the new customer and its new communication systems.





Ingenia Studio

A meeting space, inspired by a natural environment and far from the city and its formality.

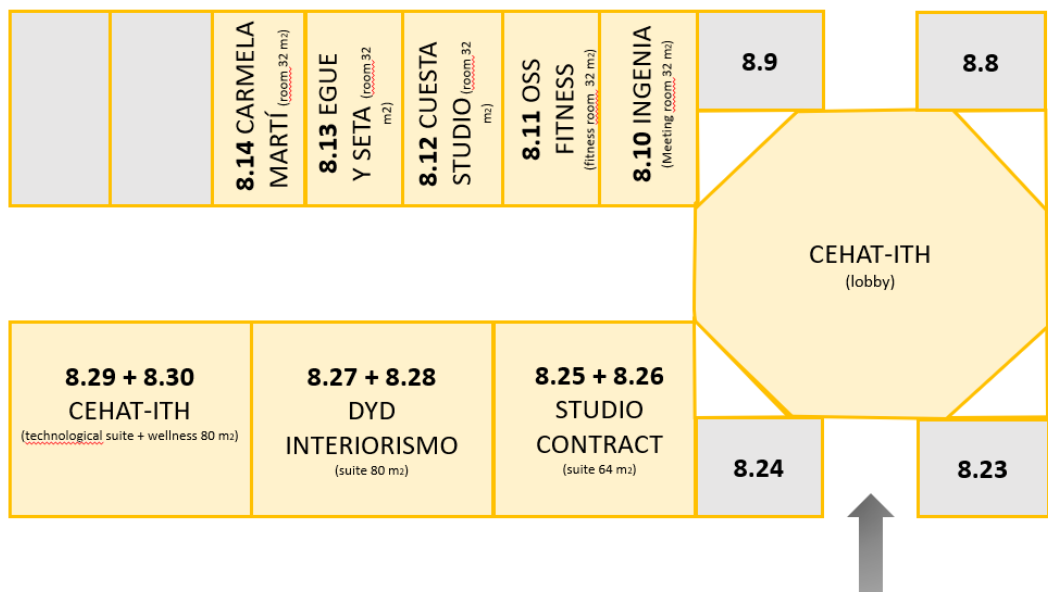
INGENIA
STUDIO

Live Hotel will also count with the participation of **CEHAT e ITH** (strategic partners), which will be in charge of the design of the lobby and the technological and wellness suite, and **Oss Fitness** (Room Partner) which will be in charge of the design of the fitness room.



ASESORAMIENTO Y
EQUIPAMIENTO INTEGRAL
DE INSTALACIONES DEPORTIVAS

HOSTELCO Live Hotel





Opportunities to participate as Partner or Room Partner

As an exhibitor, we offer you the possibility of incorporating your products in the rooms or areas of the hotel as a **HOSTELCO Live Hotel PARTNER** and you will receive the following benefits:

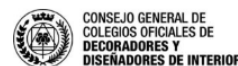
- Inclusion in the list of exhibitors to be published on the website, visitor's guide and at the event itself.
- Visibility of your logo in the announcements related to Live Hotel: on the website, Social Networks and in the Newsletter.
- Visibility of your logo in the Live Hotel advertising supports
- Invitations to the HOSTELCO trade show
- 2 invitations to the HOSTELCO Awards

In this edition, you can request 32 m² in HOSTELCO Live Hotel as a **HOSTELCO Live Hotel ROOM PARTNER**:

- Space in HOSTELCO Live Hotel (32 m²)
- Stand in HOSTELCO Live Hotel village (if you are not an exhibiting company)
- Appearance in the video summary of HOSTELCO Live Hotel
- Inclusion in the list of exhibitors on the website, visitor's guide and at the event itself.
- Visibility of your logo in the announcements related to Live Hotel: on the website, Social Networks, in the Newsletter and Visitor's Guide
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Strategic Partners



Institutional Partners



Official Partner



Room Partner

Side Events

Monday 20	Tuesday 21	Wednesday 22	Thursday 23
	<p>Attendees profile: interior designers Around 90 ppl.</p>	<p>National Assembly CEHAT-ITH (1st with new president) Attendees profile: hotel CEOs Around 90 ppl.</p>	
*Waiting for confirmation of the time slot			
		<p>Target: hospitality</p>	



HOSTELCO Live Arena

Lectures, talks and debates, **given by hotel experts and contractor profiles**, to learn about the present and future trends in design, interior design and technology in catering and hotel projects.

The Spanish Confederation of Hotels and Tourist Accommodation (CEHAT) and the Hoteliers' Technological Institute (ITH) are strategic partners for all content related to the hotel industry.



HOSTELCO
Live Arena

Monday 20.04.20

Topic: Contract Hospitality (*design strategies, trends, sustainability, cost effectiveness*)

Highlighted conference : Interior design of restaurants: ¿design or scenography?

Partners:



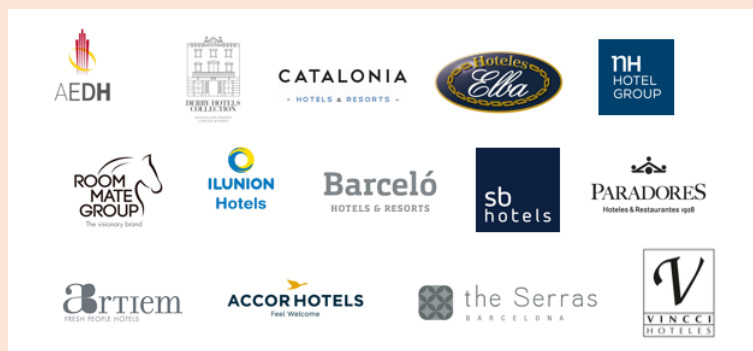
Tuesday 21.04.20

Wednesday 22.04.20

Topics: Hospitality and Tourism Accommodation+ High Tech Human Touch (*innovation, technology, customer experience, sustainability, marketing*)

Highlighted round table: hospitality CEOs round table

Moderated by: Joan Molas (ITH President)



Partners:





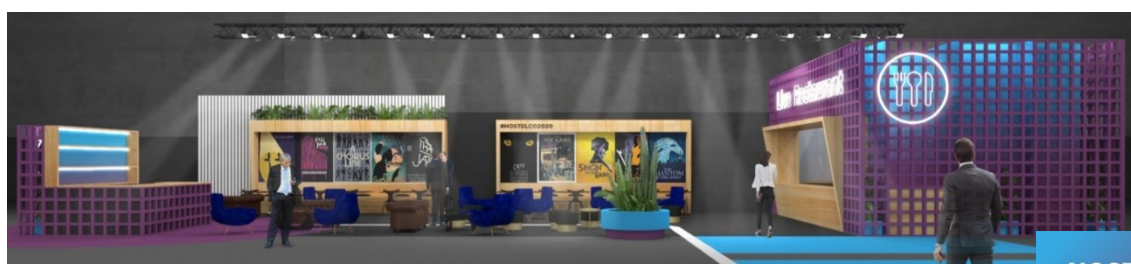
Thursday 23.04.20

Topic: The present of the catering business + Delivery and take away (*Business, technology, trends*)

Partners:



HOSTELCO Live Restaurant



**HOSTELCO
Live
Restaurant**

A recreation of a restaurant that will focus on interior design, decoration, furniture, and front office furnishings and equipment. A flexible and adaptable space that will be transformed according to the needs and the time of the day.

Live Restaurant will host:

- Monday 20 at 5:00 p.m.: Welcome cocktail for Hosted Buyers from HOSTELCO and Alimentaria, which for the first time will be held jointly.
- Tuesday 21: networking lunch for the Start Ups jury
- Wednesday 22: Welcome Coffee for international importers

Opportunities to participate as Partner

As an exhibitor, we give you the possibility of incorporating your products as **PARTNER** and you will receive the following benefits:

- Inclusion in the list of exhibitors to be published on the website, visitor's guide and at the event itself.
- Visibility of your logo in the announcements related to Live Hotel: on the website, Social Networks and in the Newsletter.
- Visibility of your logo in the Live Hotel advertising supports
- Invitations to the HOSTELCO trade show



- 2 invitations to the HOSTELCO Awards



Live Restaurant Partner

> The sector supports us

The main stakeholders of the Atmosphere sector endorse us. We are proud to have their support:



> Promotion and dissemination with demand associations

Several actions have been identified in order to reach as much as possible our potential visitors.

- Presentation of HOSTELCO at the **CEHAT Executive Committee meeting** on February 20, 2020 at 11.00 a.m., in Madrid. An attendance of between 15 and 18 hotel associations is expected.
- Presentation of HOSTELCO at the **board meetings of the CEHE** associations in the following geographical areas: Andalusia, Valencia, Madrid, the Canary Islands and the Balearic Islands.
- Dissemination agreement with the **General Council of Interior Decorators and Designers of Spain**



- Dissemination agreement with the **General Council of Technical Architecture of Spain**
- Dissemination agreement with the **Spanish Association of Hotel Directors (AEDH)**
- Presentation of HOSTELCO at the **Board of FELAC** in Madrid on January 31
- Dissemination agreement with the **International Circle of Hotel Directors (IACHR)**

› Promotion and dissemination with supply associations

In the same line of action, several actions have been identified in order to reach out potential exhibitors:

- **Clúster Habitat:** presentation of HOSTELCO at the cluster board, consisting of 55 companies (first half of February)