



---

## TECH 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 **17%** of the Visitors from the Alimentaria & Hostelco platform are sensitive to the **Tech** sector offer. Its main sectors of activity are Horeca channel, and collective and traveller restoration, **79%** of them have purchasing power.

Nationally, HOSTELCO 2020 places greater focus on attracting 4 key geographical areas for the industry, being them: **Andalucia, 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.

Besides, we must highlight the most important companies from the technology and entertainment sector will be represented at **Tech**:

- BIXOLON EUROPE
- CASHKEEPER
- ICG
- PC MIRA
- PEDRO PORTO
- SEIKO INSTRUMENTS
- STRONGPOINT
- TESA
- TILLER SSYSTEMS

### > 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?

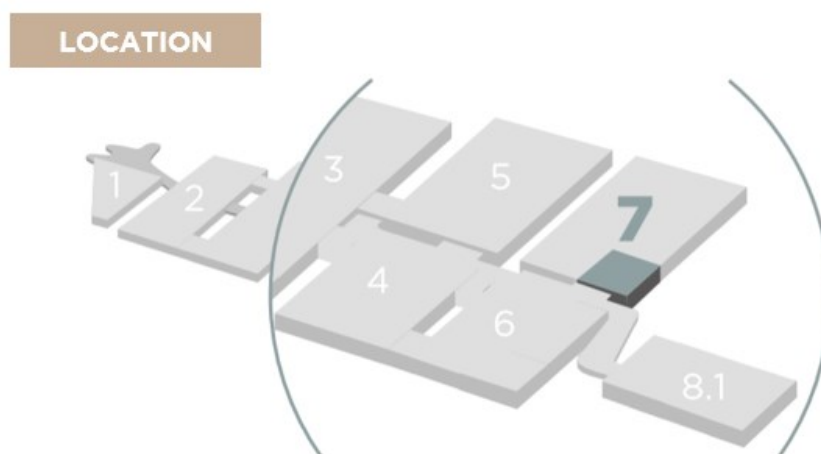
### > Renewed Concept

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 Tech sector which is presented as a specialist trade show with:

- **A grouping of the offer:** technology, software and entertainment from the hospitality and restoration sector.
- A new brand image (**rebranding**)





- **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 invited by the organization focused on distributors, hotel chains, restaurant chains, communities and importers.
  - Greater investment in communication in sectoral press, as well as **TECH Newsletters** to a database of **+250.000 records**, of which **17.17%** are from the Horeca channel, accommodation, restoration, and traveller and restoration collectives, all of them sensitive to the **TECH** 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 Tech sector, to include mainly national, but also international participants.

In this edition **we will invest 57% more** in bringing in high-level buyers. Among them, a **13% are interested** in the exhibition offer from the **TECH** 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
- Galici



## > 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 Tech

### 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.

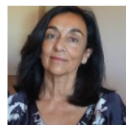
A space that offers maximum visibility, including both prescribers in the industry and hotel chains.

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



## 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**

Presidenta. Consejo General de Colegios Oficiales de Decoradores y Diseñadores de Interior.

[Biografía](#)



**Ramón Estalella**

Secretario General. Confederación Española de Hoteles y Alojamientos Turísticos

[Biografía](#)



**Emilio Gallego**

Secretario General. CEHE - Confederación Empresarial de Hostelería de España

[Biografía](#)



**Agnès Blanch**

Diseñadora de interiores y socia fundadora del estudio vilablanch. Miembro de la Junta de Arquinfad, Asociación Interdisciplinaria de Diseño del Espacio

[Biografía](#)



**Juan López-Asiain**

Responsable del Gabinete Técnico en el Consejo General de la Arquitectura Técnica de España

[Biografía](#)



**Marcos Toscani**

Influencer del sector hotelero

[Biografía](#)



## 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, we offer you more collaboration opportunities, apart from being able to exhibit your products at HOSTELCO Live Hotel, you can request 32 m<sup>2</sup> in HOSTELCO Live Hotel as a **HOSTELCO Live Hotel ROOM PARTNER**:



- Space in HOSTELCO Live Hotel (32 m<sup>2</sup>)
- 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
- Visibility of your logo on the Live Hotel advertising supports
- Invitations to the HOSTELCO trade show
- 2 invitations to the HOSTELCO Awards

**Strategic Partners:** CEHAT ITH

**Institutional Partners:** Spanish General Council of Technical Architecture, ARQUIN FAD - FAD Interdisciplinary Space Design Association, General Council of Official Associations of Interior Decorators and Designers



### HOSTELCO Live Arena

**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 current trends, challenges, innovations and business in the hotel industry. Key themes will revolve around **customer experience, technological innovation, sustainability, marketing focused on projects for hotels and catering, among others.**

**Strategic partners:** CEHAT-ITH, Barra de Ideas, GSR



### 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.



### 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

### › 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.

