



EVERYWHERE 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** and the **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.

> 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**.



What's new for 2020?

› Renewed Concept

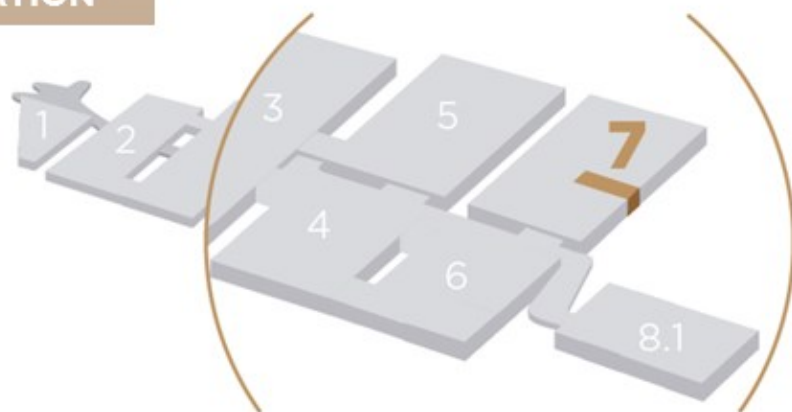
The trade show has reorganised itself into six thematic areas with the aim of facilitating your visit, improving the experience and promoting the creation of synergy between sectors and visitors.



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

- **A grouping of the exhibits:** online platforms, packaging and disposable packaging for delivery, consulting and auditing services and graphic design agencies, as well as transportation, logistics and delivery vehicles.
- A new brand image (**rebranding**)

LOCATION





- **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. 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 **EVERYWHERE 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 EVERYWHERE offer.**

- **Two new tools to boost business and return on investment:**
 - The Recommend Programme
 - the new Matchmaking System

› Business Programme

We seek to ensure the presence of the main players in the value chain of the Everywhere 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, **11.16% are interested** in the exhibition offer from the **EVERYWHERE** 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	Comess Group	Aramark
NH Hotel Group	Compañía del Tópico Café y Té	Áreas
Marriot Vacation Club	Grupo Zena	Compass Group
Palladium Hotel Group	La Mafia se sienta a la mesa	ISS Facility Services
Be Live Hotels	Restalia	Mediterránea de Catering
Lopesan Hotel Group		MRM Foodservice Solutions
Sercotel Hotels		Ucalsa
Room Mate		



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

- Catalonia
- Valencia
- Andalusia
- Madrid
- Canary Islands
- Baleares
- País Vasco
- Aragón
- 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.



› Activities at Everywhere

The Experience by Alimentaria & Hostelco



Where are gastronomy and hospitality going to? The answer is in **The Experience - Live Gastronomy**, a participatory space that invites us to live unique and unrepeatable experiences.

A fun and dynamic area that shows the exhibitors and visitors of Alimentaria and Hostelco the innovation and creativity that move the world of catering and hospitality. Current trends in food, restaurant and hotel management, sustainability in the sector, solutions for collective restoration, new foods of the future, halal cuisine, etc. are addressed through presentations, showcooking and workshops.

Attend inspiring workshops, learn with Michelin-star chefs, discover the latest news in the hotel sector ... all above mentioned with the same purpose: experience the trends that will mark the future of the sector.

The HOSTELCO exhibitor will have the possibility to participate as a sponsor and / or offer a presentation in this space.

Inspiring showcooking, participatory workshops organized by prestigious chefs with Michelin stars ... And much more! All with a common denominator: experience tomorrow's industry today.



Paolo Casagrande
Restaurant *Lasarte*
(Barcelona)***



Fina Puigdevall
Restaurant *Les Cols*
(Girona)**



Marcos Morán
Restaurant *Casa Gerardo*
(Asturias)***



Eduard Xatruch and Oriol Castro
Restaurant *Disfrutar*
(Barcelona)*

› New partnership agreements

The main stakeholders of the Atmosphere sector endorse us. We are proud to have the support of **CEHAT** - Spanish Confederation of Hotels and Tourist Accommodation, **CEHE** - Spanish Business Confederation of Hospitality, **FEADRS** - Spanish Federation of Associations Dedicated to Catering, **Spanish General Council of Technical Architecture**, **ARQUIN FAD** - FAD Interdisciplinary Space



Design Association, General Council of Official Decorators Associations and Barcelona Hotels Guild.

All our collaborators act as multipliers, spreading the value proposal of the trade show and guaranteeing greater success.

