



**HOSTELCO**  
THE HOTEL & RESTAURANT TRADE SHOW



**FOCUS ON  
HOSPITALITY  
BUSINESS**

## The most transversal and comprehensive offer

HOSTELCO is the leading national and European trade show which brings together the entire value chain in a unique space with the full range and latest trends in equipment, machinery and accessories for hospitality, restaurants and catering.

The trade show will be held jointly with Alimentaria, consolidating their position as the largest international platform for the Horeca sector. See you soon!

**20-23 ABRIL 2020**  
RECINTO GRAN VIA



**FOCUS ON  
HOSPITALITY  
BUSINESS**

### HOSTELCO + RESTAURAMA 2018 FIGURES



**47,500**  
visitors from the HORECA channel



**+800** brands  
63% equipment  
37% food&drinks



The alliance between **Alimentaria**, the largest F&B trade show, and **HOSTELCO**, the largest national exhibition of equipment for the hospitality industry, creates the most complete and transversal international platform for the Horeca channel. A unique ecosystem that encompasses the **entire value chain**, offers segment-specific solutions and generates new business opportunities.

## 2018 Figures

100,000 m<sup>2</sup>  
net exhibition area

4,500  
exhibitor companies  
70 countries represented

150,000  
professional visitors  
30% international  
156 countries

1,400  
international hosted  
buyers

+12,500  
scheduled business meetings

200  
activities and conferences

## United for excellence



### A & H Themed Areas



### Featured Activities







## Six new exhibition areas

**Society and consumer habits are evolving. HOSTELCO is changing with them**



**H FULLY EQUIPPED**  
Equipment, machinery, accessories



**H TECH**  
Technology, entertainment



**H SETTING**  
Tableware, kitchen utensils, containers



**H MOMENTS**  
Café, bar, bakery, pastry, ice creams

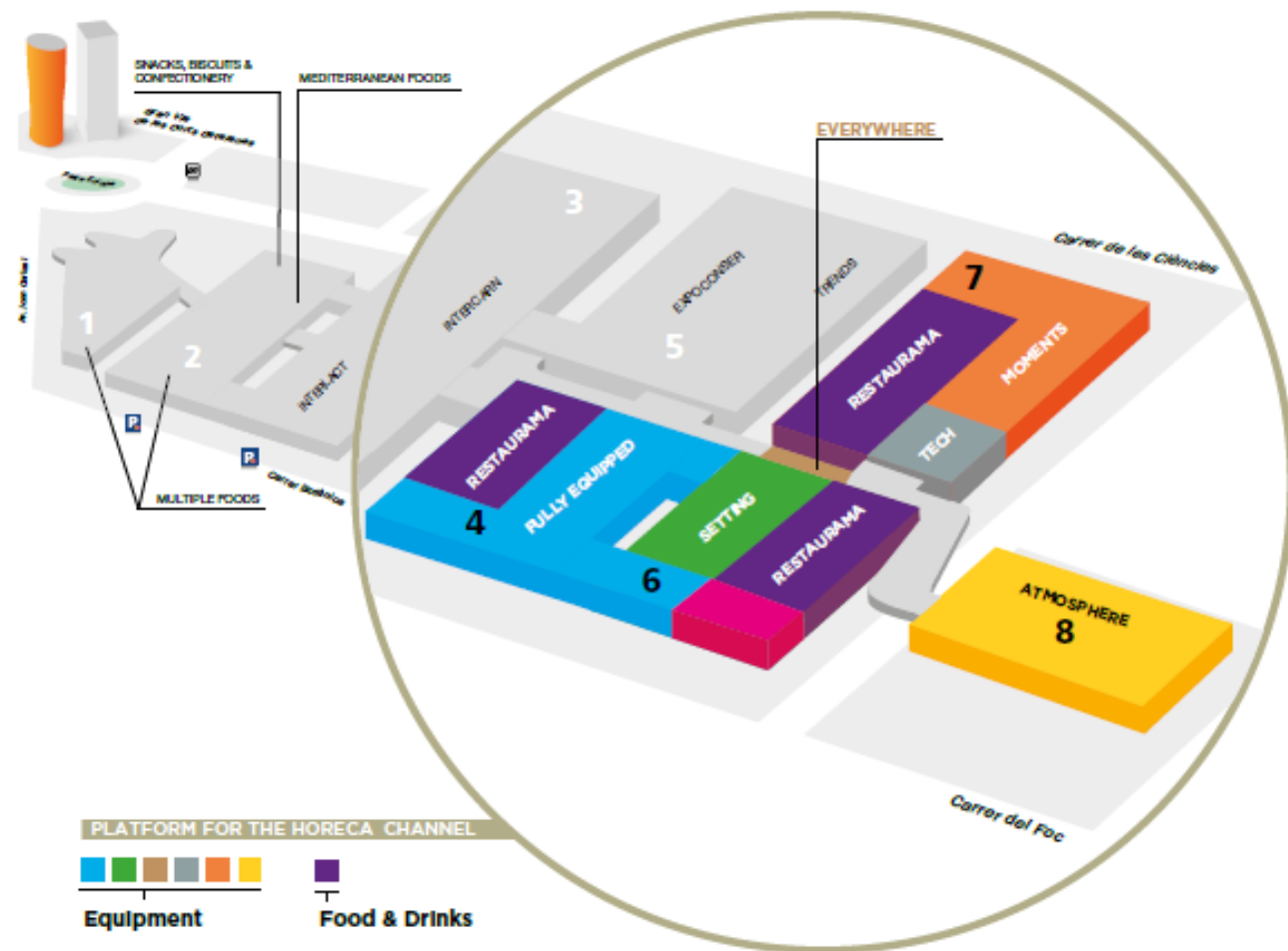


**H EVERYWHERE**  
Transport, delivery, services, vending



**H ATMOSPHERE**  
Interior design, decoration, textile, furniture, wellness

## PLATFORM FOR THE HORECA CHANNEL



## ¿ARE YOU INTERESTED IN SPONSORING THE EVENT?



We offer a wide variety of advertising options to enhance your presence at HOSTELCO and attract as many professionals as possible.

### SPONSORSHIP DOSSIER

**HOSTELCO**  
Live Hotel

**HOSTELCO**  
Live  
Restaurant

**HOSTELCO**  
AWARDS2020

**The  
Experience**  
Live Gastronomy  
by Alimentaria & **HOSTELCO**

**HOSTELCO**  
Live Garden



## LIVE HOSTELCO!

Promotes innovation and encourages networking through activities:

**HOSTELCO**  
Live Hotel

### Live Hotel. Live the experience

An experiential space. A place where you can see for yourself how design and equipment directly influence the customer experience.

**HOSTELCO**  
AWARDS2020

### Hostelco Awards. Excellence is rewarded

Prestigious awards that recognise the effort, excellence and innovation of companies and professionals from the Horeca sector, with categories from the Atmosphere area.

**HOSTELCO**  
Live  
Restaurant

### Live Restaurant. The table is the key

A flexible and adaptable space that will be transformed according to the needs and the time of day.

**The  
Experience**  
Live Gastronomy  
by Alimentaria & HOSTELCO

### The reality of the sector, in live.

What trends do the gastronomy and the hotel industry of the future anticipate? A participative space in which to attend inspiring showcooking, learn from Michelin-starred chefs and discover the latest in the sector.

**HOSTELCO**  
Live Garden

### Live Garden. The importance of the exterior

An experiential outdoor space where you can enjoy a drink or a snack.





# HOSTELCO Live Hotel



## Live Hotel. Live the experience

An experiential space. A place to see live how design and equipment directly influence the customer experience.

**RECREATION OF A HOTEL** by interior designers of the hotel sector. In 2018 it was visited by 7,000 professionals. The designers and suppliers rated it very satisfactorily.

**EXPERIENCE 2018** See how Jordi Canora and Genís Solé of Unusual Design, the shopping director of the Westin Palace Madrid, Cristina Simó, and Carmen Fernández, technical architect of the ONCE Foundation, lived Hostelco Live Hotel 2018.

[See video LIVE HOTEL](#)

### STRATEGIC PARTNERS



### INSTITUTIONAL PARTNERS







Fira Barcelona

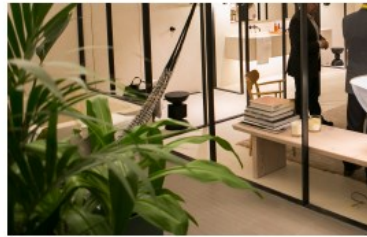
20-23 APRIL 2020  
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# HOSTELCO

THE HOTEL & RESTAURANT TRADE SHOW



## HOSTELCO Live Hotel







## LIVE HOSTELCO!

Atmosphere promotes innovation and encourages networking through activities:

**HOSTELCO**  
Live Hotel

CATEGORY: PARTNER

### DESCRIPTION:

- Contribution of product at HOSTELCO Live Hotel
- Stand in the Atmosphere's village + 20 one-day electronic invitations to Hostelco (if it is not an exhibiting company)
- Inclusion in the list of exhibitors that will be published on the web site, visitor's guide and on site
- 2 invitations to the Hostelco Awards
- Logo visibility:
  - All communication related to Live Hotel: web site, social networks, newsletters and visitor's guide.
  - Communication supports at Hostelco Live Hotel





# LIVE HOSTELCO!

Atmosphere promotes innovation and encourages networking through activities:

**HOSTELCO**  
Live Hotel

CATEGORY: ROOM PARTNER

## DESCRIPTION:

- Space in Hostelco Live Hotel (32 m2)
- Stand in Atmosphere's village + 20 one-day electronic invitations to Hostelco (if not an exhibiting company)
- Inclusion in the list of exhibitors to be published on the web site, visitor's guide and on-site
- Presence in the video summary of HOSTELCO Live Hotel
- 2 invitations to the Hostelco Awards
- Logo visibility:
  - All communication related to Live Hotel: web site, social networks, newsletters and visitor's guide.
  - Communication supports at Hostelco Live Hotel







# LIVE HOSTELCO!

Atmosphere promotes innovation and encourages networking through activities:

**HOSTELCO**  
Live Hotel

## CATEGORY: OFFICIAL PARTNER

### DESCRIPTION:

- Naming of Hostelco Live Hotel Powered by
- Unique and exclusive sponsorship
- Advertising page in the Visitors' Guide
- Presence in the video summary of HOSTELCO Live Hotel
- Space at Hostelco Live Hotel of 32m2
- Stand at Atmosphere's village
- Meeting space at Hostelco Live Hotel
- Inclusion in the list of exhibitors to be published on the web site, visitor's guide and on site
- Inclusion of the activities developed by the partner at Hostelco's agenda
- Contribution of product by the Official Partner
- 65 one-day electronic invitations to Hostelco
- 6 invitations to the Hostelco Awards
- Logo visibility:
  - All communication related to Live Hotel: web site, social networks, newsletters and visitor's guide.
  - Communication supports at Hostelco Live Hotel





## HOSTELCO Live Restaurant

### Live Restaurant. The table is the key

A flexible and adaptable space that will be transformed according to the needs and the time of day.

The space is aimed at hotel chains directors, restoration chains directors, interior designers, decorators and architects.

Live Restaurant will offer a sampling of **Innoval** products, an exhibition space from Alimentaria where novelties of the food industry are exposed.

It will also host a welcome cocktail for Hosted Buyers, a total of 500 national and international high-level profiles, with decision-making power.

RECREATION OF AN EXPERIENTIAL RESTAURANT&BAR





# LIVE HOSTELCO!

Atmosphere promotes innovation and encourages networking through activities:

**HOSTELCO**  
Live  
Restaurant

CATEGORY: PARTNER

## DESCRIPTION:

- Contribution of product by the Partner
- Stand at the Atmosphere's village + 20 one-day electronic invitations (if not an exhibiting company)
- Inclusion in the list of exhibitors to be published on the web site, visitor's guide and on site
- Exclusivity in its category
- 2 invitations to the Hostelco Awards
- Logo visibility:
  - All communication related to Live Restaurant: web site, social networks, newsletters and visitor's guide.
  - Communication supports at Hostelco Live Restaurant





## LIVE HOSTELCO!

Atmosphere promotes innovation and encourages networking through activities:

### HOSTELCO Live Restaurant

#### CATEGORY: OFFICIAL PARTNER

#### DESCRIPTION:

- Naming of the Hostelco Live Restaurant&Bar Powered by
- Unique and exclusive sponsor in its category
- Advertising page in the Visitors' Guide
- Presence in the video summary of HOSTELCO Live Restaurant&Bar
- Space in Hostelco Live Restaurant&Bar
- Inclusion of the activities developed by the partner at Hostelco's agenda
- Inclusion in the list of exhibitors to be published on the web site, visitor's guide and on site
- Contribution of product by the Official Partner
- 65 one-day electronic invitations to Hostelco
- 6 invitations to the Hostelco Awards
- Logo visibility:
  - All communication related to Live Restaurant: web site, social networks, newsletters and visitor's guide.
  - Communication supports at Hostelco Live Restaurant





**Live Garden. The importance of the exterior**  
An experiential outdoor space where you can enjoy a drink or a snack



**HOSTELCO**  
**Live Garden**



# LIVE HOSTELCO!

Atmosphere promotes innovation and encourages networking through activities:

## HOSTELCO Live Garden

CATEGORY: OFFICIAL PARTNER

### DESCRIPTION:

- Naming of the Hostelco Live Garden Powered by
- Unique and exclusive sponsor in its category
- Advertising page in the Visitors' Guide
- Presence in the video summary of HOSTELCO Live Garden
- Assignment of the Live Garden space to the Official Partner
- Inclusion of the activities developed by the partner at Hostelco's agenda
- Assignment of the product by the Official Partner
- 65 one-day electronic invitations to Hostelco
- 6 invitations to the Hostelco Awards
- Logo visibility:
  - All communication related to Live Garden: web site, social networks, newsletters and visitor's guide.
  - Communication supports at Hostelco Live Garden





# HOSTELCO AWARDS 2020

## Hostelco Awards. Excellence is rewarded

Prestigious awards that recognise the effort, excellence and innovation of companies and professionals in the Horeca sector. The awards gather together 350 professionals from the sector and bring great media coverage.

[See video HOSTELCO AWARDS 2018](#)

### CATEGORIES

#### HOTELS AND TOURIST ACCOMMODATION

Best concept  
Best repositioning  
Best interior design project

#### RESTAURANT BUSINESS

Best concept  
Best kitchen project  
Best interior design project  
Best collective restaurant  
project

#### PRODUCT

Best product of the year

#### PROFESSIONAL

Best professional trajectory



### SPECIAL GODMOTHER

#### Carme Rusalleda

A great woman from the Spanish avant-garde cuisine, which for 30 years has been the chef at her restaurant Sant Pau with 3 Michelin stars, until its closure in 2018.

She is currently working as gastronomic advisor of the Mandarin Hotel in Barcelona and its Sant Pol restaurant in Tokyo.

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Alimentaria Exhibitions



## CATEGORY: PARTNER



- Presentation of an award as a partner
- Contribution of product
- Mention of the brand at the prize giving Gala
- Visibility of the logo in all communication related to the HOSTELCO AWARDS: web, Social Networks, Newsletters and Visitor's Guide
- Visibility of the logo on the Gala's media: Photocall
- 20 one-day electronic invitations
- 4 invitations to Hostelco Awards
- Logo visibility:
  - All communication related to Hostelco Awards: web site, social networks, newsletters and visitor's guide.
  - Photocall of the gala



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GRAN VIA VENUE - BARCELONA

Alimentaria Exhibitions

  
Fira Barcelona

## CATEGORY: OFFICIAL PARTNER



**HOSTELCO**  
AWARDS2020

- Naming of the HOSTELCO AWARDS Powered by
- Unique and exclusive sponsor in its category
- Advertising page in the Visitors' Guide
- Presence in the video summary of the HOSTELCO AWARDS
- Presentation of an award as a partner
- Contribution of product at the cocktail reception
- Special mention of the brand at the gala
- 65 one-day electronic invitations to Hostelco
- 12 invitations to the Hostelco Awards
- Logo visibility:
  - All communication related to Hostelco Awards: web site, social networks, newsletters and visitor's guide.
  - Photocall of the gala

#hostelco





**Fira Barcelona**

20-23 APRIL 2020  
GRAN VIA VENUE - BARCELONA



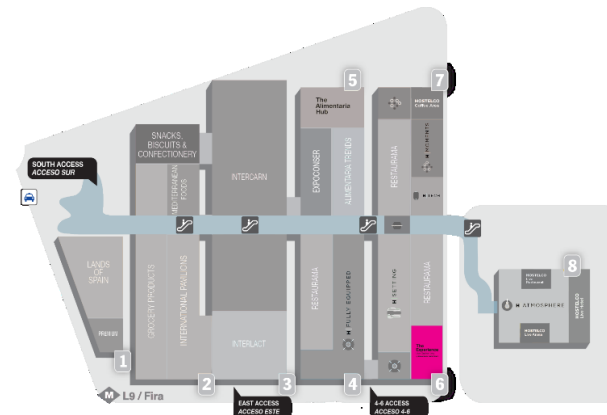
**HOSTELCO**  
AWARDS 2020



**HOSTELCO**  
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## The Experience

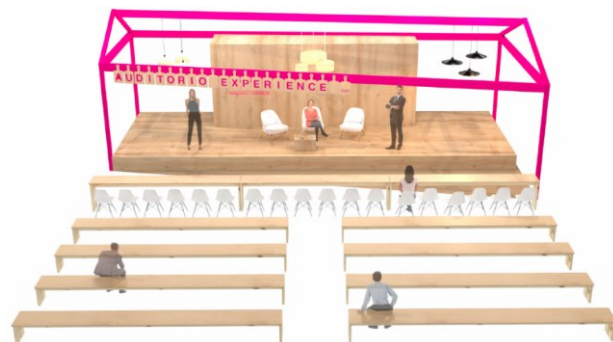
Live Gastronomy

by **Alimentaria & HOSTELCO**

The reality of the sector, in live.

What trends do the gastronomy and the hotel industry of the future anticipate? A participative space in which to attend inspiring showcooking, learn from Michelin-starred chefs and discover the latest in the sector.

### AUDITORIUM Experience



It welcomes presentations, round tables, tastings and demos of new techniques and products.

### SHOWCOOKINGS



#### 4 COOKING STATIONS

The best chefs of the moment cooking live.

### WORKSHOP Experience



#### CLOSED AND EXCLUSIVE ROOM.

Singular presentations by the most influential chefs on the national and international scene.

# The Experience

Live Gastronomy

by **Alimentaria & HOSTELCO**

## Partner Experience

- 35 m2 design booth as part of the project
- Exclusivity in its category
- 2 free cooking demo sessions (45 min/session)
- 1 invitation to the Official Inaugural Act of Alimentaria 2020
- 12 exhibitor badges
- 65 free one-day electronic invitations
- Special price in Innoval
  
- **Logo visibility**
  - Background wall of the 4 Showcookings (20-22 April)
  - Background wall of the Taller Magistral Experience (20-22 April)
  - Web page The Experience
  - Newsletters – specific to the project
  - Information point – at the entrance to the project area
  - The Experience program in the visitor's guide
  - Signaling banners – specific to the project
  - Advertisements in the specialized press





# The Experience

Live Gastronomy

by **Alimentaria & HOSTELCO**

## Contributor

- **Product contribution**
- **Exclusivity** in its category
- Product visibility in the activities area
- **Logo visibility:**
  - Web page The Experience
  - Information point at the entrance to The Experience area
  - Back wall of the 4 Showcookings (20-22 April)
  - Back wall of Taller Magistral Experience (20-22 April)

# The Experience

Live Gastronomy

by **Alimentaria & HOSTELCO**

## Sponsor

- **Exclusivity** in its category
  - 2 free cooking demo sessions (45 min/session)
  - 1 invitation to the Official Inaugural Act of Alimentaria 2020
  - 50 free one-day electronic invitations
  - Special price in Innoval
- 
- **Logo visibility**
    - Background wall of the 4 Showcookings (20-22 April)
    - Background wall of the Taller Magistral Experience (20-22 April)
    - Web page The Experience
    - Newsletters – specific to the project
    - Information point – at the entrance to the project area
    - The Experience program in the visitor's guide
    - Signaling banners – specific to the project
    - Advertisements in the specialized press



## The Experience

Live Gastronomy

by Alimentaria & HOSTELCO

### Sponsor + Micro-corner

- Exclusivity in its category
  - Micro-corner in The Experience Area
  - 2 free cooking demo sessions (45 min/session)
  - 1 invitation to the Official Inaugural Act of Alimentaria 2020
  - 50 free one-day electronic invitations
  - Special price in Innoval
- 
- **Logo visibility**
    - Background wall of the 4 Showcookings (20-22 April)
    - Background wall of the Taller Magistral Experience (20-22 April)
    - Web page The Experience
    - Newsletters – specific to the project
    - Information point – at the entrance to the project area
    - The Experience program in the visitor's guide
    - Signaling banners – specific to the project
    - Advertisements in the specialized press



¿ARE YOU INTERESTED IN SPONSORING THE EVENT?



Contact us

[sponsors@hostelco.com](mailto:sponsors@hostelco.com)

**SPONSORSHIP DOSSIER**





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